Autonomous Driving

Google Self-Driving Car Strategy and Implications

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Egil Juliussen, Director Research & Principal Analyst, Automotive Technology,
+ 630 432 1304, egil.juliussen@ihs.com

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**Contents**

1.0 EXECUTIVE SUMMARY .......................... 3
   1.1 Report summary .............................. 4
   1.2 Car-as-a-Service (CaaS): Game changer .... 5

2.0 AUTONOMOUS DRIVING OVERVIEW ...... 6
   2.1 What is autonomous driving ................. 7
      2.1.1 Levels of autonomy ..................... 8
   2.2 Autonomous driving activities ............. 9
   2.3 Emerging autonomous driving testing locations .... 10
   2.4 Two self-driving car strategies ............ 11
   2.5 OEM and Tier 1 autonomous driving strategy .... 12
   2.6 OEM autonomous driving deployment timeline ... 13
   2.7 SDC: Driver acceptance scenario ............ 15

3.0 GOOGLE’S AUTONOMOUS DRIVING SCENARIO 16
   3.1 Getting to know Google: Overview .......... 17
      3.1.1 Google financiales ..................... 18
      3.1.2 Key Google products ................. 19
   3.2 Google investments in autonomous driving related technologies ........ 21
      3.2.1 Google X and “Moonshot” R&D ......... 22
      3.2.2 Google acquisitions ...................... 23
      3.2.3 Google Ventures investments .......... 25
      3.2.4 Google’s self-driving car status ....... 27
   3.3 Google’s autonomous driving strategy ......... 28
      3.3.1 Why is Google developing L5 driverless cars? 30
      3.3.2 Google driverless car operation ....... 31
   3.4 Google’s driverless car scenario ............ 32

4.0 GOOGLE IMPACT ON AUTONOMOUS DRIVING INDUSTRY 34
   4.1 Autonomous driving implications ............ 35
      4.1.1 SDC technology implications .......... 37
      4.1.2 SDC and cyber security implications ... 39
      4.1.3 SDC legal and liability implications .... 41
      4.1.4 SDC automotive industry implications .... 43
      4.1.5 Business case for EV CaaS .............. 45
      4.1.6 SDC mobility implications ............. 46
      4.2 Google impact on self-driving cars ......... 48
      4.2.1 Google autonomous technology capabilities .... 49
      4.3 SDC market potential for Google ......... 50
      4.3.1 SDC software and map opportunity scenario .... 51
      4.3.2 SDC opportunity: Map and software .... 52

5.0 SUMMARY AND CONCLUSIONS ................. 53
   5.1 Autonomous vehicle spectrum ............... 54
   5.2 Autonomous driving evolution .............. 56
   5.3 SDV opportunities: Personal and commercial vehicles ....... 58
   5.4 Google impact on autonomous driving ....... 60

Appendix: Acronyms and abbreviations ........ 61

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Chapter 1 – Executive summary

• Self-driving cars and driverless cars are inevitable—it is only a question of time.
• Two research and development (R&D) strategies to achieve self-driving vehicles: Evolutionary and revolutionary.
  • Automotive original equipment manufacturers (OEMs) are on the evolutionary track.
  • Google leads the revolutionary approach and will have a major impact.
• Autonomous driving software and cyber security takes center stage.
• Car-as-a-Service (CaaS) becoming a new driving force for the automotive industry—pun intended!
• Self-driving vehicles is a major opportunity for electric vehicles (EVs).