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# Handelsblatt **Journal**

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Vernetzt, digital, elektrisch

## **DIE ZUKUNFT DER AUTOMOBILINDUSTRIE**

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## ADVERTORIAL



by Patrick Ayad, Global Leader Mobility and Transportation, Hogan Lovells  
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**W**hat is Living Mobility? It is easier to say what it is not. The automotive industry is no longer focused on the traditional vehicle. Not only are the vehicles changing but we are now focused on mobility: different modes of travel for people and goods all connected in new and evolving ways. As this sector changes it will also change how we live because it will change how we move, are connected and even what we do. Living Mobility is an attempt to capture this vibrant evolution of not just our vehicles, and of our mobility networks, but of how we live.

Changes of this magnitude take time. But the rate of change is rapid. Companies development of technology and with it new business models will combine with changes in consumer demand and government regulation to create the future. Change of this magnitude generates a host of novel business, legal and policy issues. We envision Living Mobility broadly with four key characteristics: **Living Mobility is Objective, Inclusive, Sustainable and Unifying.**

#### **Living Mobility is Objective: Spotlight on AI and Consumer Trust**

Objective Living Mobility broadly encompasses fairness and transparency in the use of new mobility-improving technologies. As artificial intelligence (AI) paves the way for increasingly integrated transport systems, manufacturers are joining forces with service providers and software developers to deliver innovative mobility solutions. But the promise of AI-enabled transport is not without its challenges. Connecting all hurdles is the crucial need to build consumer trust.

#### **What should the mobility and transportation industry keep in mind about consumer trust and AI? (Mark Brennan)**

It is going to be increasingly critical that our mobility clients be transparent with consumers. The details matter. We are seeing a lot of rapid legal, regulatory, and policy

developments for autonomous vehicles (AVs) and unmanned aerial vehicles (UAVs), ridesharing, and micro-mobility like e-scooters. But long-term success in the market will almost certainly depend on maintaining consumer trust. Data protection, service terms and conditions, and fee structures all can significantly impact consumer trust. We also need to be mindful that assessing risk involves more than the immediate legal issues - long-term impact and reputational harms also play an important role.

#### **Living Mobility is Inclusive: Spotlight on 5G-Enabled Accessibility**

Inclusive Living Mobility encompasses equity and transparency in the use of mobility-improving technologies. Service providers, disability advocates and automakers are working together to address some of the mobility challenges experienced by people with disabilities. Potential solutions include automated and standardized transit functions that otherwise require the assistance of other people. But automating and standardizing functions require a reliable signal and the lower latency made possible by 5G.

#### **What are some of the policy considerations relating to 5G that the mobility and transportation industry should keep in mind? (Ari Fitzgerald)**

As a policy matter, the mobility and transportation industry should be thinking in advance about the accessibility of its designs. At the highest level of automation, an autonomous system will make it safe for people who are physically incapable of ever operating a standard automobile to be transported in the vehicle without any other person being present. We should strive to make sure that those with physical disabilities that prevent them from taking over control of a vehicle in which they are being transported have essentially the same ability to benefit. This is similar to a concept long embraced by the communications industry called universal design.

#### **Living Mobility is Sustainable: Spotlight on Climate Change and EVs**

Environmental sustainability is a primary goal of the mobility future many envision. To reduce the environmental impact of transportation, sustainable energy sources are needed and transportation modes need to minimize GHG production. Electric Vehicles (EVs) are a significant aspect of this effort as they are a focus of policy-makers and the industry. Market predictions forecast over half of all passenger vehicle sales to be electric by 2040. But the success of these electrification efforts depends on complex factors like policy, cost parity, consumer trust and charging point availability.

#### **How is electrification impacting the mobility and transportation industry? (Mary Anne Sullivan)**

Some rail has long been electric. Other sectors are behind the automotive industry when it comes to electrification. The aviation and maritime industries are facing pressure to reduce their carbon emissions. So it is expected changes will be coming, but they are not commercially viable yet.

#### **Living Mobility is Unifying: Spotlight on Blockchain and Data Sharing**

Living Mobility is Unifying. The coordinated efforts of geographically and economically disparate groups will improve mobility solutions. Efforts to share among partnering entities the training data for autonomous vehicles is a critical aspect of the development process. But valuable technology - brimming with potential - also comes riddled with legal issues.

#### **Why is data so valuable to the mobility and transportation industry? (John Salmon)**

Modern artificial intelligence (AI) thrives on data - the more data you give the AI, the more accurate the models AI. Machine Learning is the process through which the systems in the autonomous vehicles (AVs) learn the parameters of the operational design domain within which the systems complete certain dynamic driving tasks. Broadly speaking, society has become increasingly reliant on data in daily life and the resulting challenge concerning data value generally revolves around control and ability to us.

The above short introductions and questions provide a first insight into the elements of the concept of Living Mobility and are part of a broader Living Mobility Spotlight Q&As series. For further details please visit

🔗 <https://www.hoganlovells.com/en/publications/hogan-lovells-living-mobility-spotlight-q-a-series>

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