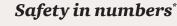
How the driverless car could change everything





Autonomous driving could result in

4.95M fewer US accidents

77-90% of all accidents are caused by **human error**

Autonomous driving could save about

\$450B in annual US accident-related costs Key

change

• Revenue increase

Revenue decreaseFundamental

Greater mobility, greater efficiency and higher safety



The car could become an OS platform

Carmakers could open their cars to app developers

New skills for new vehicle technologies developed Increased use of mobile data = more efficient and safer transportation logistics

Fewer accidents = fewer repairs

Technology and media

Health industries

Drop in car-related injuries

Fewer emergency room visits

More accurately priced insurance coverage with more data

Auto insurance could shift to pay-as-you-go

Insurers' payouts could drop with fewer accidents Automakers could bundle

insurance with vehicle sale
Financial services

and insurance

Power and utilities

emergency services

Decrease in traffic violations

Taxis could disappear

Less demand for

er and Public sector and service industries

With fewer and more efficient automobiles, gasoline sales may decrease

Utilities could have new opportunities around charging stations

Real-time feedback could help make drivers behave more efficiently

Social aspects of mapping and traffic monitoring

• How they compare to other drivers

Ownership models could shift

- fleet vs individual
- shared vs owned

Vehicles could be matched to a particular trip

Demand for cars could decrease

Fewer cars means less demand for raw materials

Vehicle diagnostics could change owners' maintenance behavior

Scheduled maintenance on-demand auto service

Car could radio ahead based on real-time driving data

Fewer accidents = fewer replacement parts

Reimagined retail infrastructure and dealer networks

Source: PwC, The future of mobility, October 2013.

