

It's not all about driverless vehicles. This is a completely new approach to mobility.

We are on the threshold of a radical shift, and it's happening fast.

In just a few years the world will change.

We will see entirely new mobility business models enabling sustainable cities.

[www.drivesweden.net/en](http://www.drivesweden.net/en)

Twitter: @DriveSweden

DRIVE : SWEDEN

# Automotive megatrends shaping our future mobility











..but scenarios 3 and 4 also require fundamental change

	1 The premium car drives itself	2 Autonomous vehicles rule the streets	3 Self-driving taxi revolution	4 Ride-shared self-driving taxi revolution
Implications for cities	No benefits – <i>No major change</i>	Some benefits – <i>No major change</i>	Considerable benefits – <i>But major change and investment</i>	Most benefits – <i>But major change and investment</i>
Implications for car manufacturers	Business model as is – <i>No major change</i>	Business model as is – <i>No major change</i>	New business model – <i>Major change</i>	New business model – <i>Major change</i>
Implications for mobility brokers	One transport mode out of many – <i>No major change</i>	One transport mode out of many – <i>No major change</i>	May become the primary transport provider – <i>Major change</i>	May become the primary transport provider – <i>Major change</i>

Source: World Economic Forum; BCG analysis



# The City of Gothenburg

- One of the first cities in the world with a test fleet of 100 self-driving cars on public roads in 2017.



# The DriveMe Project



- Started 2013
- The world's first project on public roads
- Public – Private – Academia cross-collaboration project



# DriveMe Test route 2017

- 100 autonomous cars
- Customer drivers
- Real traffic environment





# Drive Sweden

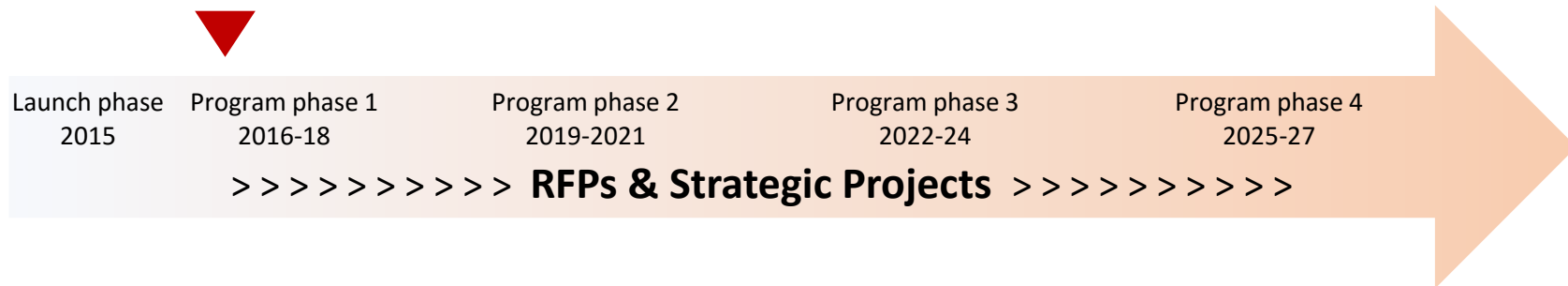
## Strategic Innovation Program



Forskningsrådet  
Formas



A government-sponsored effort towards facilitating development and deployment of the next generation automated transportation systems, for people and goods.





CHALMERS



VOLVO

NEVS



UNITI



ERICSSON



SAAB



Autoliv



MINDCONNECT



CONSAT



carmenta  
superior situational awareness



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