### Drive Me - An overview

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Drive Me SELF-DRIVING CARS FOR SUSTAINABLE MOBILITY

> LINDHOLMEN SCIENCE PARK





### **Global Megatrends**

Drive Me SELF-DRIVING CARS FOR SUSTAINABLE MOBILITY

Continued urbanisation Growing number of megacities Air quality major health issue Traffic accidents huge global health problem Desire for constant connectivity Desire for individual mobility



## **Uncomplicates Your Life**

#### More of this (What consumers love)

- Fun to drive
- Personalization
- Independence
- Take control of time

Less of this (What consumers hate)

- The feeling of being stuck in traffic
- Monotony
- Frustration
- Loss of control of time

### The Field Test

Drive Me SELF-DRIVING CARS FOR SUSTAINABLE MOBILITY



Functionality:

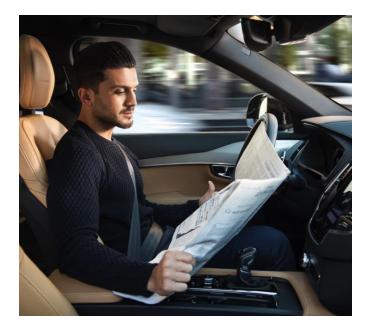
- Highly-automated driving on demand
- Cloud connection
- Certified roads only
- Weather limitations

Road architecture characterized by:

- No oncoming traffic or level crossings
- Pedestrian and bicycle traffic not allowed
- No traffic lights
- Max 70 80 km/h

#### The Overall Scope





- How to improve traffic efficiency, traffic environment and road safety
- Infrastructure aspects
- Suitable traffic situations
- Customer expectations on autonomous vehicles
- How surrounding road users interact with a self-driving car
- Legal aspects

# Thank you for the attention!





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