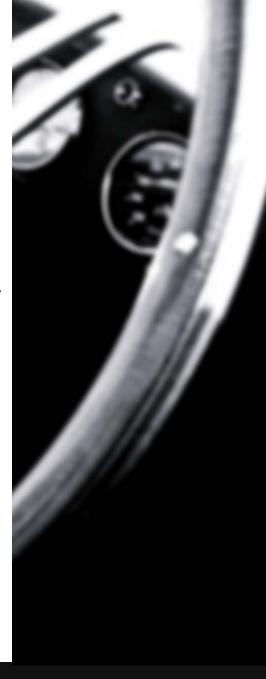


The Landscape

Inevitably autonomous vehicles will become the dominant form of ground transportation...

Why? When? and Why not sooner?

- AVs bring staggering advantages:
 - Radically decrease 94% of accidents attributed to driver error
 25M people globally that die annually in auto accidents
 - Create leaps in productivity & efficiency generating trillions in economic growth-radically changing our transit time
 - Will allow huge changes in medical needs, deployment of law enforcement resources, and our court system
 - Transform transportation economics including manufacturing, selling, insuring, ownership and availability
 - Dramatically alter the environment for the better
 - Will create many more unanticipated benefits and challenges once they become ubiquitous





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Challenges

3 challenges lay ahead...

Technological -

Technology / Connectivity / Security / Standards

Regulatory –

Environment must be sufficient to ensure safety, but open enough to nurture innovation

Societal -

Consumer adoption plus labor force and business disruptions there will be both winners and losers



Mission

What can we, and you, do to make AVs happen sooner?

Create real world test beds – establish AV districts within municipalities to:

Create and harvest "real world" data and knowledge of how AVs operate

 Capture the imagination, provide vision and inspire others, spurring innovation and accelerating rate of AV adoption

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Provide a laboratory where manufacturers, operators, and technology companies can operate; generating data and knowledge creating informed and smart solutions

 Aid municipal, state and federal governments, urban planners, insurance companies and other constituencies to prepare for the coming reality of AVs



Strategy

- Select and make a city and its sponsors a showcase for 21st century transportation innovation
- Reduce market resistance
- Accelerate market development
- Provide funding and expertise to support Innovation, overcome obstacles and promote opportunities
- Bring together the different constituencies and beneficiaries to collaborate in order to further the development of this technology



Benefits

Facilitiate the Development of the AV Commercial Marketplace:

- Via observation and data collection in complex "real world" environment
- By harvesting ideas and innovations from this "real world" test bed
- Creating rare opportunity for a common approach allowing multiple AV manufacturers to plan and operate in same environment
- An early opportunity to apply lessons learned from testing - from technological to marketing communications
- By fostering familiarity and acceptance



Benefits (Continued)

For Sponsors:

- Significant marketing, public relations, brand, and communication programs
- Foster familiarity accelerating adoption / acceptance
- Observation in complex "real world" environment
- Data collection to enhance product offerings
- Opportunity for common experiences, allowing multiple AV manufacturers to operate in same environment

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Benefits (Continued)

For Municipalities:

- Opportunity for leadership role in world altering project
- Infusion of funding and expertise
- Potential additional investments beyond GAVP award potential corporate sponsors, foundation and government grants
- Partnering with leading technology, corporate, government and not-for-profit organizations
- Door opener to tech world and greater economic development



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Mechanics



Sponsorships from each of the following categories:

- AV manufacturers
- Technology firms
- Sensor / telematics firms
- Communication firms
- Infrastructure providers
- Insurers

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Framework

Engaging suitable municipalities:

- Population of 35,000+
- Initial mixed use district of ½ square mile or greater in operation at least 25 hours/week - followed by rapid expansion - 1 year minimum
- Suitable pilot program area
- Committed political and community leadership
- Operational and infrastructure commitment
- Willingness to support district pilot program economically
- Corporate, research, educational, partnerships and commitments
- Technical infrastructure



Framework (Continued)

Engaging suitable municipalities:

- Appropriate regulatory environment plus adequate insurance coverage
- Plan to collect and manage data
- Appropriate communications apparatus for awareness program to educate public, and provide robust monitoring, data collection and dissemination
- Risk mitigation plan
- Achievable budget and timeline
- Proximity to auto or auto parts manufacturers and/or technology firms - a plus
- Demonstrable leadership in transportation issues a plus



Framework (Continued)

Engaging suitable municipalities:

- Municipalities will be chosen by a panel assembled by GAVP
- Winning municipality will receive a preliminary grant along with a guidebook for implementation
- Funding will cover hard costs for infrastructure, operational and technical needs, along with marketing and communication expenses
- Funding will be a combination of cash, in-kind contributions and required expertise



Thank You!

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