



SAE DEMO DAYS

Giving the public rides in an automated vehicle

Overview

SAE Demo Days is a public facing event created to give people hands-on experience with automated vehicles and:

- build comfort, confidence and trust around the technology
- reinforce engineering advancements designed to enable safety
- demonstrate differences between ADAS and automated functions
- gather feedback to aid in adoption, product development, legislation/regulation

Event Format

While each event is customized based on partner objectives and capabilities, there are 4 main elements:

- A pre- and post-ride survey
- The ride in an automated vehicle
- Engagement with interactive technology displays
- Chat with experts

General Event Flow

- Appointments are scheduled for each ride
 - 3-4 riders per vehicle per run pending vehicle size
 - Walk-ins are encouraged to come and experience the interactive displays and used to fill reservation 'no shows'
- Each participant is badged and receives a Rider ID
- Rider ID is used to launch the pre-ride survey
- AV rides depart every 10 minutes
 - 7-8 minute ride with 2-3 minutes allotted for loading/unloading
- Rider ID is used to launch the post-ride survey
- Riders visit interactive displays
 - Offers a 'hands on' experience
 - Showcases the technology happening 'under the hood'
 - Can be anything from ADAS to automated – to showcase what's available on the roads today; what's in development and what the future could hold
- Industry experts are on-hand to answer questions and interact with the public

Event Review

A. SAE has hosted 4 demonstrations to date:

1. **LOS ANGELES, CALIFORNIA** at the LA CoMotion event

- November 16-19, 2017
 - 2 industry days + 2 public days
- VEHICLE PARTNER: AutonomouStuff
- 1 VEHICLE: Retrofitted Lincoln MKZ
- ROUTE: Secured and restricted parking lot
- INTERACTIVE DISPLAYS: None
- SURVEYS: 427 over 4 days

2. **TAMPA, FLORIDA** in partnership with the Tampa Hillsborough Expressway Authority (THEA)

- May 8-11, 2018
 - 1 VIP day for industry leaders, business executives, elected and appointed government officials, etc.
 - Followed by 3 public days
- VEHICLE PARTNER: Perrone Robotics
- 1 VEHICLE: Retrofitted Lincoln MKZ
- ROUTE: Closed section of the Selmon Expressway with speed up to 55mph
- INTERACTIVE DISPLAYS: Velodyne LiDAR, Voyage
- SURVEYS: 251 over 3 days
- MEDIA: Over 58 pickups for a reach of almost 60 million; local live broadcasts and national coverage with interviews on Fox News/Fox Business

3. **PUNTA GORDA, FLORIDA** at Babcock Ranch

- December 11-14, 2018
 - 1 VIP day in partnership with the Florida Chamber Foundation's Florida Growth & Infrastructure Summit
 - Followed by 3 public days
- VEHICLE PARTNER: Perrone Robotics
- 1 VEHICLE: Retrofitted 2016 Range Rover Sport HSE
- ROUTE: Public roads in mixed traffic at speeds of approximately 25-35mph
- INTERACTIVE DISPLAYS: AAA, Lime, Transdev, Velodyne LiDAR
- SURVEYS: 274 over 3 days
- MEDIA: 17 pickups with a total reach of approximately 2.5 million



4. **Detroit, Michigan** in conjunction with SAE’s 2019 WCX event and in partnership with Partners for Automated Vehicle Education (PAVE)

- April 5-11, 2018
 - 3 public days
 - 1 VIP day
 - 3 industry days
- VEHICLE PARTNER: Dataspeed Inc.
- 2 VEHICLES: Retrofitted Lincoln MKZ and Chrysler Pacifica
- ROUTE: Indoor experience in Hall B of Cobo Center; ½ mile winding route over 6 loops with objects and tele-op driving experience
- INTERACTIVE DISPLAYS & INDUSTRY PARTICIPANTS: AAA, Cruise Automation, Munich Reinsurance America, Inc., National Safety Council, SAE Foundation, Velodyne LiDAR, United Spinal Association
- SURVEYS: 1,195 total riders over the 7 days with 441 surveys collected during the 3 public days
- MEDIA: 200 press stories with potential earned media reach over 99 million

b. Survey

SAE is working to gather data from a broad geographic and demographic reach across the U.S. We have compiled a representative sample that is being prepared for release into the market. Sample datapoints:

What is your greatest concern with self-driving cars?

| | |
|--|-------|
| Threat of system failures..... | 52.3% |
| Lack of human driver..... | 14.8% |
| Unknown technology and regulations | 14.1% |
| Target for hacking or terror | 9.9% |
| Impact on existing jobs | 4.6% |
| Other | 4.3% |

Select the ages you would allow your child to ride alone in a fully self-driving vehicle:

| | |
|--|-------|
| Ages 5-9 | 15.2% |
| Ages 10-13 | 27.0% |
| Ages 14-18 | 58.2% |
| I would not allow my child to ride alone at any age | 15.6% |

*could check multiple responses

The event experience and survey questions can be structured to obtain consumer education goals of collaborative partners.

c. Satisfaction

We have satisfaction ratings for the events in the 90% range with Detroit at 96%.



What's next?

SAE wants to grow this consumer education experience to build trust and confidence for self-driving cars and document the voice of the public for Government and industry insight.

SAE is researching funding opportunities and looking to engage collaborative partners to join this neutral forum to scale the experience.

See photos and videos on the next page.

Video Highlights and Pictures from SAE Demo Days

[THEA/Tampa: Highlight Video](#)

[Public Perception Video](#)

[A City & State Perspective](#)

[Babcock Ranch: Highlight Video](#)

[91 year old Perspective](#)

[Children Perspective](#)

[Detroit: Public Perspectives](#)

[Detroit: Partner Insights](#)

