Benefits of Automation

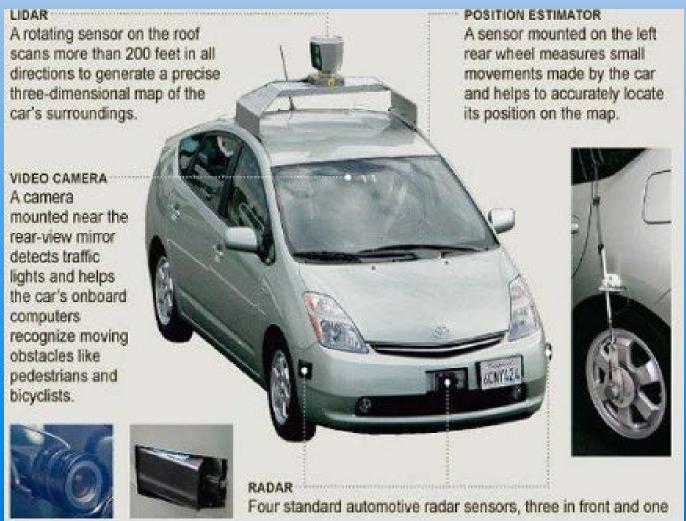
- Safety 30K, 1K
- Congestion
- Mobility
- Sustainability
- Productivity
- In-Vehicle Personal Time

Enablers of Automation

- Technological Advancements
- Industry
- Government
- Media

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Drive to Automation



How does it

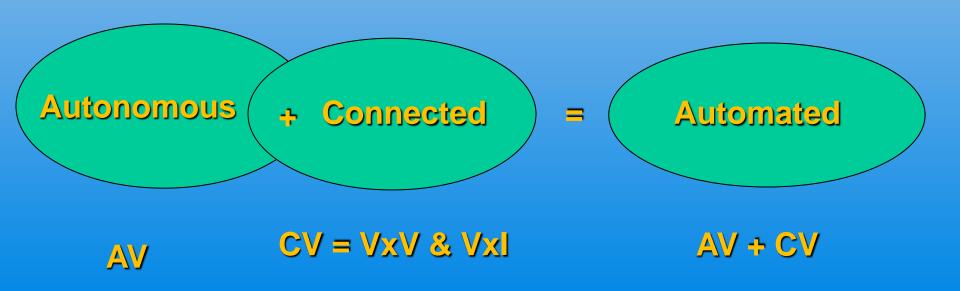
Advance Driver Assist Systems (ADAS)

Google's Self-driving Car

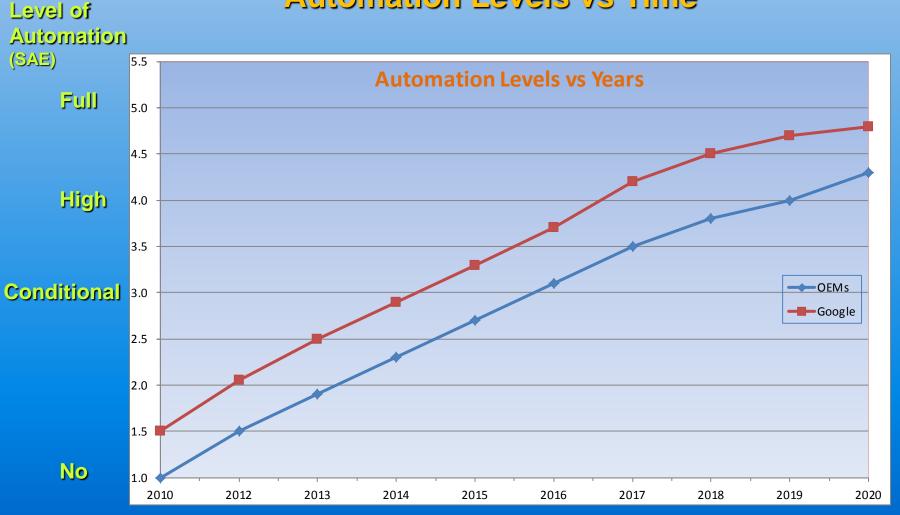
Connected Vehicles



Autonomous vs Connected Cars



Automation Levels vs Time



Challenges Facing Automation

- Cyber Infrastructure
- Product Liability
- Cyber Security
- Driver Acceptance
- Value Proposition

Recent Developments, 2010 - 2014

- Automakers
 - NISSAN
 - VOLVO
 - Ford
 - German LuxuryAutomakers
 - TESLA
 - Tier 1 Parts Suppliers
 - Google

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Drive to Automation

Ford's ADAS cars - Focus and Mondeo



2014 Ford Focus

2014 Ford Mondeo

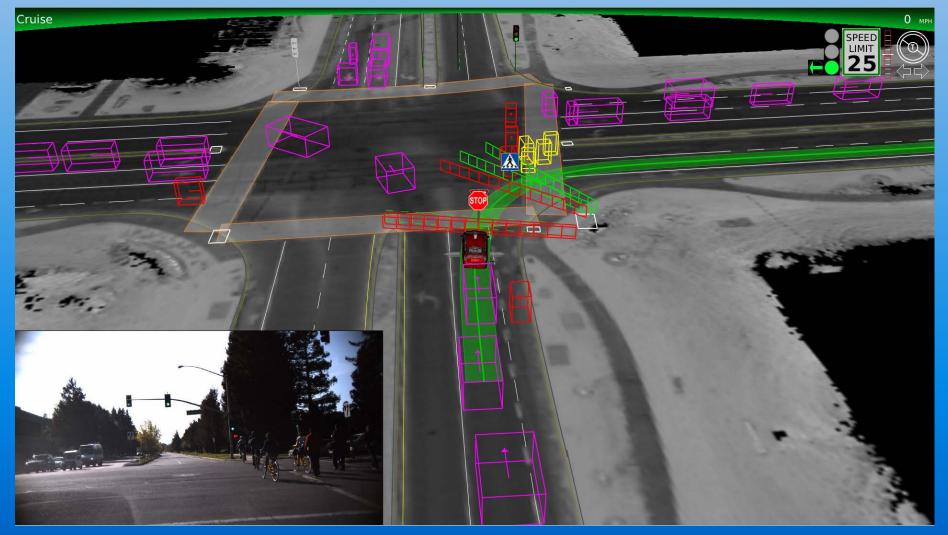
Recent Developments, 2010 - 2014

- Google (Cont'd)
 - Influence
 - Public awareness of AV
 - Promises kept
 - Would it deliver near automatic car by 2018?
 - Formidable competitor to automakers

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Drive to Automation

What Google's Self-Driving Car Sees



Autonomous Vehicles



Google's prototype self-driving car

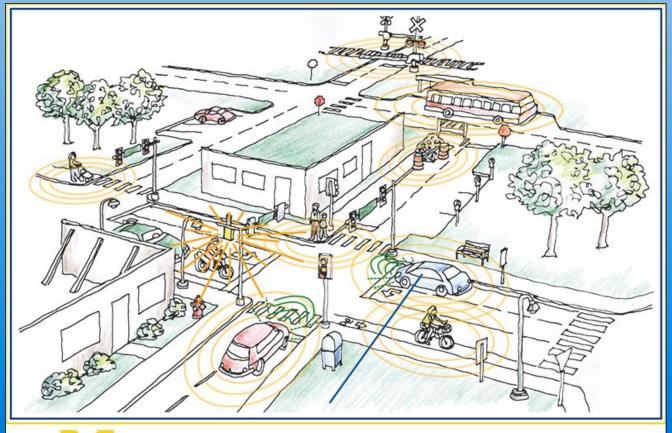
Recent Developments, 2010 - 2014

- Government and Academia
 - Government
 - US DOT
 - FHWA, ITS JPO
 - NHTSA
 - States
 - DOTs
 - Legislators
 - DMVs

Recent Developments, 2010 - 2014 (Cont'd)

- Government and Academia
 - Academia
 - Industry Partnerships (UMTRI, MTC)
 - Applied Research (Artificial Intelligence)

Industry partnerships





Mobility Transformation Facility

External Accelerators

- EV AV
- AV CV
- AV IN
- AV RS

In closing...

- Work in progress
- Lots of Challenges Ahead uncharted territory
- Champions
- Will we see near Autonomous Cars in 2018?

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The End