If they have no drivers are they really cars?

Paul Turner
Driver Assistance technologies
Understanding the benefits
The Vehicle Safety Story

Every Mazda3 gives you high levels of safety

The Mazda3 range includes impressive safety as standard:

- Airbags SRS: front (driver and passenger), side (front) and curtain (front and rear)
- Anti-lock Braking System (ABS)
- Emergency Brake Assist (EBA)
- Electronic Brake force Distribution (EBD)
- Dynamic Stability Control (DSC)
- Traction Control System (TCS)
- Emergency Stop Signal (ESS)
- Hill Launch Assist (HLA)

An advanced sense of safety

As a next-generation vehicle, Mazda3 integrates the very latest in safety. The availability of advanced i-ACTIVSENSE technology takes confidence to the highest level. These intelligent systems are designed to help you recognise potential hazards, avoid collisions and to minimise the severity of accidents when they’re unavoidable. i-ACTIVSENSE is optional across the range and comes standard on SP25 Astina.

Driver assistance is optional
Transitions

Future Cars will share the road with drivers
Who are the low hanging fruit
What are the barriers

- The catastrophic incident
- Hacking
- Cost
- Language: Driverless = no control
- Love of driving
Issues

• Legal impediments
• Legislation and regulations
• Insurance and liability
• New infrastructure/ IT infrastructure
People will always want choice

Cars you drive, pods you ride