



Shift Automotive – Berlin 2018

THE PANELS

Panel 1 - Trust me, I'm an autonomous car: How can self-driving cars (re)-gain trust?

The automotive and electronics industries are set for an automotive future anchored around self-driving vehicles. Early tech adopters post videos proudly showing themselves drive “hands-off”. The wider public, however, is not convinced. [Surveys suggest that more than 60% of the UK public and more than 73% of the US public](#) would be reluctant travel in an autonomous car, never mind buy one. Recent headlines about car crashes involving Teslas in self-driving mode and experimental autonomous cars from Uber have made an already sceptical every more suspicious. Other surveys suggest that people around the world – especially in developed economies – [are very suspicious of their vehicles sharing data with broader transport infrastructure networks](#), undermining a key technological component of the ecosystem that’s needed to support self-driving vehicles.

This panel will explore what needs to be done for the wider public to trust autonomous cars – not only as “hands-off” drivers or passengers in such cars, but also in terms of wider public acceptance on the road. Will sensationalist headlines – or poor first-generation engineering - kill the self-driving evolution before it’s even started?

Panel 2 – Integrated Mobility: the urban-rural divide

Much of today’s debate about the automotive future seems to come with a label: “for city folks only!” Mobility solutions that integrate public and private transport ecosystems or envisage a world where car ownership is replaced by subscriptions for mobility experiences at varying degrees of comfort, timeliness and privacy are aplenty, but they usually are designed for high-density urban environments that are rich in IoT-powered street furniture that is supported by 5G mobile networks. Most powertrain solutions for future cars, meanwhile, focus on the spread of hydrogen or electric vehicles, which once again lend themselves mainly to urban environments, where sufficiently high flows of traffic can justify the investment in networks of fast electric chargers or hydrogen refuelling systems.

In other words, will cities become islands of future mobility and will rural areas be behind by the integrated mobility revolution? How can we bridge the divide?



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Panel 3 - It wasn't my fault, honest: insuring next-generation vehicles

When it comes to assigning blame, few traffic accidents are clear-cut cases. However, as our cars get smarter and drivers morph into passengers, who will be to blame for accidents involving next-generation vehicles? The driver of the “driven” car that collided with a self-driving vehicle? The “hands-off” driver of the autonomous vehicle? The car manufacturer? The software developer? The maker of the entertainment system that failed to alert the “driver”. The local council, because the street furniture didn't properly interact with the car?

And how – amidst the confusion – can you insure people using shared mobility experiences? Should they pay by a flat fee, or by the day, hour, minute? How can we make sure that any vehicle – driven or not – is covered by the right level of insurance?

Panel 4 - Building cars around passengers, not drivers

Right now, [Level 5 autonomous cars](#) – where both the steering wheel and the driver are optional – are the stuff of science fiction. But even before technology reaches this level, the in-car experience of both drivers and passengers is set to change dramatically. How will the in-car experience change? Will cars really be IoT hubs, and if so, what's the benefit for passengers and drivers? Will window shields be the ultimate AR visors? And if cars morph into productivity hubs and entertainment centres, how can drivers – when it truly matters – take back control? Do we need new UX/UI models for cars? Or will the car of 2030 or 2040 just look like today's car... but with a better trim and nicer go-faster stripes?