



Autonomous Mobility A/S

Peter Sorgenfrei – Presentation to Ruter Supplier Conference

SEMLER :


local motors

 **IBM Watson**

Ruter presentation requirement

The presentation should be based on one or more of the questions below, where emphasis is chosen by the supplier based on own capabilities.

- *What experiences does the supplier have in the area of autonomous vehicles or similar/related technology or services?*
- *What are the most important elements that needs to be in place before Ruter can deploy an autonomous, on-demand service to our customers as an integrated part of our complete public transportation system?*
- *How soon can do you think the market can have such a service ready for operation in Oslo and Akershus?*
- *What should Ruter do to make this an appealing business opportunity for your company?*
- *Any other advice or insights to Ruter in moving forwards with this*

I will address all five



Who is Autonomous Mobility?

AM is the company in the Semler Group that introduces and operates Autonomous Mobility solutions in 8 countries (the Nordics and Baltics).

Semler is a 100 year old family owned company that is the largest imports, sales and service company of vehicles in Denmark.

We primarily deal in products from VAG and our turn-over is roughly 13 billion NOK.

Autonomous Mobility has made an investment in Local Motors, Inc. and secured an exclusive agreement to market and operate their self-driving vehicle system, along with any vehicles Local Motors produced. The first of which is Olli...





Q: What experiences does the supplier have?

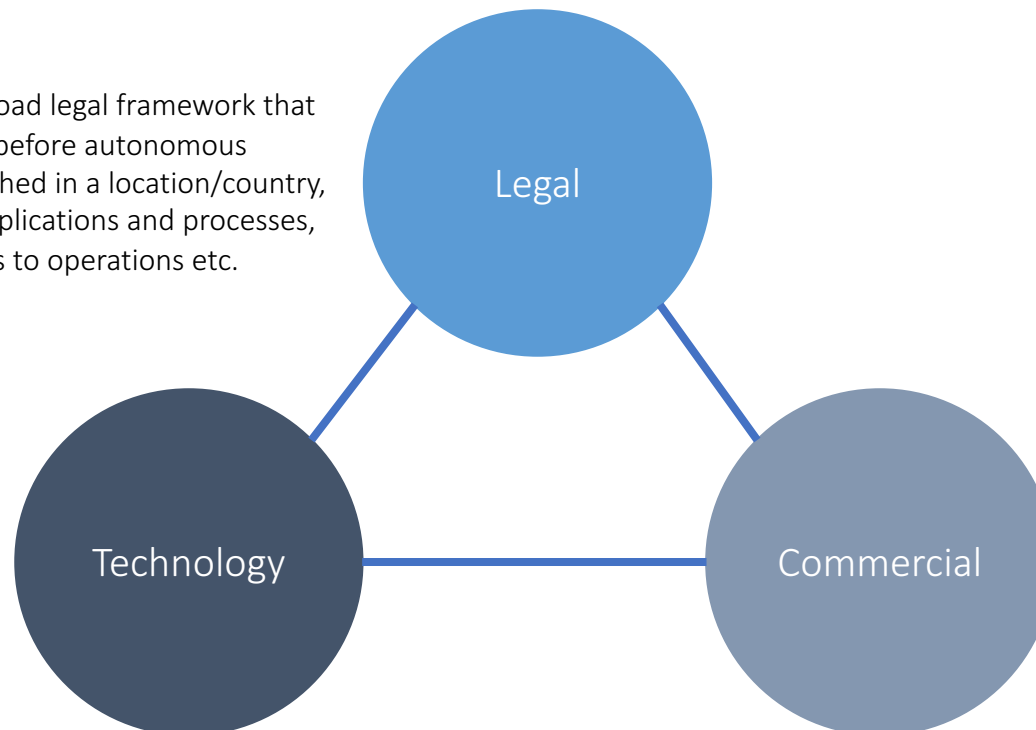
- Together with our partners Local Motors and IBM we provide an integrated transport system for shared mobility based on self driving vehicles.
- The routing, passenger interaction and demand schedules are managed in real time, allowing for demand changes and dynamic routing.
- Ollies are currently driving in the US, and in Europe under contract with Deutsche Bahn.
- We will start driving in Denmark in Q1/2017, followed by Sweden, Finland, Estonia and hopefully Norway.



Q: What are the most important elements that needs to be in place?

Three key dimensions must be clarified before sound commercial roll-out is feasible in a location/country

Clarity around the broad legal framework that needs to be in place before autonomous services can be launched in a location/country, including permits, applications and processes, liability, requirements to operations etc.



The technology needs be so mature that iterations, upgrades and other required changes and improvements that are necessary to meet minimum requirements are kept at a minimum

Ruter#

Clear and realistic commercial models with competitive offering and cost levels must exist

Q: How soon in Oslo and Akershus?

- Pilot application can be set up in 6 months from signed contract.
- Commercial applications based on pilots can commence shortly after pilots end. New commercial applications require 8 months from scratch.
- We can expect to start in Oslo/Akershus in Q3 2017 and shift to commercial operation in early 2018.



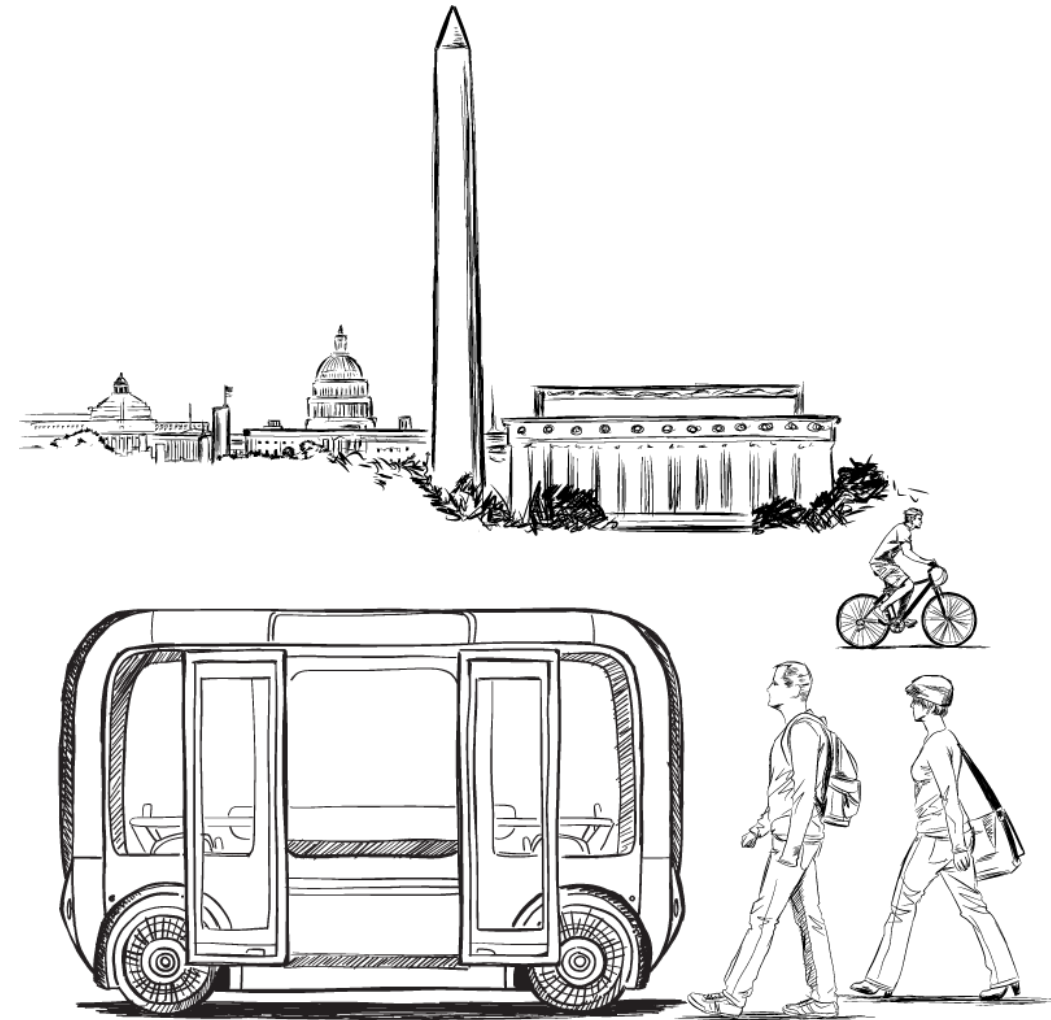
Q: What should Ruter do to make this an appealing business opportunity for your company?

- Show the commitment to self driving technology by defining a roadmap for the fleet deployment potential
- Engage in pilots that have natural extension points where we together can increase the scope and complexity of the pilots sequentially
- Co-develop business models as to build upon and supplement your current models allowing riders to use your service in new ways



Q: Any other advice to Ruter?

- Focus on clear future commercial potential when deciding on pilots
- Consider additional vehicle types requirements down the line and ensure your partners can deliver on those as well
- Known that it is a learning process for manufacturers, operators and legislators, and that partnerships and business models need to reflect the inherent flexibility required





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