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**NISSAN NORTH AMERICA TAPS INSIGHT OF TEEN DESIGNERS TO
CREATE CAR MODEL FOR YOUNG DRIVERS**

*Innovative Project out of Partnership with Groundbreaking Non Profit
Organization Sweat Equity Enterprises*

NEW YORK, NY—Sweat Equity Enterprises (SEE), a design and entrepreneurship program for underserved youth, recently partnered with Nissan North America to design a one-of-a-kind vehicle for young drivers. The partnership brought together 18 high school students in New York City and Providence, RI to develop a model for a low-cost vehicle targeted for youth in metropolitan areas. From February to May, the students worked with Nissan North America's Head Designer Bryan Thompson to conduct market research, predict upcoming trends and produce detailed professional-quality designs for the car's exterior, accessories and interior elements.

Working in teams, students came up with six car concepts which were submitted to Nissan for competition. Nissan's winner was the *Pure* concept vehicle. The designs were so well received that Nissan created digital animated models of all six designs, and a 3-foot professional model of *Pure*, which they will reveal at the Los Angeles Auto Show in this November.

"The goal of the Nissan *Pure* is to be as iconic as the original Mini Cooper, as legendary as the Nissan *Skyline* and as economical and fun as the Datsun 510," said 16-year old SEE designer Chris Jones. "The *Pure* gives you that classic car feel and all the right things to bring the essence of what made us fall in love with cars in the first place."

"Because we are creative people with deadlines that we are working on all of time, working with SEE has allowed the Nissan team to gain a great deal of inspiration from the fresh ideas and fresh minds of these teens," said Mr. Thompson. "SEE has led me to think in ways that I never did before. I've been really inspired and I'm inspiring them too. It's like a tennis match where everyone is throwing back and forth this ball of inspiration. It's also great to work with kids on a level where they understand that they are respected and treated like adults and that they have to perform in an environment that is very high level."

The Nissan project is the seventh for SEE since the organization was founded in 2004. Over the years, participants have designed bags and outerwear for Marc Ecko, marketing and electronics for RadioShack, watches for Callanen/Timex,

shoes for Sketchers, skateboards for Zoo York, packaging for Dr. Miracles and graphic design for New York Cares.

SEE's vision is to invest in the limitless imaginations and entrepreneurial potential of underserved youth," said SEE Co-Founder Nell Daniel. "We aim to build on the proven capacity of design education to give students valuable transferable skills that can be used in every area of their lives, whether professional, socio-emotional or academic. At the same time, our corporate partners gain fresh ideas and market research while enhancing their brands through sustainability and cultivating a talented and diverse workforce for the future."

SEE participants gain intensive design, technology and entrepreneurship training as they develop original graphic, product or apparel designs from concept to prototype for company partners. All students are selected competitively through an application process that requires a written essay, and are compensated for their work with either school credit or pay.

About SEE

Sweat Equity Enterprises (SEE) builds groundbreaking design collaborations between youth and industry – an unbelievable learning opportunity for teens and an innovation lab for design professionals and companies. The organization provides opportunities for *both* youth and industry to gain in mutually beneficial and non-exploitive ways. Youth increase their professional, academic and personal skills, and industry gathers innovation, market research, and high-quality design. A project-based youth development learning program, SEE takes place in a real professional environment where teenagers participate year-round for all four years of high school. Participants gain intensive design, technology and entrepreneurship training as they develop original graphic, product, or apparel designs from concept to prototype in partnership with a company partner. SEE is currently in the process of expanding nationwide to reach thousands of youth, educators, and professionals.

About Nissan North America

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