Autonomous Vehicles: Divergent futures

Description: Autonomous vehicles, also known as self-driving cars, are set to change transportation in such a profound way that the implications for manufacturers and suppliers are only just emerging.

In the twentieth century, the automobile transformed human mobility and how we live. Now, in the early part of the twenty-first century, the automotive industry stands at the cusp of revolutionary change thanks to autonomous car technology.

The advent of autonomous vehicles means that the car and its interaction with humans – at the micro and macro level – is fundamentally changing. Over the next ten years vehicle manufacturers and suppliers alike will have to consider the changes that self-driving cars present and adapt. Those companies who fail to change will eventually disappear.

Extract: “The consequence, therefore, is likely to be not one but several futures as the technologies of autonomous and connected cars permeate societies around the world. Indeed, it might be argued that one point of contest is whether autonomous cars need to be connected, in that ultimately there is a question of whether the car or the infrastructure is in control.”

This compact report establishes three potential futures for autonomous vehicles:

- The cocoon car
- The commodity car
- The eternal car

The report also identifies examples of innovation and collaboration between suppliers and tech firms, and explains how there is opportunity in uncertainty.

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