
Cooperative Automated Driving in the U.S.

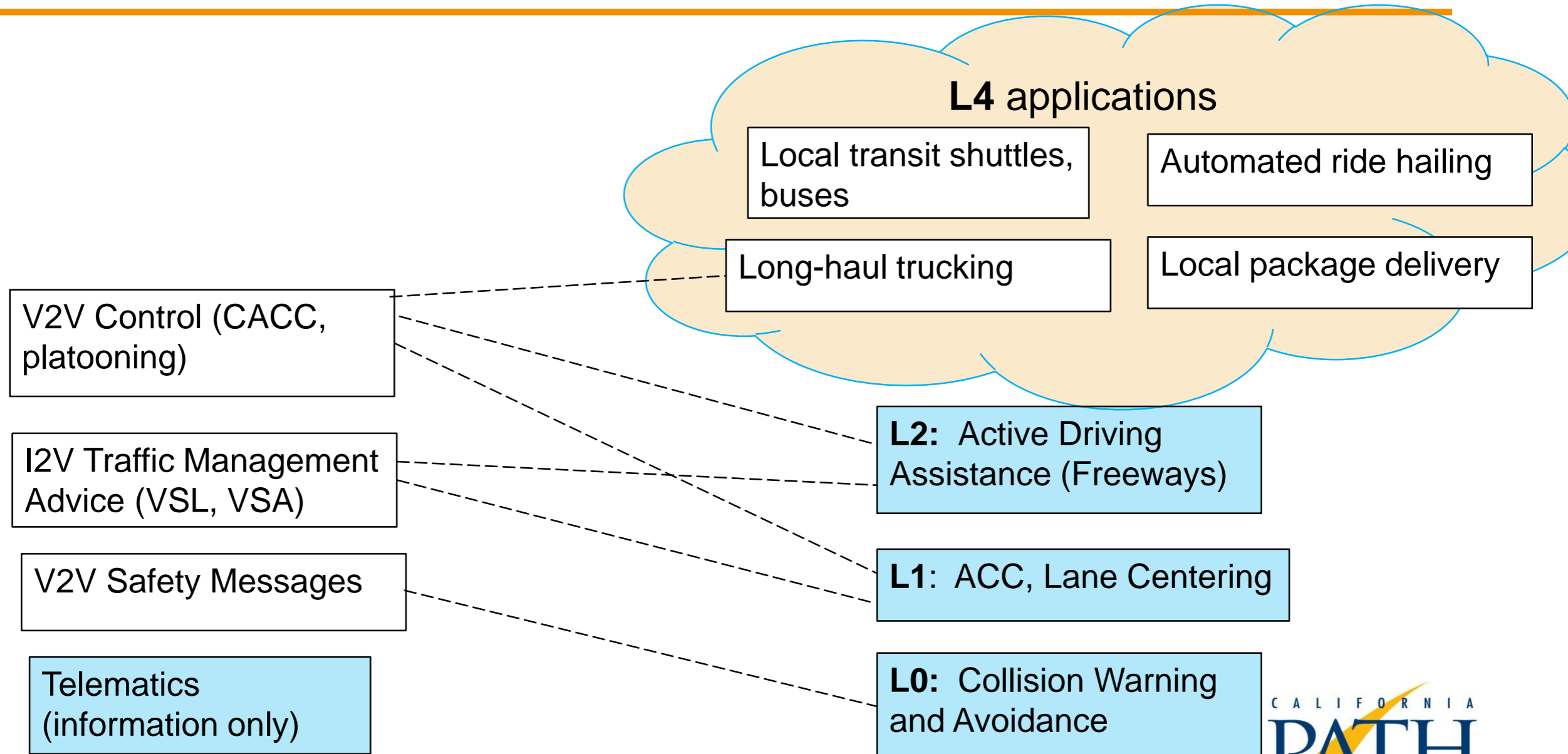
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Connectivity and Automation



U.S. Industry Status on Automation

- **Spending \$ Billions per year in development**
- **Still seeking profitable business models**
- **Primarily technology companies, most partnered with vehicle manufacturers**
- **Consolidation of existing companies, and very little new investment now**
- **Emphasizing freight over passenger applications for first market opportunities**

U.S. Public Sector Status on Automation

- **Much lower funding than on industry side – \$ Millions rather than \$ Billions**
- **Some federal R&D on cross-cutting topics**
- **General policy guidance at federal level, but no regulations yet (political disagreements on regulatory approach)**
- **Diverse policies on deployment and regulations at state and local levels**

Deployment Challenges for Automation

- **Public attitudes fragmented and distorted by misinformation (“full self-driving”)**
- **No consensus yet on “how safe is safe enough” nor on how to measure or evaluate safety**
- **Technology immaturity → ODD limitations**
- **Lack of convincing “safety cases” and insufficient data to demonstrate safe performance**
- **Uncertainty based on lack of agreement on U.S. national regulatory approach**