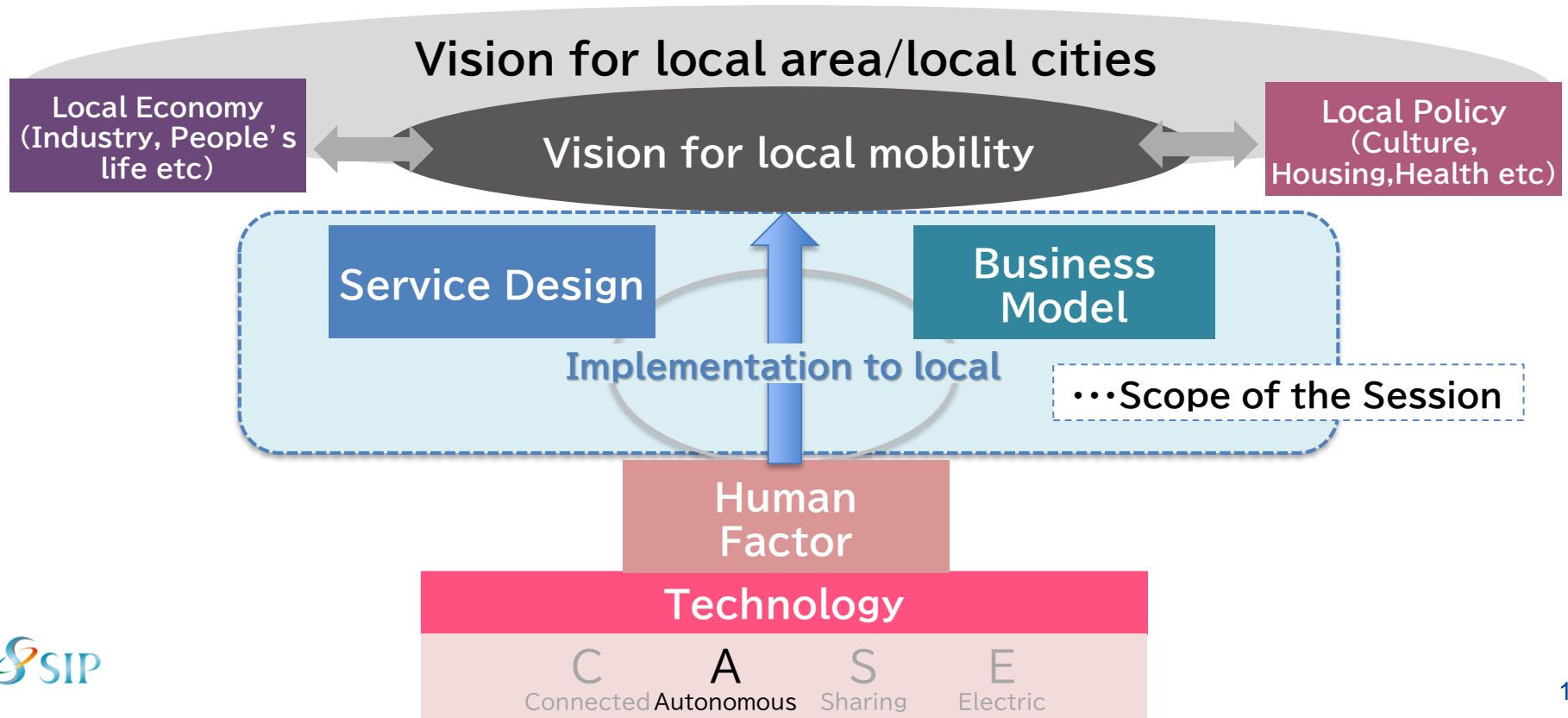# Service and Business Implementation Introduction

Yurie Toyama, Mitsubishi Research Institute

Scope of the Session

- The scope of the session is to discuss how to implement automated service shuttles/buses/trucks into local from the points of service design, and business model.

History of the Session

◆ **In 2020: "Automated Driving for Everyone"**

- Topics covered from various stake holder's view. – Everyone could be a stakeholder of automated mobility services!
- **Conclusion**: To implement automated driving in the real life, we need to care diversity to design automated driving for everyone.

◆ **In 2021: Joint session with Human Factor**

- SBI and HF hold the session jointly in order to share the idea to implement new technology into local life and people.
- **Conclusion**: next challenges – compatibility between safety and service efficiency, service quality, and user values/social acceptance

◆ **In 2022: "Action items for service implementation"**

- Expected outcome: Some ideas for action items on service implementation in the real world.

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Speakers of SBI session

◆ **Yoshiyuki Kato**

  ■ Highway Industry Development Organization, JP

◆ **Sven Jansen**

  ■ TNO Traffic & Transport, NL

◆ **Timothy Haile**

  ■ Contra Costa Transportation Authority, US

◆ **Habib Shamskhou**

  ■ Advanced Mobility Group, US

◆ **Mattew W. Daus**

  ■ International Association of Transportation Regulators (IATR), US

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2022

Thank you

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