“TOWARDS A NEW TRANSPORTATION CULTURE: TECHNOLOGY INNOVATIONS FOR SAFE, EFFICIENT AND SUSTAINABLE MOBILITY”

Harmonizing different levels of automation across infrastructure, vehicle, traffic management and the driver, incl. legal, liability and insurance issues

Brussels, 17 November 2014

Jacob Bangsgaard
Director General, FIA Region I
FIA REGION I

FIA Region I is a consumer body representing 111 Mobility Clubs and their 38 million members from across Europe, the Middle East and Africa.

FIA Region I is working to ensure safe, affordable, clean and efficient mobility for all.
From dreams to reality
Megatrends influencing our mobility sector
Connectivity

Source: GSMA
Key players
Existing ADAS and C-ITS
Automation as revolution or evolution?
From support to automation

Source: iMobility Forum
Consumer responses to automation

Have you ever heard of autonomous or self-driving vehicles?

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>87% Yes</td>
</tr>
<tr>
<td>UK</td>
<td>66% Yes</td>
</tr>
</tbody>
</table>

What is your general opinion regarding autonomous and self-driving vehicles?

<table>
<thead>
<tr>
<th>Country</th>
<th>Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>87.2% positive</td>
</tr>
<tr>
<td>UK</td>
<td>52.2% positive</td>
</tr>
</tbody>
</table>

Are you concerned about data privacy?

<table>
<thead>
<tr>
<th>Country</th>
<th>Concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>98.7 Yes</td>
</tr>
<tr>
<td>UK</td>
<td>85% Yes</td>
</tr>
</tbody>
</table>

Source: University of Michigan
Main consumer benefits

- Warning and driver support
- Reducing workload
- Reducing accidents
- Reducing fuel consumption
- Better use of the infrastructure
- Emission reductions
Main consumer concerns

- Trust and reliability (data and services)
- Data protection and privacy
- Security
- Safety
- Impact on congestion
- Liability
- Transition from ‘manual’ to ‘automated’ and back
- Driver training - or no training?
- Non-equipped vehicles and road users
- Purchase cost and service contract
RAISING AWARENESS
Thank you for your attention