



# Automated, Connected and Intelligent Vehicles

- ❑ Crashes
- ❑ Congestion
- ❑ Carbon emissions
- ❑ Access to jobs and services

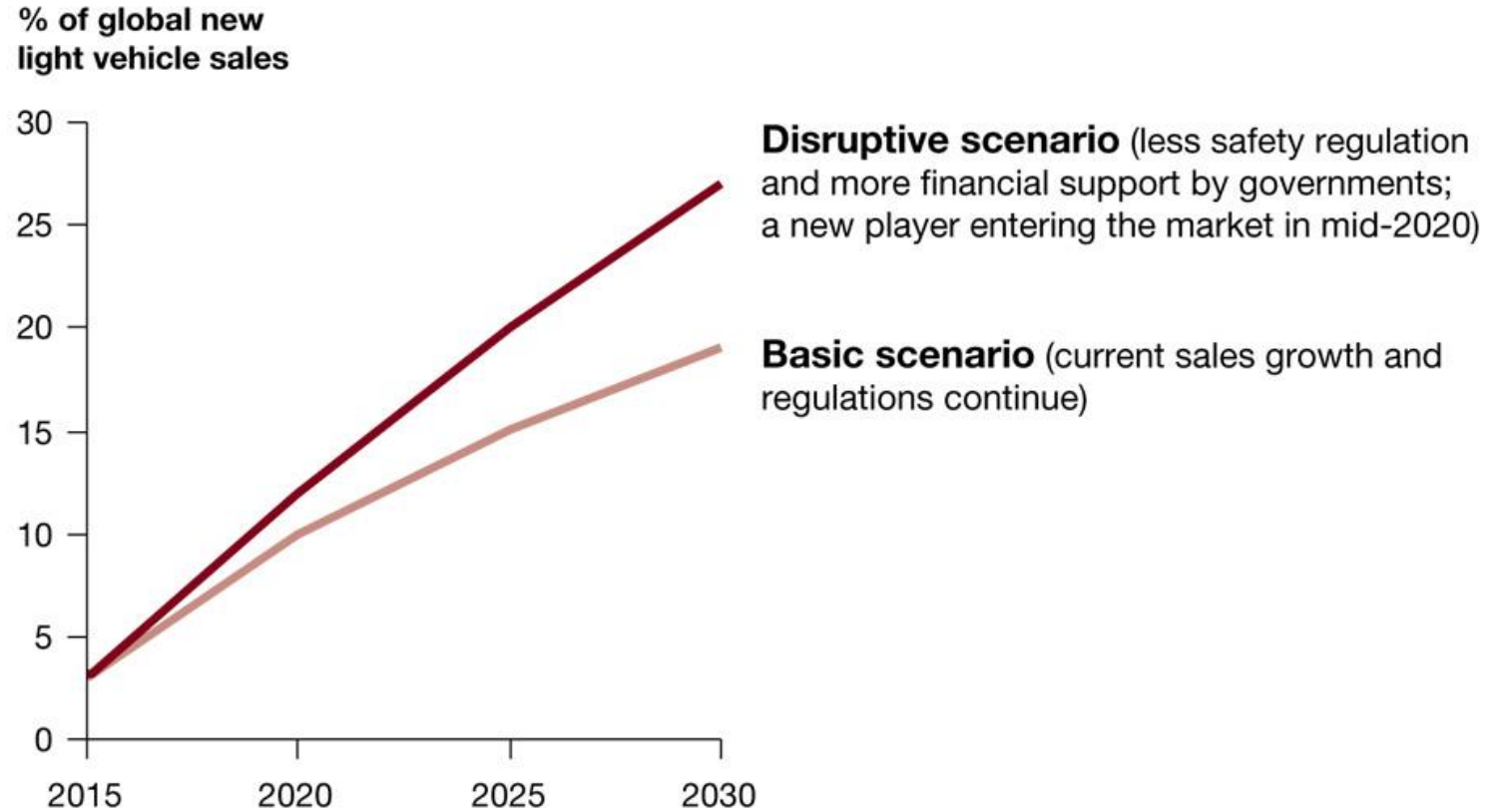


# 1.5 Million Vehicle Fatalities Worldwide



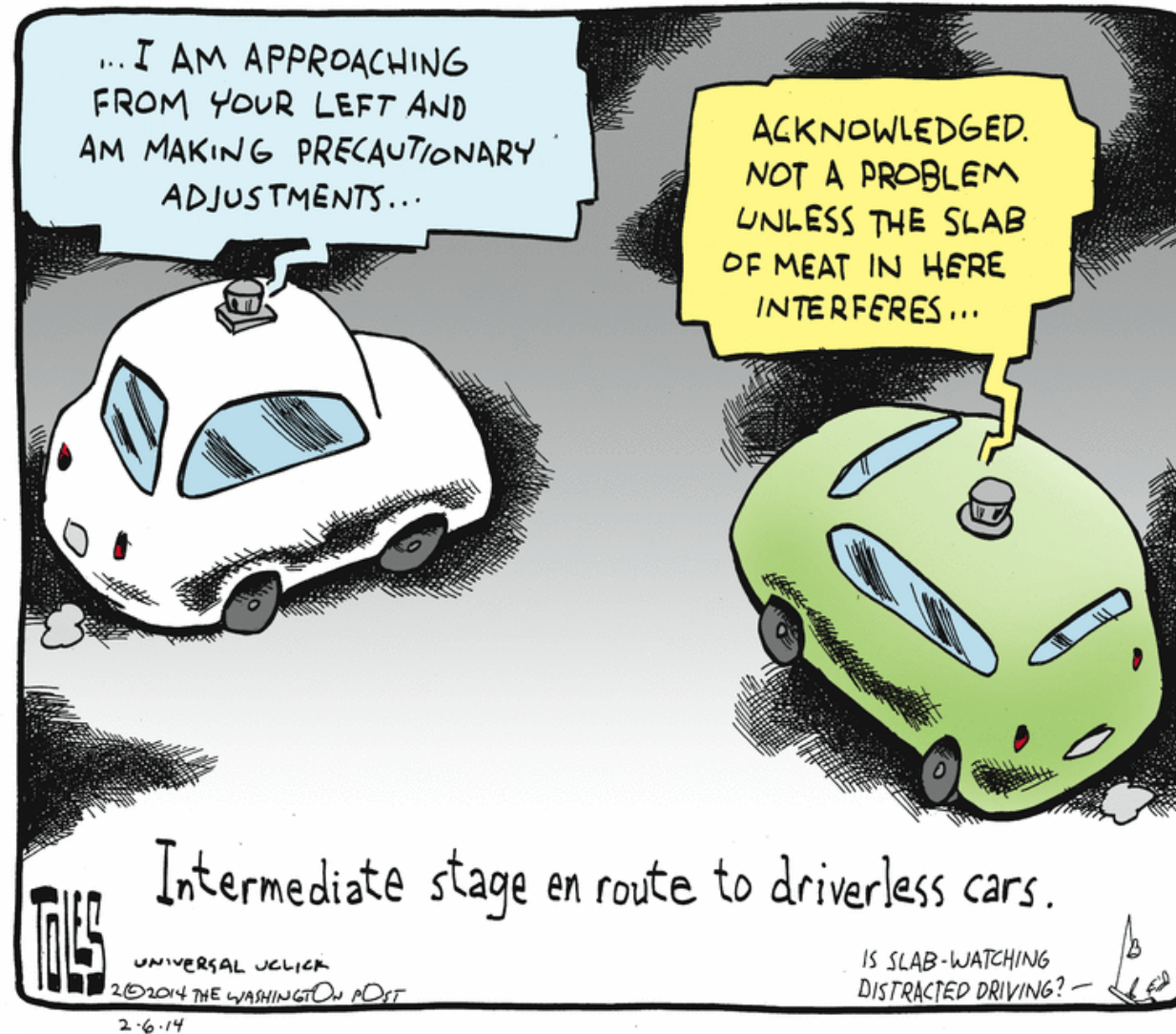
# The Next 30 Years

Exhibit 6  
Scenarios for the penetration of autonomous vehicles



Note: Figures reflect semi-autonomous and fully autonomous vehicles only, not other connected-car features.  
Source: IHS; Internet research; Strategy& analysis  
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# Human Factors



# Abuse of Technology



# Tesla Fatality: Level 2 Automation



# Supervisory Control

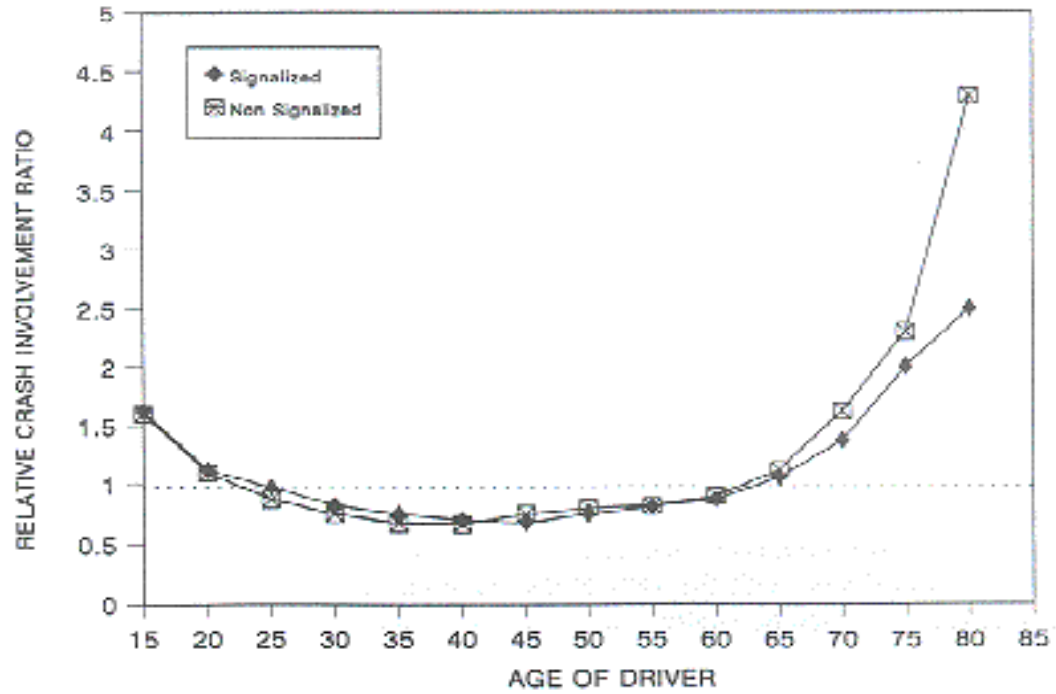




# Interoperability



# Older Drivers



# Misuse of Technology



# Driver-Vehicle Interface



How long is too long?

3X

**Ready, set, go!**



# GPS – Find Churchill Street



# Disuse of Technology



“Oh, for Pete’s sake! Not the smoke alarm again!”



# Decision Making



# Game

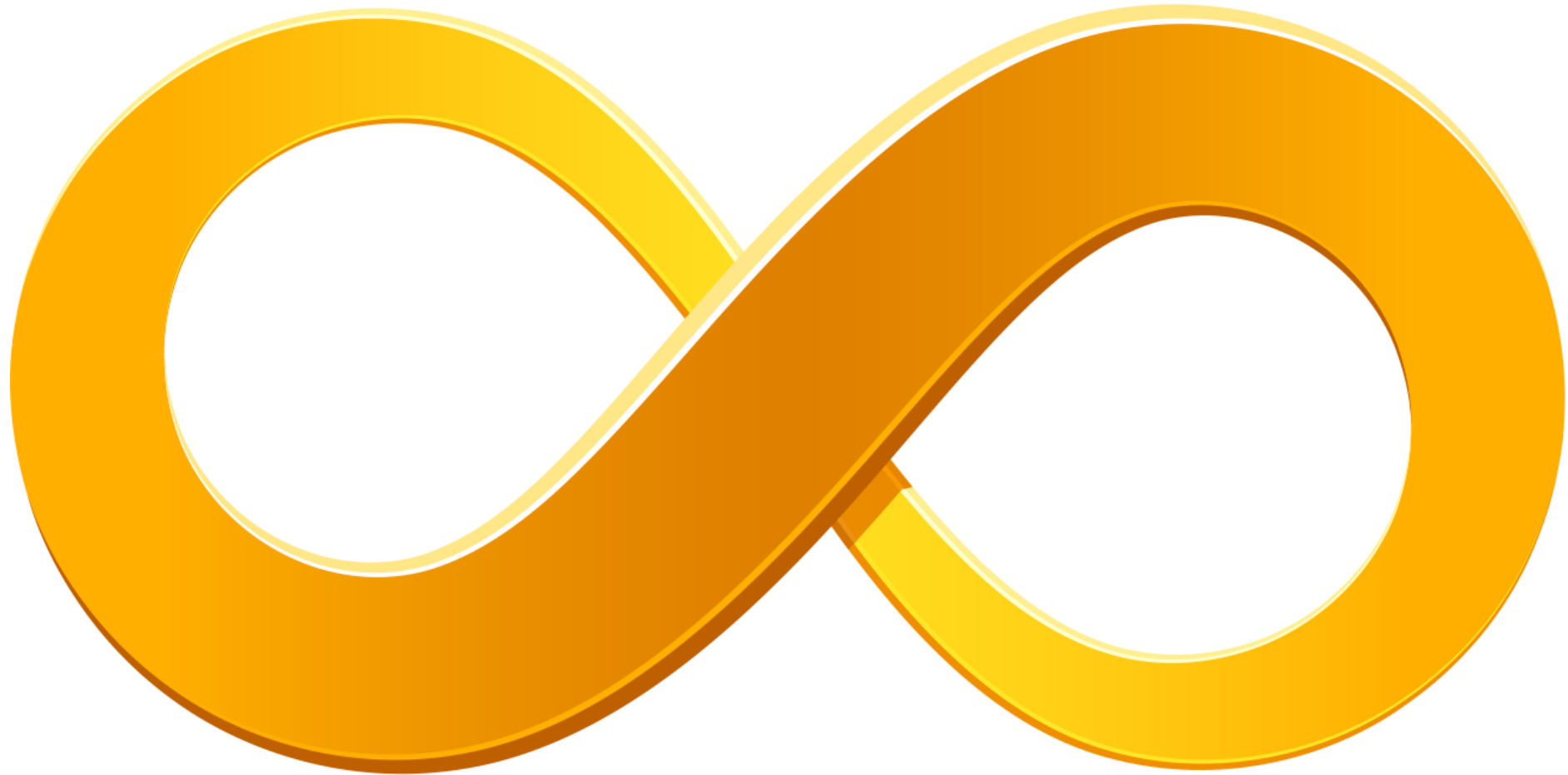
- Heads - \$2
- Tails, Heads - \$4
- Tails, Tails, Heads - \$8
- Tails, Tails, Tails, Heads - \$16



# How Much Would You Pay to Play This Game?

- ❑ We will play the game 100 times
- ❑ You will pay the same amount to play the game each time; you cannot change your mind after you start playing
- ❑ Your job is to guess your expected winnings across the 100 trials
- ❑ If you the amount you are willing to pay is not close to the expected winnings, I will refuse your offer

# What Are Your Expected Winnings?



Thank you!



*"I need someone well versed in the art of torture—  
do you know PowerPoint?"*