



## Adapting to survive and thrive

It has been a while since our last issue. During the summer, our team was involved in a number of events and activities related to mobility. Several of us participated in the Automated Vehicles Symposium held in San Francisco.

Attendance at this event has been increasing significantly over the years mirroring the tremendous rise in interest for the driverless technology as well as the rapid pace of technological advancement necessary to bring driverless vehicles to consumers in coming years.

While numerous presentations and speeches were made at the 2014 Automated Vehicles Symposium, one presentation and, in particular, one slide (and accompanying comments) resonated with us. It was in fact,

the slide that most people discussed in many of the corridor conversations among attendees.

Ralf Herrtwich, of Daimler, made that presentation. Here's the slide I'm referring to:



*With the permission of Ralf Herrtwich*

Herrtwich presented this slide to a delegated-packed conference room and asked if anyone recognized any of the names / brands on the slide. No one did. Well ... they are all brands of the leading horse carriage manufacturers who went out of business with the arrival of the revolutionary technology known as the automobile.

Businesses can either accept that this revolutionary technology will be among us and prepare for its commercialization and adoption or suffer the fate of so many forgotten brands / companies.

Daimler is leading and growing in the midst of this revolution. Its business models, its R&D focus, its acquisition strategy, etc have all been aligned with the mobility revolution being facilitated by technology: mobility on demand and driverless vehicles.

How has Daimler chosen to "adapt"? All while continuing to manufacture its various automobile brands, the company, recognizing the opportunities afforded by the shared economy, has vertically integrated forward into the car sharing space with Car2Go.

Daimler is also a leading developer of driverless technology. The Mercedes S class is equipped with

one of the most advanced autonomous drive systems currently available on the market.

Further, earlier this month, Daimler announced the acquisition of mytaxi Provider Intelligent Apps and RideScout, the leading mobility platform in North America.

mytaxi is the world's first app enabling direct connections between taxi users and taxi drivers. RideScout is dedicated to allowing users search and compare ground transportation options on demand.

With these investments, Daimler is demonstrating its understanding of where mobility is headed. In the future, Daimler may be a leading mobility services company, with vehicle manufacturing representing only a small portion of revenues and profitability.

The visionary leaders at Daimler are ensuring that their company name does not become a forgotten one!



## SPEAKING AT THE FOLLOWING EVENTS

C. Kargas will be speaking at the **Transportation Association of Canada - TAC Conference & Exhibition** on September 29th, Montréal

C. Kargas will be speaking at the annual conference of the **Canadian Association of Mutual Insurance Companies** on October 6th, Whistler

C. Kargas will be speaking at the **Insurance Canada Future Forum** on October 7th, Toronto

C. Kargas and P. Ducharme will be speaking at **Electric Mobility Canada's EV2014VÉ**, October 27th to 30th, Vancouver

P. Ducharme will be speaking at **Canadian Urban Transit Association Conference**, November 15-19th, Niagara Falls

C. Kargas sera conférencière à l'événement **organisé conjointement par les regroupements sectoriels de recherche industrielle, Prompt et Consortium Inno-VÉ**, 18 novembre à Montréal

C. Kargas will be speaking at the **Smart and Healthy Municipal Public Transport International Conference**, April 21-22nd, Pilsen, Czech Republic

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# In the news | Les nouvelles

## ► California issues first AV test permits

29 AV test vehicle permits were issued on Sept 16th: 25 to Google, 2 to Mercedes and 2 to Volkswagen (including the very 1st one to Audi).

The image shows a 'TEST VEHICLE PERMIT' form from the Occupational Licensing Branch of the California DMV. The permit is for a Volkswagen Group of America Inc. vehicle, model year 2012. The permit expires on 09/15/2015. The form includes sections for vehicle type (Auto), manufacturer information (Volkswagen Group of America Inc.), acknowledgement of safety standards, and certification by the DMV. The permit is signed by Anne French, DMV Director, on 09/16/2014.

The rules related to the first set of autonomous vehicle regulations:

- Mfr must register the test vehicle with DMV
- Mfr must have completed previous AV testing under controlled conditions
- Mfr uses qualified test drivers who complete a training program and obey all provisions of the Vehicle Code
- Mfr test drivers sit in the driver seat & are capable of taking immediate control of vehicle
- Mfr reports to DMV any accident involving a test vehicle or any situation where the autonomous technology disengages during operation
- Mfr maintains \$5 million insurance or surety bond.

## ► Insurance, liability & autonomous vehicles

On Sept 15th, California's Dept of Insurance held a public hearing on autonomous technology insurance issues. Representatives of both the legal and insurance fields were invited to provide insights and commentary. The question and answer period touched on both shorter and longer term insurance. In the shorter term, how do (will) insurers currently rate vehicles with semi-autonomous features like adaptive cruise control, lane assist, parking assist, accident avoidance, and driver fatigue detection? Longer term, what type of insurance product will ultimately be most appropriate to cover AVs? Commercial products liability? Something else? Further, is data collected by AVs an insurance issue and if so, how should insurance be involved? [<https://www.insurance.ca.gov/0400-news/multimedia/0030VideoHearings/upload/AVHEARINGBCKGRNDFNL.pdf>]

## ► Ride-sharing news

CA Governor Brown signed ride-sharing legislation this week specifying minimum levels of insurance that TNCs must carry [[http://www.modbee.com/2014/09/17/3543869\\_brown-signs-ride-sharing-insurance.html?sp=/99/1526/&rh=1](http://www.modbee.com/2014/09/17/3543869_brown-signs-ride-sharing-insurance.html?sp=/99/1526/&rh=1)]. Could this be the start of a trend across the US?

Kuaidi Dache, the Chinese taxi hailing and ride-sharing service is going global as Uber enters the Chinese market [<http://www.mynextfone.co.uk/news/kuaidi-dache-the-chinese-taxi-hailing-and-ridesharing-service-is-h30493.html>].

And for those still not convinced about the impact of ride-sharing services on conventional mobility [<http://www.theverge.com/2014/9/18/6401245/uber-san-francisco-cab-use>]:

**Ride-sharing apps may have caused taxi use in San Francisco to drop 65 percent**

Interested in daily updates on future mobility? Check out the following:

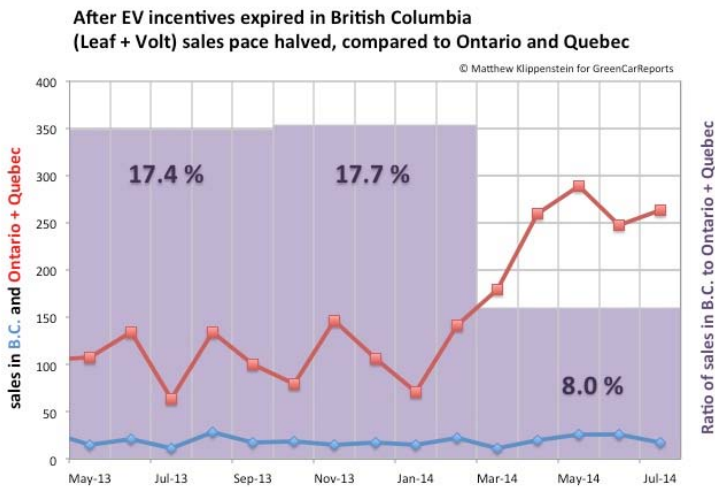
Intéressé par des mises à jours quotidiennes sur la mobilité du futur ? Visitez le site suivant :

<http://www.scoop.it/t/evolution-of-transportation>

# In the news | Les nouvelles

## ► Why electric car incentives are necessary

Several journalists have claimed that incentives offered to help reduce the price of electric vehicles go solely to individuals who would have bought electric vehicles anyways (free riders). Well, the case of BC, where EV sales plummeted after the incentive program ran out, diffuses this unsubstantiated argument [[http://www.greencarreports.com/news/1094468\\_when-electric-car-incentives-expire-a-case-study-in-canada](http://www.greencarreports.com/news/1094468_when-electric-car-incentives-expire-a-case-study-in-canada)].



## ► Tesla CEO: Our cars will be fully autonomous in the five or six-year time frame

Musk has often been described as a visionary with respect to mobility. He's proving it once again with his statements regarding fully autonomous electric Teslas. Another confirmation of MARCON's model of electric, autonomous,

shared, multimodal mobility. [<http://www.digitaltrends.com/cars/tesla-ceo-cars-will-fully-autonomous-five-six-year-time-frame/>]

## ► AV policy implications

The CATO Institute released a document making thoughtful suggestions to governments who have not yet acknowledged the certain arrival of driverless vehicles and their implications [<http://www.cato.org/publications/policy-analysis/policy-implications-autonomous-vehicles>]

## ► Peterbilt demos self-drive

Peterbilt's 579 concept truck brings together technologies to create an autonomous system that complements, but does not replace the human driver ...yet! [<http://www.gobytrucknews.com/peterbilt-demos-self-driver/123>]

## ► Telcos prepare for driverless road

Verizon's CEO McAdam: "If we decided to do it, we're no more than three to five years away from autonomous vehicles".

## ► Ford exec foresees major change for auto industry

Executive Chairman Bill Ford: "Ford Motor Co. is rethinking its mission as an automaker and testing a variety of alternative forms of mobility around the world." Makes sense in a context where over the next decade, there will be a 25 to 50% increase in urban dwelling, as about 1 billion people move into cities. In 25 years, a forecasted 9 billion people living in urban areas - more than the entire population of Earth today. And if this growing urban middle class is driving conventional cars, gridlock could block cities from functioning.

A sustainable mobility model is required: electric, autonomous, shared, multi-modal mobility.

## ► Uber news

In addition to be present as a ride-sharing company in 200 cities, Uber is interested in on-call delivery services. Three pilots in the US: lunch delivery in LA, convenience store pickup & home delivery in Washington and a quick messenger service for Manhattan.

After Uber and UberX, now UberPool: car pooling made easier. According to the Uber site, on average UberX already costs 40% less than a taxi. Imagine reducing that cost by up to another 40% using UberPool (sharing a ride). That means an UberPool ride would cost about 1/3 the price of a taxi.

Daily updates on future mobility?

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<http://www.scoop.it/t/evolution-of-transportation>