

# Nissan and the Quest to Bring Affordable EVs to the Market



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## Appraiser Blog

### [Nissan and the Quest to Bring Affordable EVs to the Market](#)

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Nissan, a prominent name in the automotive industry, has made a name for itself by offering affordable and practical vehicles worldwide. Notably, the Nissan Leaf has consistently been among the most budget-friendly electric vehicles available, and the Japanese Domestic Market's Nissan Sakura, a compact Kei car, became a best-seller in its category upon its launch last year.

However, with the outgoing Leaf model and the limited availability of Kei cars outside of Japan, the big question remains: when will Nissan make its EV lineup more accessible to everyone else? Nissan CEO Makato Uchida recently hinted at exciting developments during a media roundtable at the Japan Mobility Show, shedding light on the company's vision to introduce more affordable EVs to the market.



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## The Japanese Market Advantage

In Japan, Uchida believes that cars like the Sakura will play a pivotal role in democratizing electric transportation, emphasizing that "We can do much, much more in Japan [to encourage] EV adoption." However, this may not necessarily translate to the rest of the world, particularly North America, where federalizing the Kei car, Sakura, isn't currently on the agenda.

## Challenges for Nissan in the U.S. Market

While the Nissan Leaf remains accessible to many families, starting at just under \$30,000, it may not fully cater to the lower-priced end of the U.S. car market. The larger Ariya SUV, with a price range in the mid-\$40,000s for the base model and extending to \$60,000-plus for the top trims, appeals to a different market segment.

Uchida acknowledges that "household incomes are getting higher, and customers are willing to pay more." However, this statement doesn't paint the whole picture, as factors like rising interest rates in the U.S. have contributed to record-high car prices, discouraging potential EV adopters.

## Hope on the Horizon

Despite the challenges, there is a glimmer of hope for lower-cost electric vehicles in the future. When pressed about the possibility of more affordable and smaller EVs in the U.S. market, Uchida hinted, "We do have a plan." He further revealed that the cost of EVs is decreasing at a faster rate than expected, and "acceptable" priced EVs are hitting the market sooner than anticipated. Uchida also suggested that the speed at which less expensive EVs are coming to market is "accelerated already."

However, it's important to note that these hopeful sentiments lack specific product-facing details. Uchida concluded his remarks by saying, "Please wait until we're ready to make an announcement."

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## The Race for Affordability

With competitors like Tesla rapidly reducing prices, Nissan's announcement will likely garner significant attention, making the timing of this revelation crucial. As the automotive industry continues to evolve, the push for affordable electric vehicles remains strong, not only to meet the demands of environmentally conscious consumers but also to stay competitive in the ever-changing market.

## Recap

Nissan's commitment to providing affordable electric vehicles is evident, and while there are challenges to overcome, there's a sense of anticipation surrounding the company's plans. As Nissan's CEO, Makato Uchida teases an impending announcement about more affordable EVs, the industry and consumers alike eagerly await the details.

Nissan's reputation for delivering affordable and practical vehicles suggests that its venture into affordable electric mobility will be a significant step in the right direction. The question remains: when will Nissan's vision of affordable EVs become a reality for consumers outside of Japan? The answer might just be around the corner, and it's bound to reshape the electric vehicle landscape.

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