

# DIGITAL TRANSPORT DAYS

ONLINE EVENT 18.11.2020

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## Director General

European Automobile Manufacturers Association (ACEA)

# OPENING UP IN-VEHICLE DATA SHARING

## Importance and challenges



# ACEA'S 16 MEMBERS

|   |   |   |   |
|---|---|---|---|
|    |    |  | DAIMLER   |
|    | <br><small>FIAT CHRYSLER AUTOMOBILES</small>                                       |  | <br><small>The Power of Dreams</small> |
|  HYUNDAI   |   |  |                                        |
|    | <br><small>AKTIENGESELLSCHAFT</small>  |  |                                        |

# 4 KEY PILLARS FOR OUR INDUSTRY



**CLEAN & SAFE MOBILITY**



**SMART & CONVENIENT  
ROAD TRANSPORT**



**AFFORDABLE MOBILITY  
& CHOICE FOR ALL**



**A THRIVING  
& COMPETITIVE INDUSTRY**

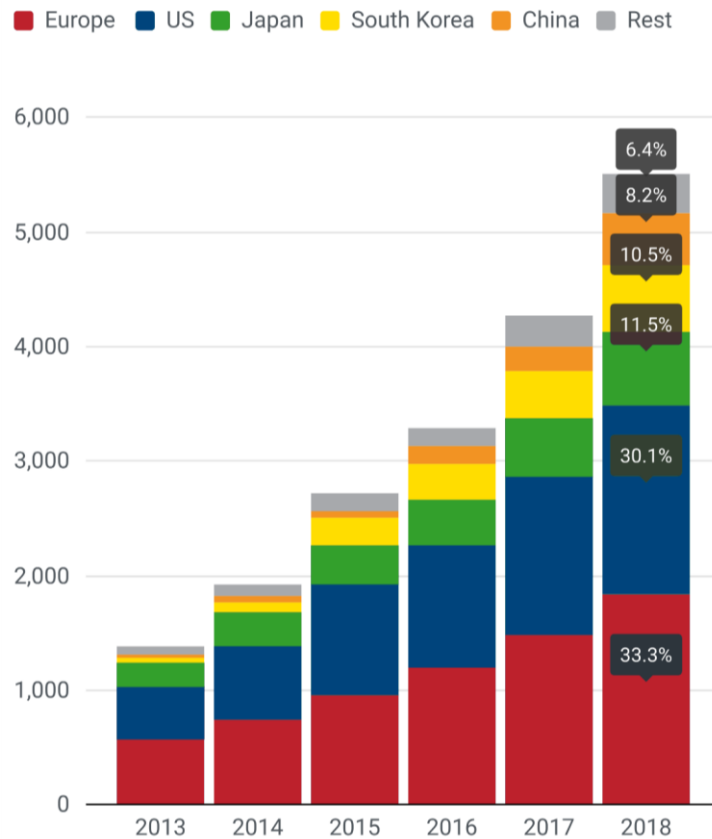


- Manifesto sets out ACEA's direction for 2019-2025
- What is decided in next 5 years will fundamentally change individual mobility for decades ahead

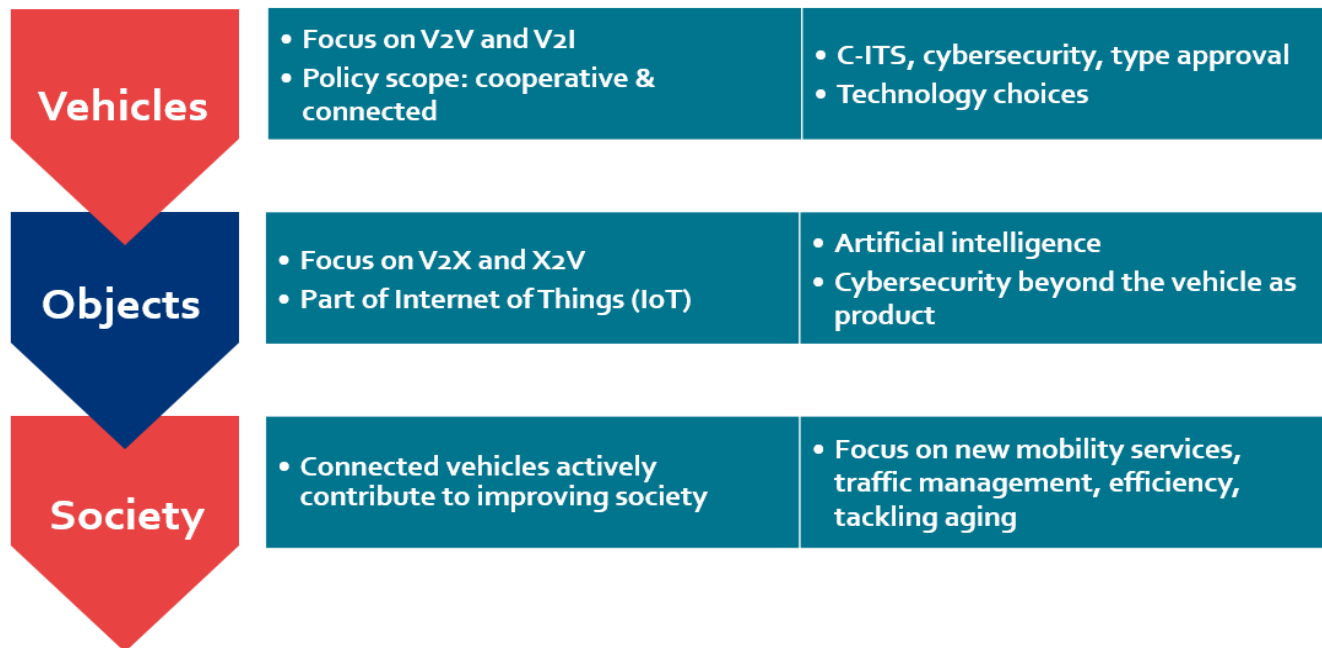
# DIGITALISATION

- **Connectivity and automation are reshaping mobility**
- **Digitalisation also keeps EU industry globally competitive**
- **Europe leads the race**
  - Accounting for 33.3% of all patents related to self-driving vehicles
  - US, China, Japan catching up fast
- **Requires huge investments**
  - OEMs are making the investments even if it is difficult in current context

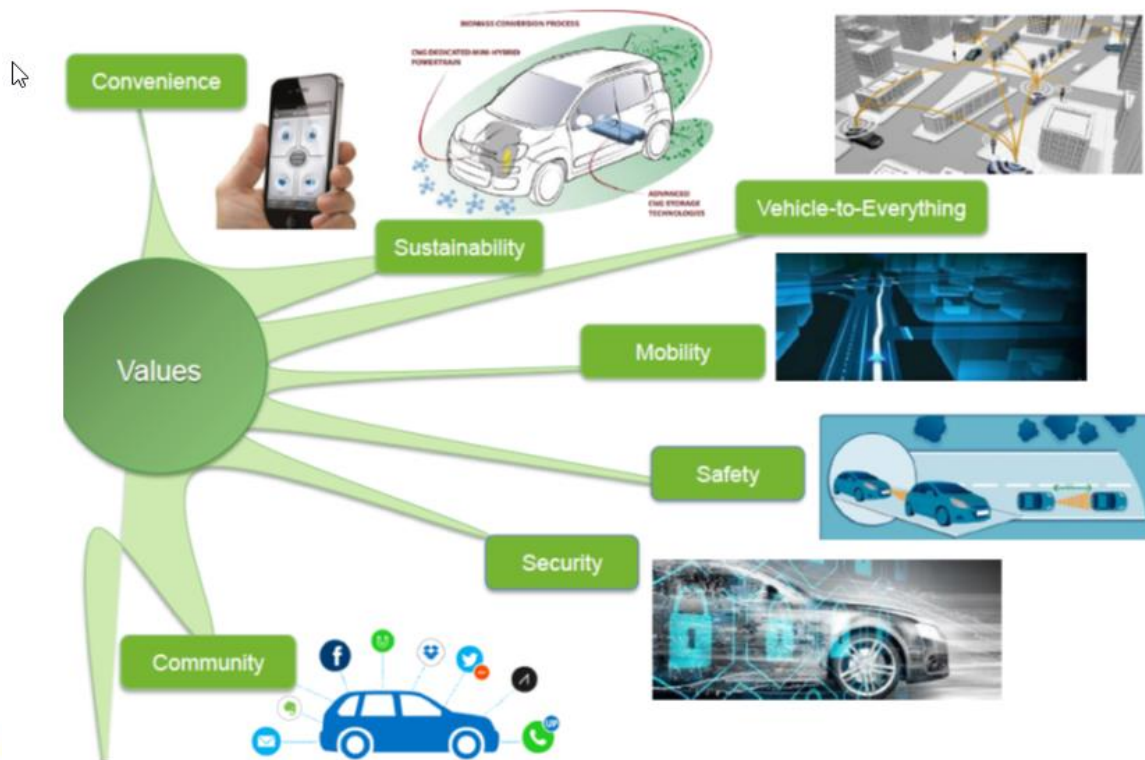
## Patents related to self-driving vehicles



# CONNECTIVITY IMPROVES SOCIETY



# CONNECTIVITY SERVICES





# EXAMPLE 1: C-ITS SERVICES

## Examples of C-ITS use cases

### Road safety related

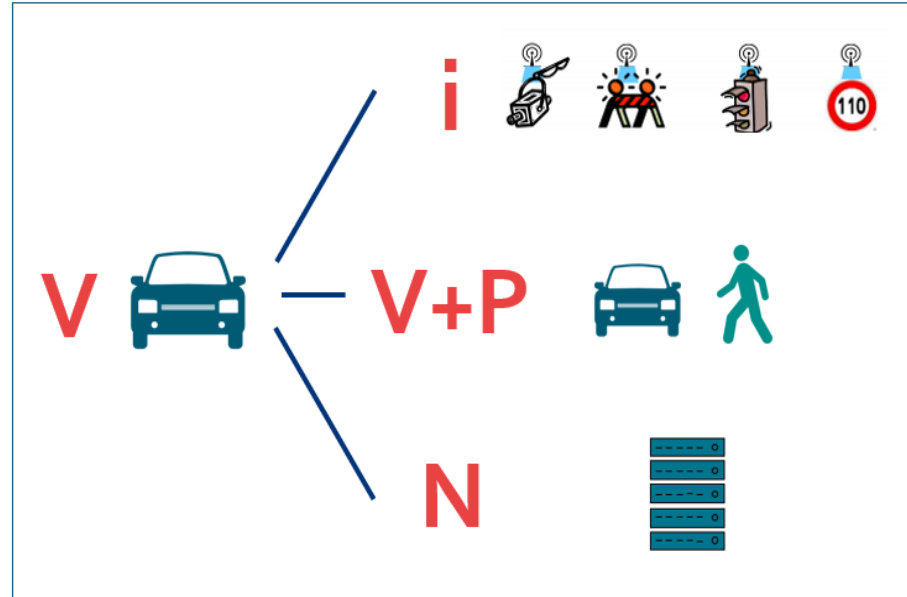
- Emergency vehicle approaching
- Slow or stationary vehicle(s)
- Traffic jam ahead warning
- Hazardous location notification

### Cooperative traffic efficiency

- Traffic information and smart routing
- Traffic Light Assist
- Green Light Optimal Speed Advisory (GLOSA) / Time To Green (TTG)
- Road works warning
- Weather conditions

### Cooperative local services

- Off street parking information
- Park & Ride information
- Information on AFV fueling & charging stations
- Zone access control for urban areas



# EXAMPLE 2: DATA FOR SAFER ROADS

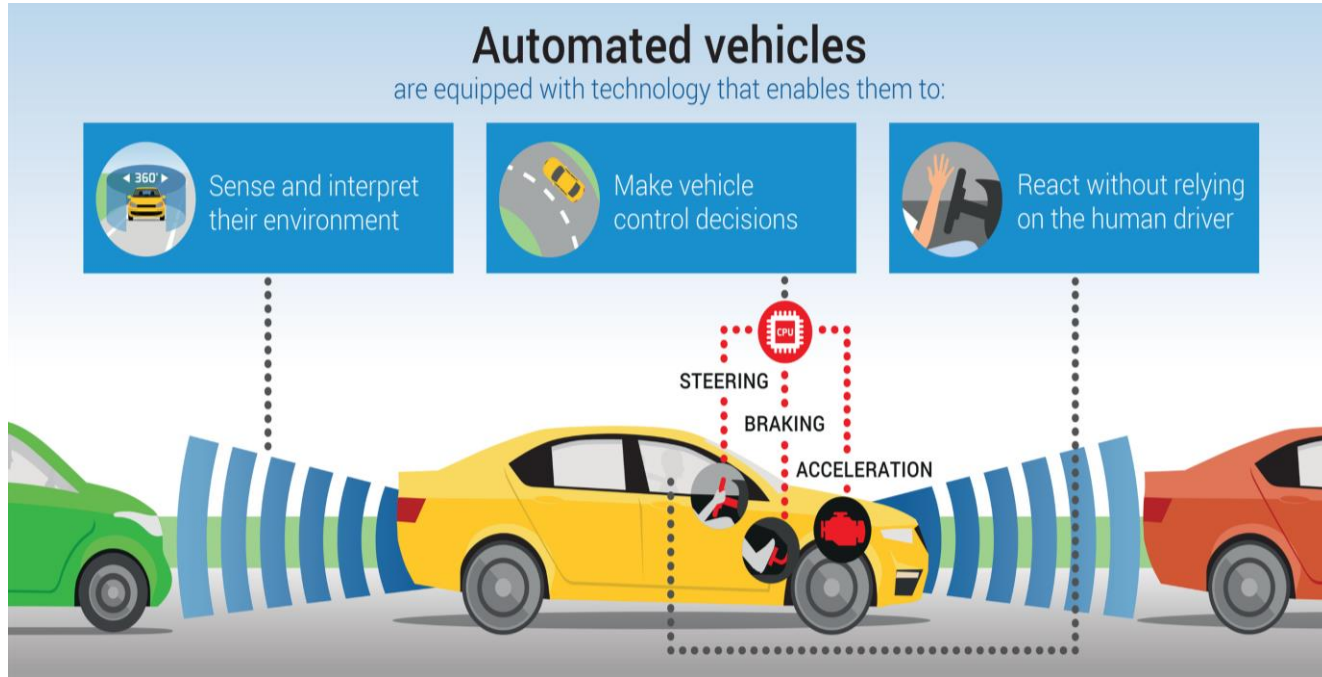
## DATA TASK FORCE

data  
task  
force



- **Co-steering of the Data Task Force with member states & DG MOVE**
  - Safety Related Traffic Information exchange
  - Vehicles ◀▶ service providers ◀▶ roads
  - Basis: 8 events in the delegated Regulation 886/2013
- **Successful finalisation of the Multi Party Agreement**

# EXAMPLE 3: DATA FOR AUTOMATED DRIVING



# CONNECTIVITY AS AN ENABLER FOR AD EXAMPLES



- Automated valet parking
- Robot taxi
- Highway chauffeur



- Automated last mile distribution
- Automated urban logistics



- Truck platooning
- Automated public transport & shuttles
- Hub-to-hub automated transport

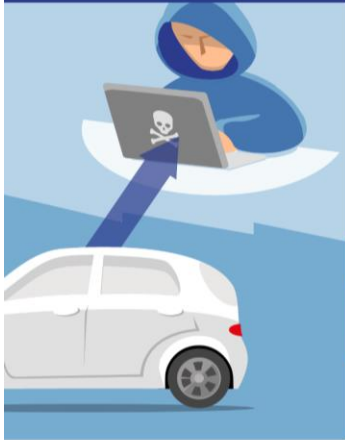
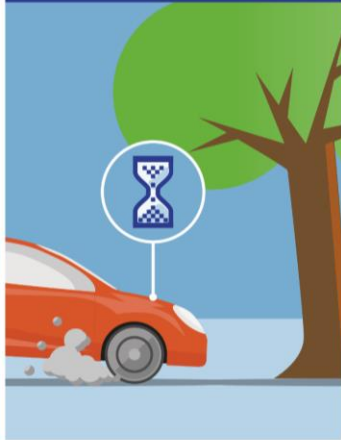
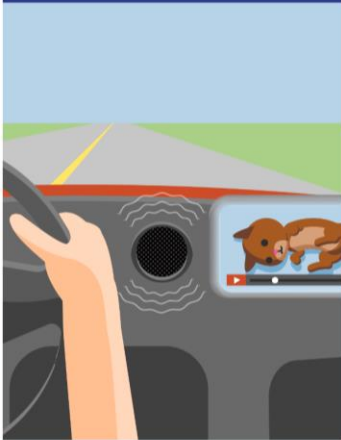
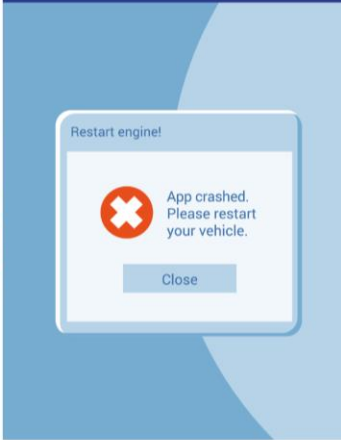


# DATA SHARING HAS ALREADY OPENED UP

- **OEMs are making data available, but this is a process:**
  - **Process is gradual:** vehicle types, available data, use cases
  - **There is no standard vehicle:** Differences in electronic/electrical architecture
  - **A car is NOT a smartphone or a business platform online**
    - Safety-critical driving functions come first
  - **Extended Vehicle principle** as safe and secure sharing mechanism
- **Following principles must be respected:**
  - **Safety, security, vehicle integrity and liability**
  - Customer choice (repair and maintenance, as well as mobility services)
  - Fair competition
  - Privacy and data protection
  - Interoperability (standardised approach, for example ISO)
  - Return on investment

# WHAT ARE THE RISKS OF DIRECT ACCESS?

PROVIDING THIRD PARTIES WITH **DIRECT ACCESS** TO IN-VEHICLE DATA POSES **SERIOUS SECURITY AND SAFETY RISKS:**

| HACKER ATTACKS   | ENDANGERING<br>SAFETY-CRITICAL FUNCTIONS  | DISTRACTION  | SOFTWARE MALFUNCTION   |
|--|---|--|--|
|             |  |  |   |
| Every new external data interface increases the number of potential targets and entry points | Use of vehicle resources and computing capacity for unapproved third-party apps   | Apps or additional control units that draw your attention away from the road       | Installation of software can cause serious malfunction or even a crash of the system |

# DATA GOVERNANCE ACT

## ELEMENTS FOR REFLECTION

- **Principle of voluntary data sharing is essential to the industry**
  - Joint Statement on B2B Data In Transport (ACEA, IRU, CLEPA, UITP, CER, ESC, ECSA, A4E)
  - Voluntary data sharing is essential to promote innovation
  - Legal requirements should only be considered when a market failure has been established
- **Should focus on G2B than B2G data sharing, and on NAPs**
  - Need to continue supporting the development of NAPs
  - Discrepancies between NAPs should be reduced
  - NAPs should be integrated to the Common European Data Spaces
- **Data intermediaries require support**
  - Need to avoid creating barriers to entry for new players
  - Must ensure that intermediaries are able to pursue the business model that they need

# CLOSING REMARKS

- **Clear willingness from OEMs to:**
  - Share data
  - Respect customer choice and GDPR
- **Solution for data access via Extended Vehicle Model**
  - See: [www.CarDataFacts.eu](http://www.CarDataFacts.eu)
- **Not all is the same:**
  - Different types of data
  - Different relevant markets in competition law
- **Regulation should only step in when proven market failure**
- **Need for proportional approach and level playing field with other data generators and sectors**



DIGITAL TRANSPORT DAYS

# Thank you



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