



Automated Driving: Promises and Challenges

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Challenges in Automated Driving

1 Why do we Strive for Automation?

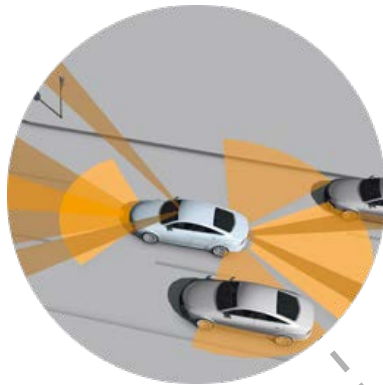
2 From Assistance to Automation what is the Difference?

3 Challenges in Automated Driving

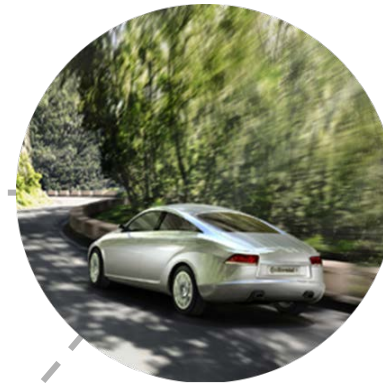
4 Summary

Automated Driving: Why do we Strive for Automation?

A Solution to Demanding Needs



Safety



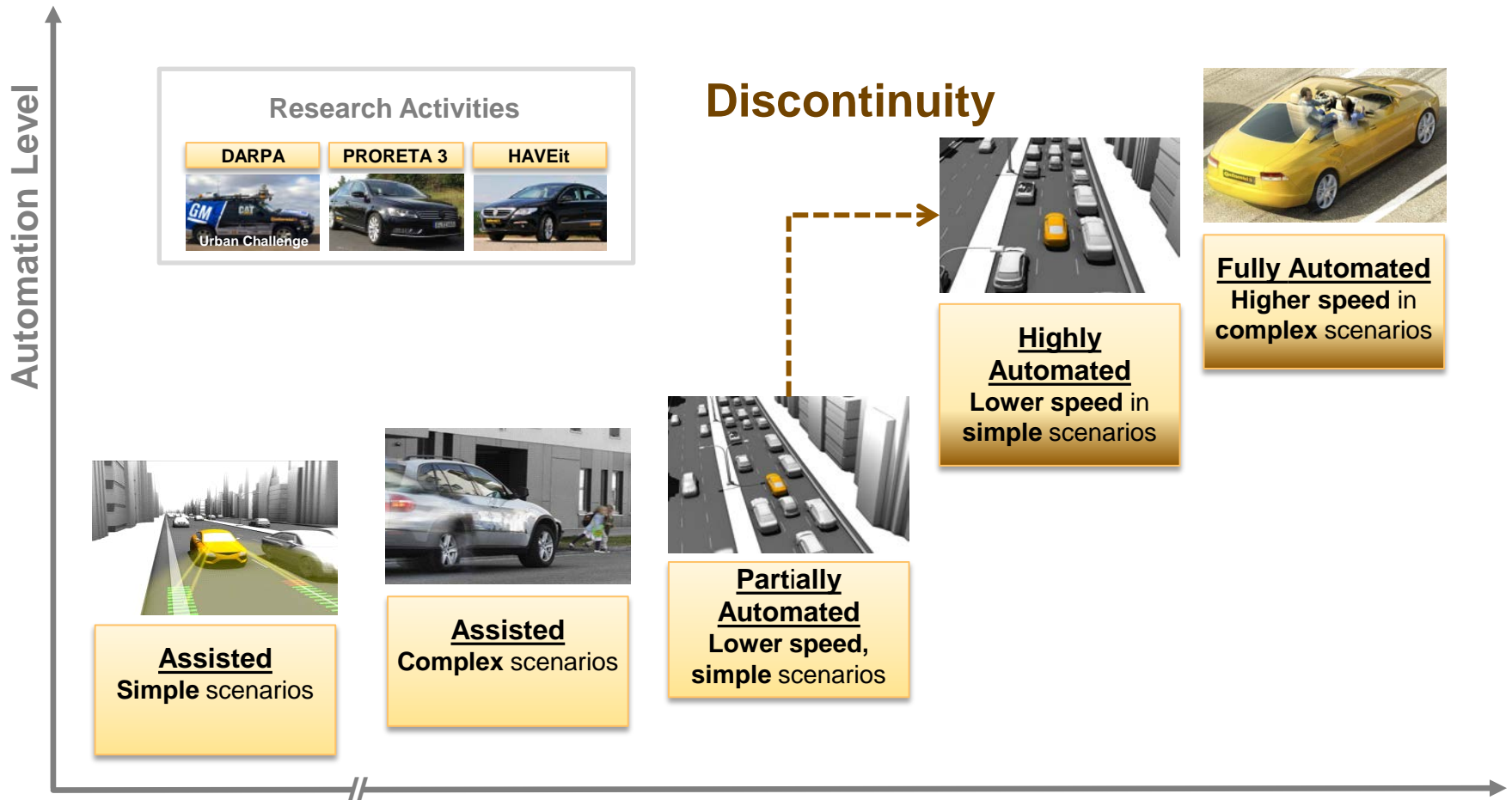
Ecology,
Economy



Comfort

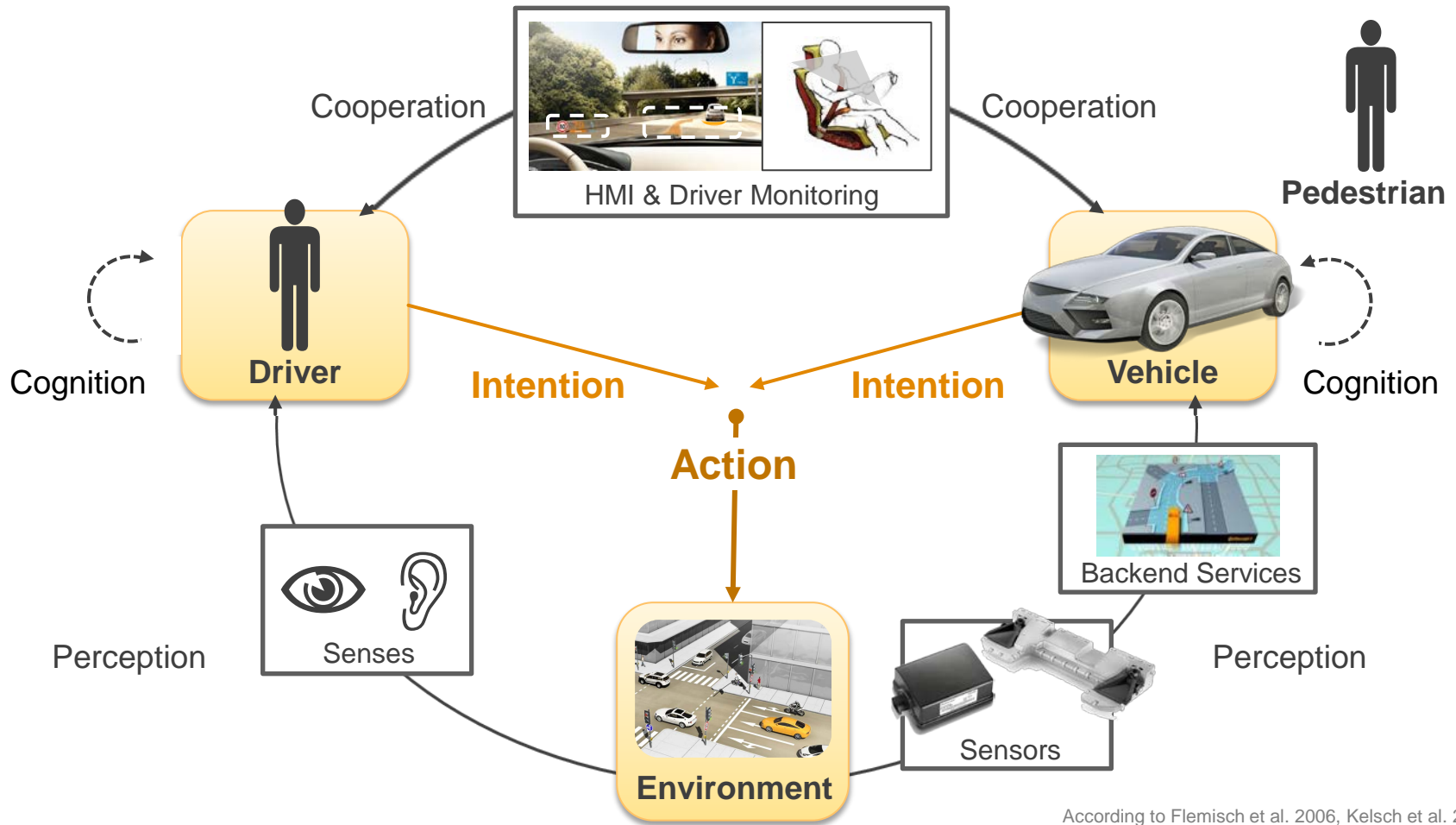
Automated Driving:

From Assistance to Automation what is the Difference?



Automated Driving: Challenges

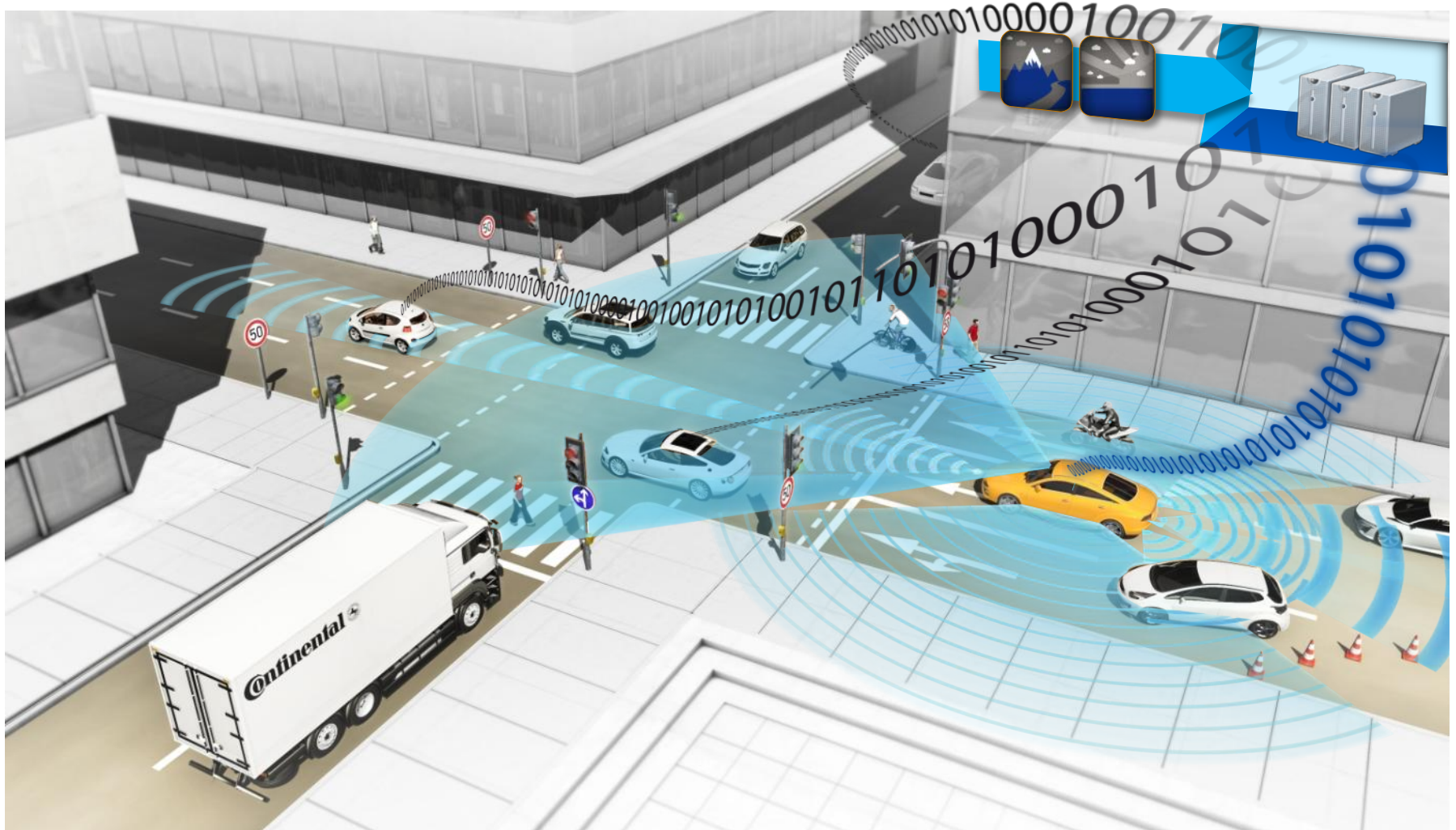
Dialog and Cooperation between Human and Vehicle



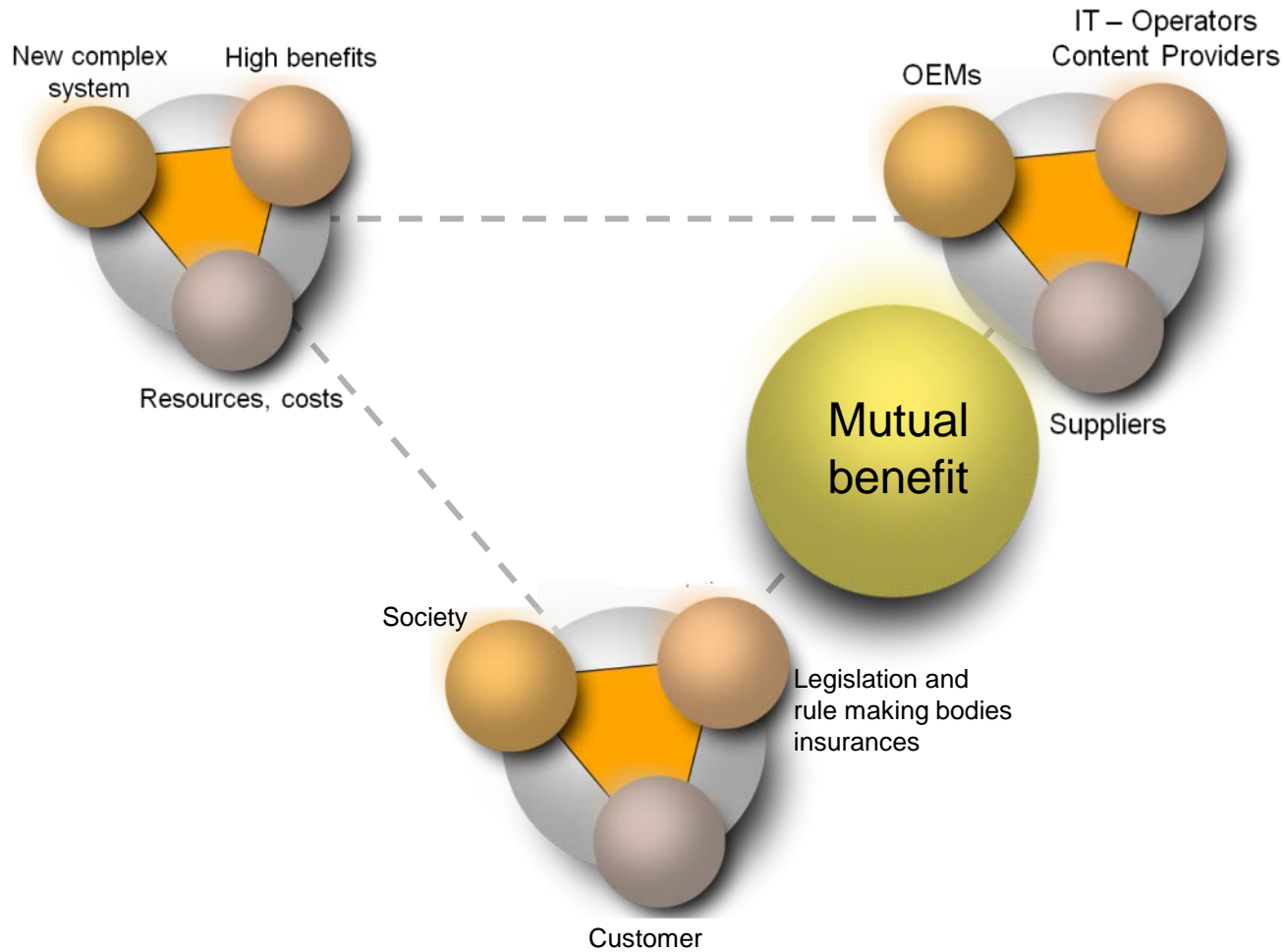
According to Flemisch et al. 2006, Kelsch et al. 2006

Challenge

The new Infra-Structure Element Backend



Challenge: New Partnerships to Harvest the Fruits



Challenges in Automated Driving

Summary



1 Automated driving is in reach and will deliver benefits in terms of safety, efficiency and comfort

2 It will come fast but in steps

3 Some challenges require cooperation

4 There is ample room for customer value and differentiation/competition

5 We will see new business models



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Thank You