

Drive Me - An overview



Johan Berglund
Regulatory Affairs
Volvo Car Group



TRAFIKVERKET
SWEDISH TRANSPORT ADMINISTRATION

Autoliv



City of
Gothenburg

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

Drive Me
SELF-DRIVING CARS FOR
SUSTAINABLE MOBILITY

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!

Drive Me

SELF-DRIVING CARS FOR
SUSTAINABLE MOBILITY



**Johan
Berglund**

Automotive Regulatory Expert
T +46-31-3255205
johan.berglund@volvocars.com

VOLVO CAR CORPORATION
58831 Safety Regulations
Torstlanda HABVS
SE-405 31 Göteborg, Sweden
volvocars.com