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The Commercial Vehicle Business Case



On the
Road to
**VISION
ZERO**

32% of accidents are unintentional lane departure

\$53,000 cost of lane departure accident

1.1 million industry will need to hire 1.1 million new drivers over the next decade

Two-thirds of commercial vehicles spend more than **95%** of their time going straight down a highway at speed limit in a single lane.



Commercial Vehicle Market Drivers Unique to CV

Fleet Owners Pull

- Driver hours of service
- Driver retention
- Drivers shortage - *Platooning functions*
- Driver distraction - *Interior observation*
- Driver health and alertness - *Interior observation*
- Safety - *Camera and radar*
- Fuel cost - *AD/platooning functions*
- Traffic congestion and delays

Government/Regulatory Agencies Pull

- Emission reduction
- Accident avoidance
- Safer roads
- Congestion reduction

Making AD a Reality



L2+
passenger cars



L4/5
commercial vehicles



L4/5
people mover