

**NISSAN GROUP  
OF NORTH AMERICA**



**Nissan Canada presents the 2018 Award for Environmental Journalism**

*Nissan awards two writers who successfully educate and entertain readers on fundamental environmental topics*

**Mississauga, Ont. (October 26, 2018)** – Today, Nissan is proud to announce the winner, and runner-up, of the 2018 Award for Environmental Journalism. The overall winning title is awarded to Mark Richardson for his story, "Hybrid engines come in many forms – and with unique drawbacks," as published in *The Globe and Mail*. The runner-up is Michael Bettencourt, for his feature story titled, "No Easy Answers at Michelin Movin' On 2018," published in *autoTRADER.ca*.

The winner and runner-up were selected by three judges whom have extensive experience relative to environmental-topics in the automotive industry, and range in the areas of marketing; advertising business development; journalism; communications, and vehicle sales.

The judges accepted submissions for the Environmental Journalism from AJAC members throughout Canada. When making their selection, judges consider objective analysis of the subject, the ability to succinctly present the content to the reader, the clear and verifiable impact of the subject on the environment as well as the overall writing style of the piece.

**Michael Bettencourt's** thorough, yet concise report on the Movin' On by Michelin conference, was described by one judge as, "An eye-opening portrait of all of the challenges that are holding the automotive industry back on implementing cleaner methods of transportation."



*Michael Bettencourt, runner-up for the 2018 Environmental Journalism Award accepts his trophy from Didier Marsaud, director of Corporate Communications, Nissan Canada Inc.*

Didier Marsaud, director of Corporate Communications at Nissan Canada Inc. adds, "It's very apparent Michael went the extra distance to gather as much insight as possible from many stakeholders in the transportation and automotive industries resulting in a fulsome perspective on these complex environmental issues."

The overall winner of the 2018 Environmental Journalism Award, **Mark Richardson**, impressed the judges by starting with engaging storytelling – sharing a relatable experience of driving a hybrid on a road trip, calculating range and distance for the most efficient journey possible. The story then pivots to provide an overview of all hybrid variations, leaving the reader with a clear view of options to fit a variety of needs.



*Mark Richardson, overall winner of the 2018 Environmental Journalism Award accepts his trophy from Claudianne Godin, manager of media relations, Quebec region, Nissan Canada Inc.*

"Mark's theme of 'not one size fits all' when it comes to efficient driving should be appealing to a wide audience. The whole article is a reminder of how stakeholders can work altogether to create an offer that will appeal to the different needs on the market, and reach the common goal of overall carbon reduction," concluded Marsaud.

As the pioneer of mass-market, purely electric vehicles, and as the #1 mainstream electric vehicle brand in Canada, Nissan proudly supports the Environmental Journalism award for the second year-in-a-row, and the award's original intent: to support journalistic reporting on the environmental issue of personal transportation including, but not limited to: design, manufacture, maintenance and recyclability.

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**About Nissan Canada Inc.**

Nissan Canada Inc. (NCI) is the Canadian sales, marketing and distribution subsidiary of Nissan Motor Limited and Nissan North America, Inc. NCI was the first Japanese-based automaker to incorporate in Canada in 1965, and now directly employs 306 full-time staff across offices in Vancouver (BC), Mississauga (ON), and Kirkland (QC). There are 207 independent Nissan dealerships, including 81 that also act as Nissan Commercial Vehicles dealers, 114 electric vehicle-certified dealers, and 42 INFINITI retailers across Canada.

More information about Nissan in Canada and the complete line of Nissan and INFINITI vehicles can be found online at [www.nissan.ca](http://www.nissan.ca) and [www.INFINITI.ca](http://www.INFINITI.ca).

**About Nissan Motor Co., Ltd.**

Nissan is a global full-line vehicle manufacturer that sells more than 60 models under the Nissan, INFINITI and Datsun brands. In fiscal year 2017, the company sold 5.77 million vehicles globally, generating revenue of 11.9 trillion yen. On April 1, 2017, the company embarked on *Nissan M.O.V.E. to 2022*, a six-year plan targeting a 30% increase in annualized revenues to 16.5 trillion yen by the end of fiscal 2022, along with cumulative free cash flow of 2.5 trillion yen. As part of *Nissan M.O.V.E. to 2022*, the company plans to extend its leadership in electric vehicles, symbolized by the world's best-selling all-electric vehicle in history, the Nissan LEAF. Nissan's global headquarters in Yokohama, Japan, manages operations in six regions: Asia & Oceania; Africa, the Middle East & India; China; Europe; Latin America; and

North America. Nissan has partnered with French manufacturer Renault since 1999 and acquired a 34% stake in Mitsubishi Motors in 2016. Renault-Nissan-Mitsubishi is today the world's largest automotive partnership, with combined sales of more than 10.6 million vehicles in calendar year 2017.

For more information about our products, services and commitment to sustainable mobility, visit [nissan-global.com](http://nissan-global.com). You can also follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) and see all our latest videos on [YouTube](#).

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