**For Immediate Release**

**NISSAN’S “DRIVER ATTENTION ALERT” HELPS DETECT ERRATIC DRIVING CAUSED BY DROWSINESS AND INATTENTION**

* “Amber cup” on instrument panel display indicates it might be time to take a break from driving
* Nearly 40 percent of drivers admit to having fallen asleep behind the wheel\*
* AAA says one-in-five fatal crashes are a result of drowsy driving\*
* Nissan’s new Driver Attention Alert\*\* system analyzes driver steering behavior to provide an alert if signs of drowsiness or inattention are detected
* Driver Attention Alert will be offered on the all-new 2016 Nissan Maxima “4-Door Sports Car” this summer – also available now on the 2015 Nissan Murano

**NEW YORK (April 1, 2015) –** When the totally redesigned 2016 Nissan Maxima takes the stage this week at the New York International Auto Show, one of its smallest details might be one of its most important – a little amber coffee cup symbol that may appear in the center of the instrument panel.

The cup is part of the visual and audible warning provided by Nissan’s new Driver Attention Alert (DAA) system, which is designed to help detect drowsy and inattentive driving. DAA will be available on the 2016 Maxima as part of a comprehensive suite of safety and driving aids, and is available now on the new 2015 Murano crossover. The debut of the new DAA-enabled Maxima is just in time for “Drowsy Driving Awareness Day” on April 6.

According to a November 2014 study by the AAA\* (formerly the American Automobile Association), 37 percent of drivers report having fallen asleep while driving at some point in their lives, with 11 percent having done so in the past year. Results of the survey suggest that drowsy drivers are also involved in approximately 300,000 crashes each year, 6,400 of them fatal. Driver fatigue and inattention also pose safety concerns, which the Driver Attention Alert system is intended to address.

**How It Works**

Nissan’s DAA system adapts to each individual driver. DAA monitors steering input patterns (using steering angle sensors) during a period of driving to establish a baseline. It continuously compares subsequent driving patterns to a baseline using a statistical analysis of steering correction errors.

If it detects driving behavior consistent with a drowsy driver, the system uses an audible chime sound and displays the amber coffee cup with a message reading, “Take a break?” in the vehicle’s information display. The DAA includes logic to help address false detection, road curvatures, lane changes, braking and even poor road conditions. The system automatically resets when the engine is turned off. It can also be turned off by the driver if desired.

It is the driver's responsibility to remain alert at all times. DAA is only a warning to inform the driver of a potential lack of driver attention or drowsiness. It does not detect and provide an alert in every situation.

The all-new 2016 Nissan Maxima, which is expected to go on sale in summer 2015, sets a new standard for style, performance and technology in the mid-size sedan segment. Its groundbreaking presence is also intended to “Maximize” the Nissan brand itself as a halo vehicle showcasing the company’s cutting edge design, performance and innovation leadership.

Full information and photos of the 2016 Nissan Maxima will be available April 2nd, 9:55 a.m. EDT, at [www.NissanNews.com](http://www.NissanNews.com).

**About Nissan North America**
In North America, Nissan's operations include automotive styling, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program and has been recognized as an ENERGY STAR® Partner of the Year in 2010, 2011, 2012, 2013 and 2014 by the U.S Environmental Protection Agency. More information on Nissan in North America and the complete line of Nissan and Infiniti vehicles can be found online at www.NissanUSA.com and www.InfinitiUSA.com, or visit the Americas media sites NissanNews.com and InfinitiNews.com.

**About Nissan**
Nissan Motor Co., Ltd., Japan's second-largest automotive company, is headquartered in Yokohama, Japan, and is part of the Renault-Nissan Alliance. Operating with more than 244,500 employees globally, Nissan sold almost 5.2 million vehicles and generated revenue of 10.5 trillion yen (USD 105 billion) in fiscal 2013. Nissan delivers a comprehensive range of more than 60 models under the Nissan, Infiniti and Datsun brands. In 2010, Nissan introduced the Nissan LEAF, and continues to lead in zero-emission mobility. The LEAF, the first mass-market, pure-electric vehicle launched globally, is now the best-selling EV in history with almost 50% share of the zero-emission vehicle segment.

For more information on our products, services and commitment to sustainable mobility, visit our website at <http://www.nissan-global.com/EN/>.

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\*AAA Foundation for Traffic Safety’s *Prevalence of Motor Vehicle Crashes Involving Drowsy* Drivers, United States, 2009 – 2013 report (11/14).

\*\*It is the driver's responsibility to remain alert at all times. DAA is only a warning to inform the driver of a potential lack of driver attention or drowsiness. It does not detect and provide an alert in every situation. See Owner’s Manual for details.