

## **MADD Canada Supports Development of Automated Vehicles to Improve Road Safety**

October 8, 2014

Toronto ON Canada – MADD Canada is excited about the possibilities of self-driving vehicles, and supports the development of advanced technology that will reduce crashes, fatalities and injuries on our roadways.

“MADD Canada looks forward to the advancements in automated vehicle technology that will eventually eliminate impaired driving completely,” said Andrew Murie, Chief Executive Officer of MADD Canada.

Barrie Kirk, Executive Director of the Canadian Automated Vehicles Centre of Excellence (CAVCOE), said “Automated vehicles (AVs), also known as autonomous, self-driving or driverless cars, will be here much sooner than most people expect and will lead to major changes to transportation, our cities and society as a whole. Many lives will be saved due to the reduction in impaired driving and driver error.”

### **About MADD Canada**

MADD Canada (Mothers Against Drunk Driving) is a national, charitable organization that is committed to stopping impaired driving and supporting the victims of this violent crime. With volunteer-driven groups in more than 100 communities across Canada, MADD Canada aims to offer support services to victims, heighten awareness of the dangers of impaired driving and save lives and prevent injuries on our roads. For more information, visit [www.madd.ca](http://www.madd.ca).

### **About CAVCOE**

The Canadian Automated Vehicles Centre of Excellence (CAVCOE - [www.cavcoe.com](http://www.cavcoe.com)) provides consulting services, analyses and recommendations to all stakeholders who are involved in the deployment of automated vehicles and those who will be impacted by their arrival. These stakeholders include all levels of government, public sector agencies, private sector companies, and industry associations.

-30-

### **For more information**

Andrew Murie  
MADD Canada Chief Executive Officer  
1-800-665-6233, ext. 224 / 416-720-7642  
[amurie@madd.ca](mailto:amurie@madd.ca)

Barrie Kirk  
Executive Director, CAVCOE  
613-271-1657  
[bkirk@cavcoe.com](mailto:bkirk@cavcoe.com)

## Automated Vehicles – Backgrounder

Automated vehicles (AVs), also known as autonomous, self-driving or driverless cars, will be here much sooner than most people expect and will lead to major changes to transportation, our cities and society as a whole.

Most car manufacturers and some truck manufacturers and technology companies are actively developing and testing AVs. Some preliminary versions of AVs are already commercially available:

- Semi-autonomous cars, such as the Mercedes Benz S-Class are already commercially available; capabilities include lane-keeping, acceleration and braking.
- Suncor is operating a fully-automated large dump truck in the Alberta oil sands.
- Induct has launched the Navia, a fully-automated shuttle vehicle for campuses, airports and similar low-speed applications.
- The City of Milton Keynes in the UK will receive its first driverless taxi “Pod” in late 2014. Testing will start in the pedestrian-friendly city centre in 2015.



Induct Navia

The probable future roll-out of AVs will be evolutionary, although there are different visions of “evolutionary”.

Google and some other companies are likely to start with an electric, fully-automated, low-speed (25 mph), 2-seater prototype vehicle. A public pilot project using 100 to 200 of these vehicles will likely start in 2015 in California. Google hopes to have highway-capable self-driving cars by about 2018.

The car manufacturers are planning to deploy AVs using a different evolutionary approach. They will gradually add “Advanced Driver Assistance Systems” (ADAS) to familiar vehicle models. This will start with high-end models and then work down to a lower-price point models. ADAS systems typically include lane-keeping, intelligent cruise control (including braking), pedestrian alert / braking, and automated parking. By 2020, most major car manufacturers intend to have vehicles in their showrooms that are capable of driving themselves for some of the time.