



Chris Wood
President and CEO

October 15, 2021

Ms. Allyson Witherspoon
Vice President and Chief Marketing Officer
Nissan U.S.
One Nissan Way
Franklin, TN 37067

Dear Ms. Witherspoon:

Here we go again.

A couple of years ago, we wrote a letter like this to Jeep. Earlier this year, to Ford.

Now, thanks to your "Hollywood Story TV spot showing the new 2022 Frontier barreling up the middle of a natural stream, it's Nissan.

Please pull this ad. Let's work together to find a better way to show your customers the right way to connect with the outdoors. Tearing through a stream is foolish and offensive to those of us who care for and restore our rivers and streams. What if, instead, we put your trucks to use to repair and restore our rivers and streams?

Your customers are Trout Unlimited members and supporters. We are anglers who take our 4-wheel-drives off-road to find great trout waters in remote locations. We are outdoors fans who pile fishing rods, rafts, and camp gear into our trucks to enjoy America's trails and rivers.

We do not encourage people to selfishly tear up the middle of a stream bed simply because they can. TU members and supporters are doers. We get our hands dirty through the hard work of fixing rivers. We work to undo the decades of damage to our streams—from logging and mining and drilling, from dams and development. We work to make our rivers more resilient to a future that will bring more flooding, drought, more intense wildfires.

It is important work—taking down dams; reconnecting rivers to their floodplains; planting trees along creeks; installing boulders and large wood to reconstruct damaged fish habitat.

How about Nissan become a doer, too? THAT'S the sort of story the world's truck manufacturers should tell. Ditch the advice of the fast-talking guys in expensive suits that glorify people tearing up the places we love to fish, hunt, and recreate. Instead, show the good work of caring for and recovering our lands and waters. The people who buy your trucks want to know how to pass their love for the outdoors to their kids and grandkids, not ruin it for everyone.

I stand ready to work with you and your marketing team to tell that story. Let's get our people together and offer a new narrative for your line of trucks.

Best regards,

Cc: Brian Brockman, VP for communications, and Ashli Bobo, director of corporate communications

Our mission is to bring together diverse interests to care for and recover rivers and streams so our children can experience the joy of wild and native trout and salmon.

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