



European
Automobile
Manufacturers
Association

Smart cars : Driven by Data

45th ASECAP Study & Information Days

Paris, 30 May 2017

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Transport Policy Director





European
Automobile
Manufacturers
Association

ACEA

BMW Group



DAIMLER



IVECO



GROUPE
RENAULT

TOYOTA

VOLKSWAGEN
AKTIENGESELLSCHAFT

VOLVO



- ❖ 12.2 million direct and indirect jobs
- ❖ €44.7 billion in R&D spending, largest private investor
- ❖ €100.4 billion positive net trade contribution
- ❖ €401.5 billion in tax revenues (EU15)

Activity reach:

- ❖ EU
- ❖ 28 Member States through the national associations (e.g. CCFA, VDA...)
- ❖ Offices in Japan, China, South Korea





SMART CARS: DRIVEN BY DATA

Outline

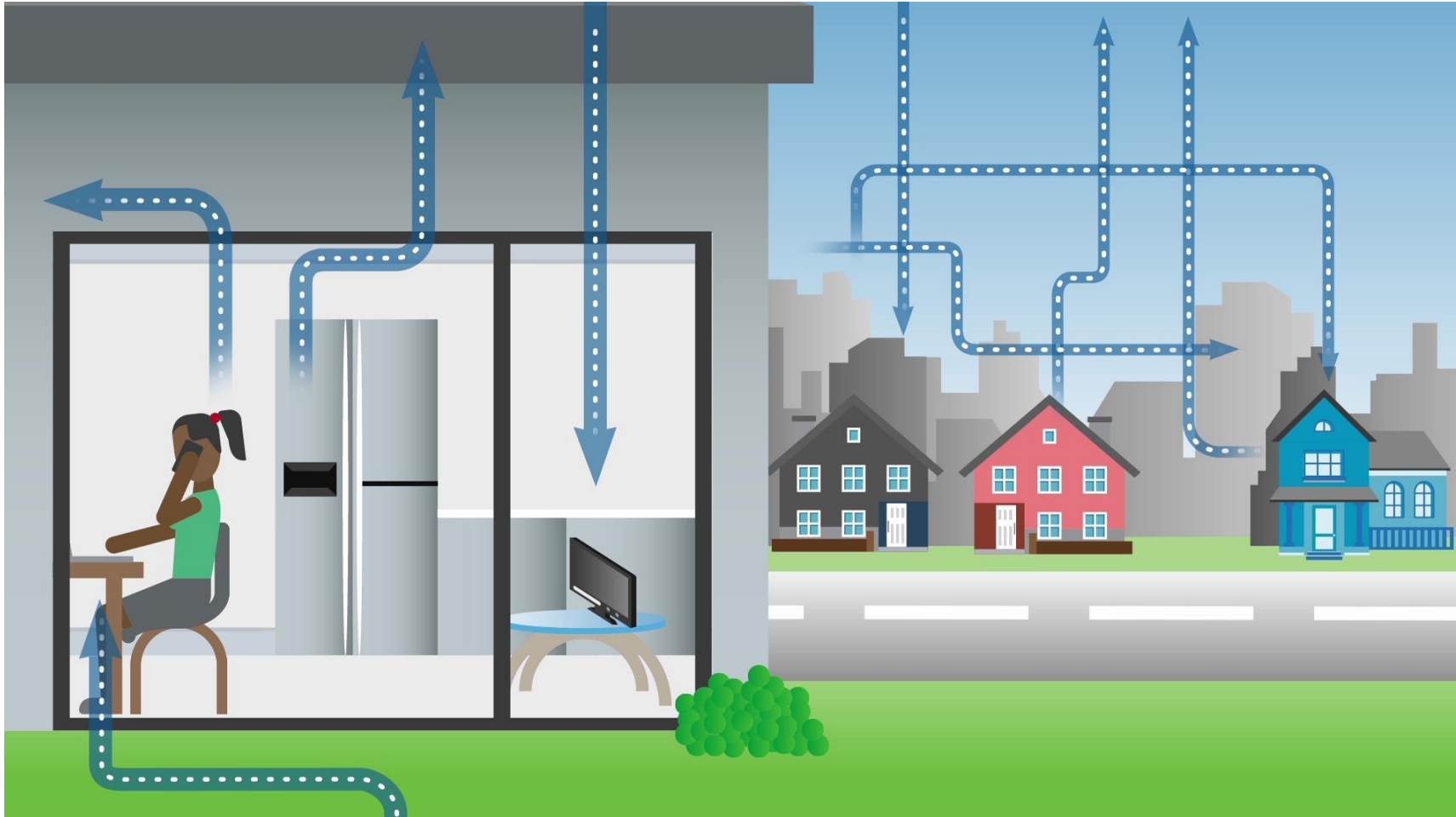
- 1. What digital infrastructure will be needed for cars in the future?**
- 2. How can we best secure personal data?**
- 3. How can these data be shared in a controlled and secured manner?**





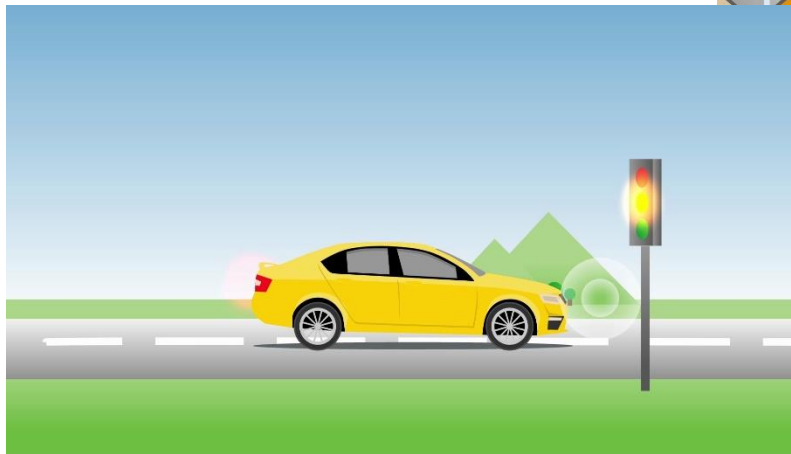
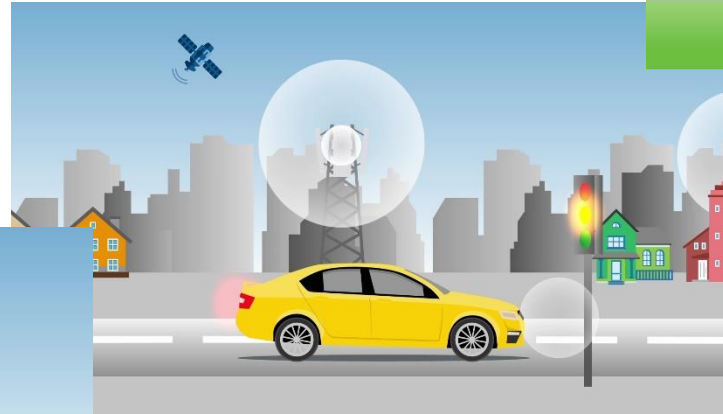
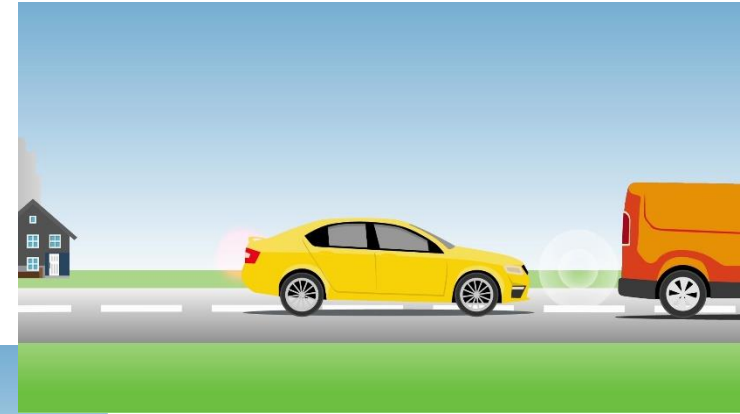
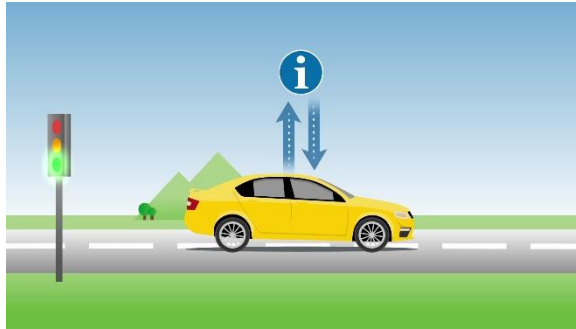
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Network connectivity



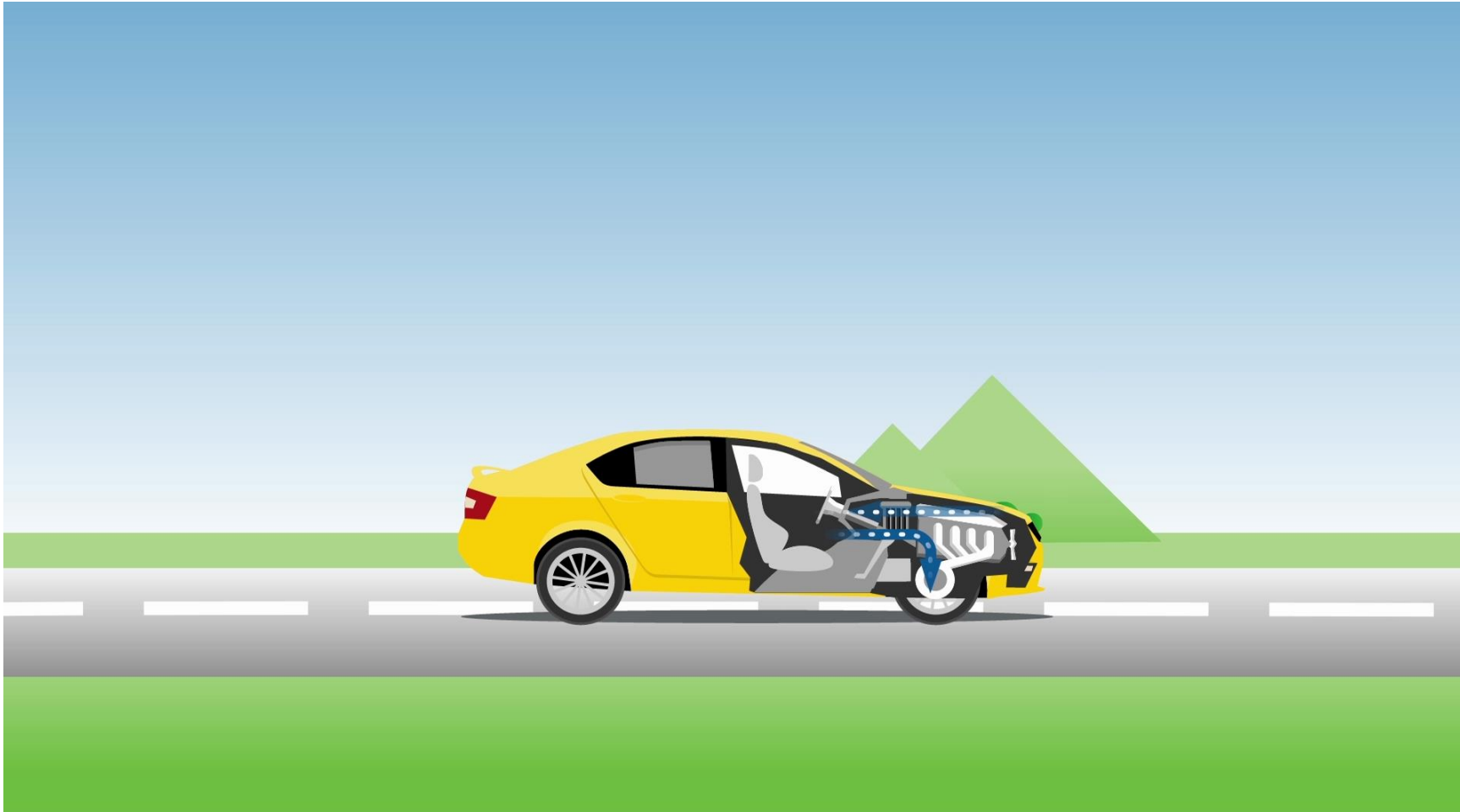
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Collecting, using and processing data



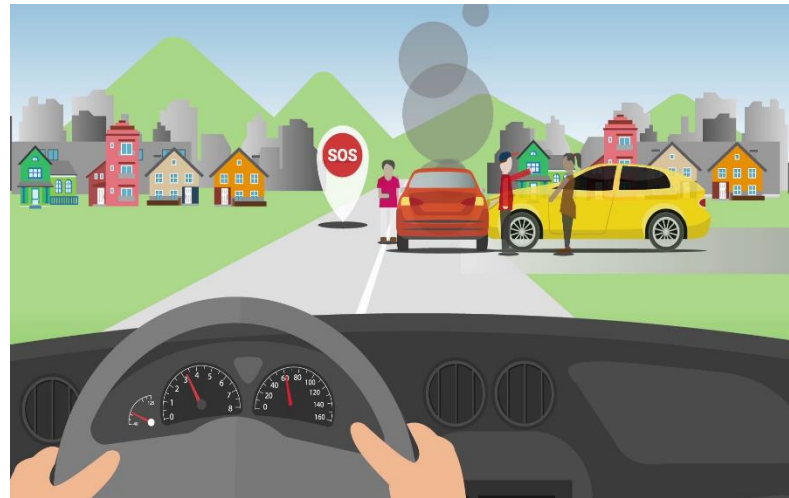
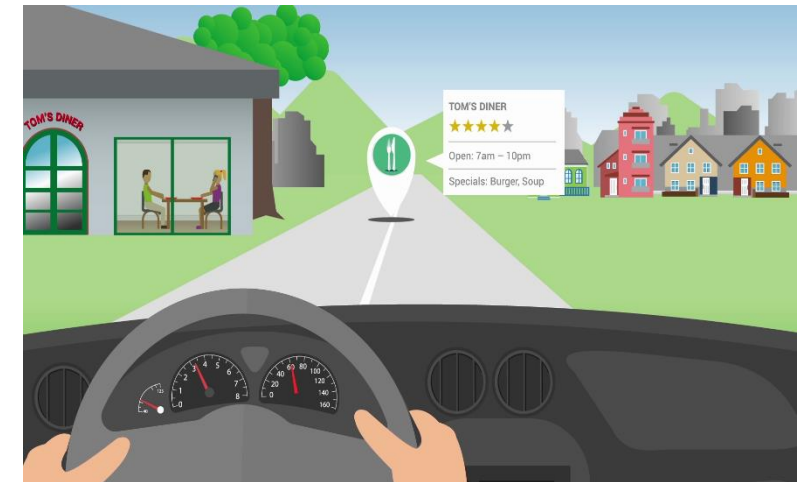
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Most vehicle data are of technical nature: not stored



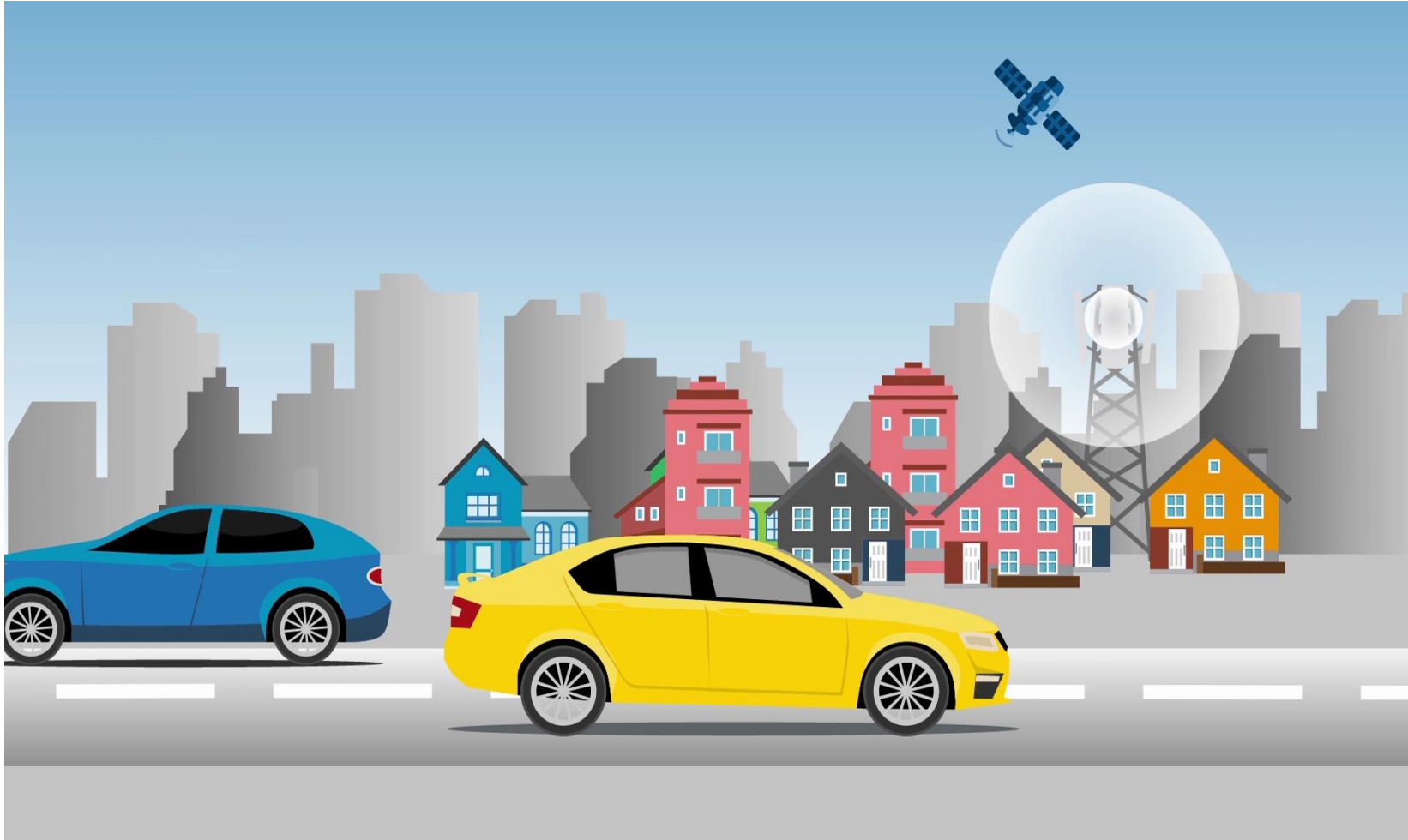
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The other data: potentially put to a variety of users



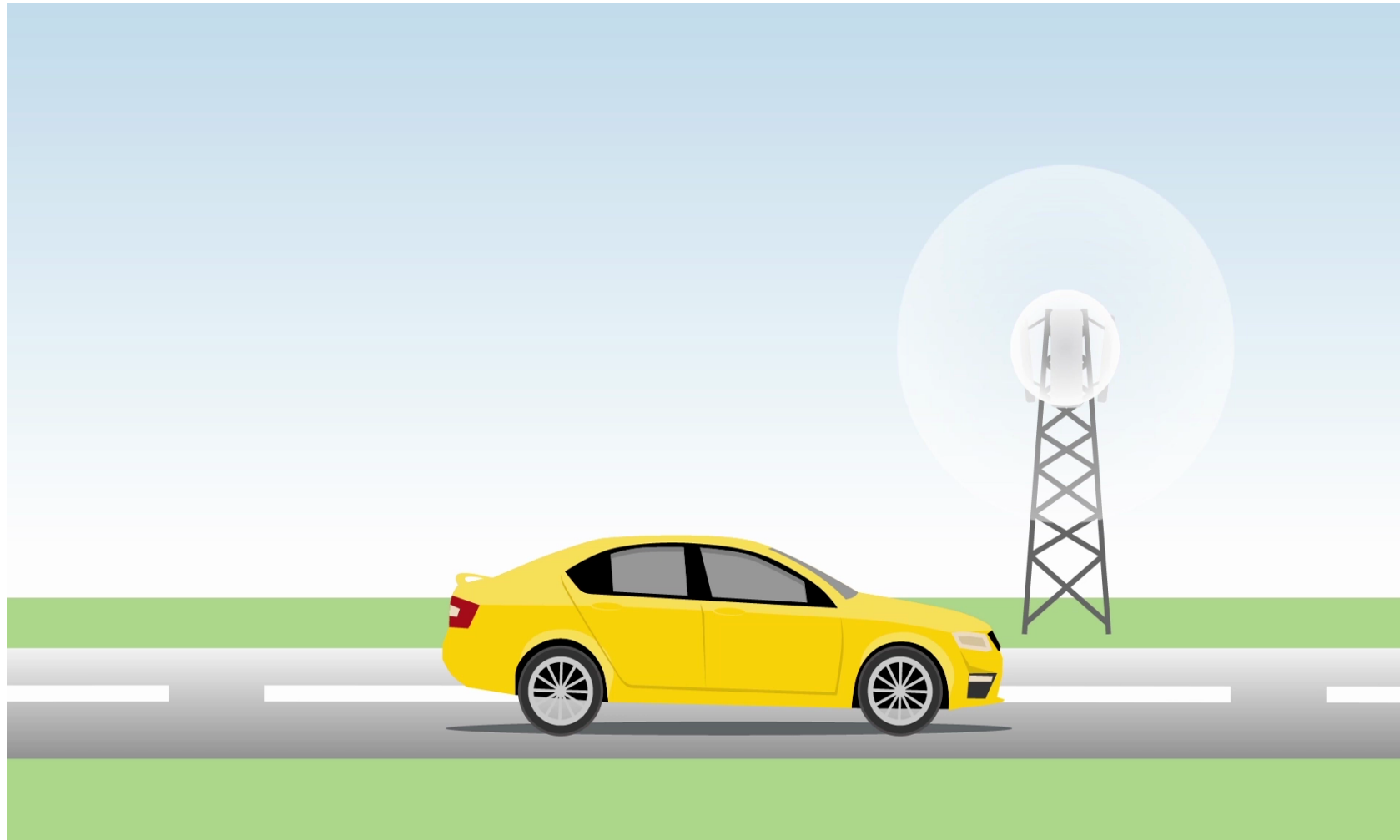
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Need seamless communication networks



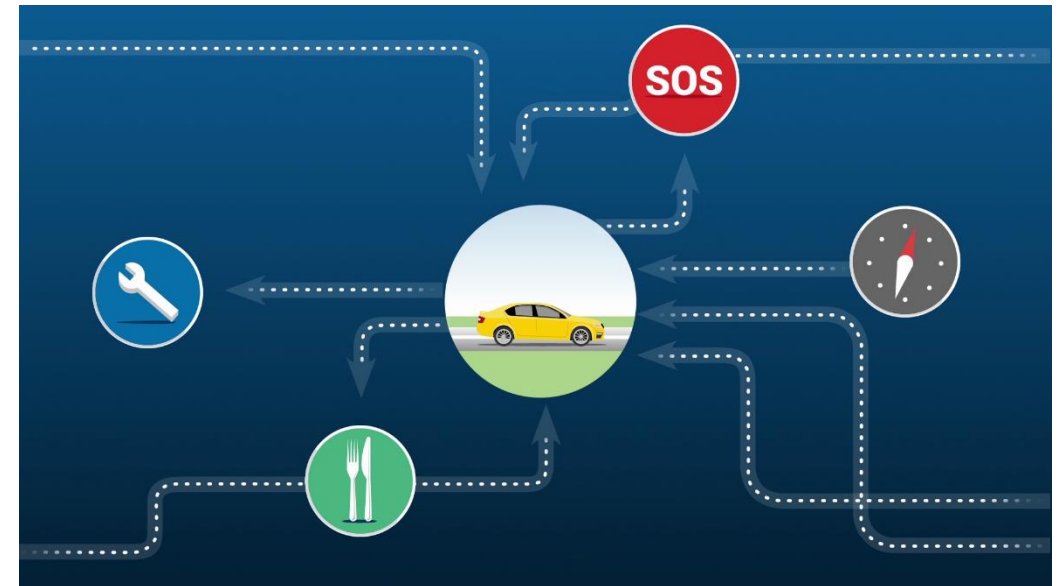
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Improve coverage and reliability



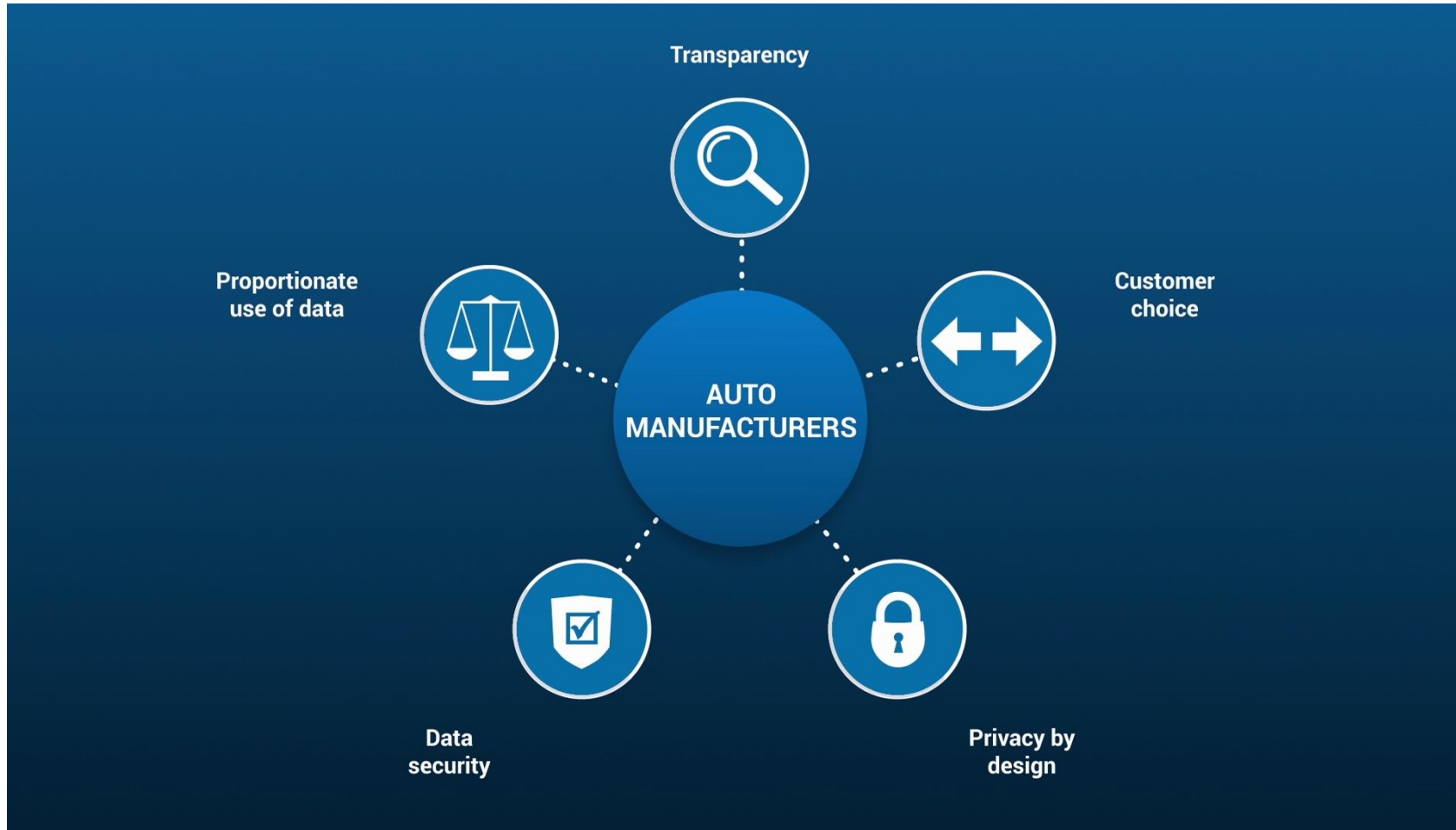
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Protection of personal data and privacy vs willingness to share



SMART CARS: DRIVEN BY DATA

Data protection is a priority for OEMs



SMART CARS: DRIVEN BY DATA

Contract, consent or legal obligation



Contract



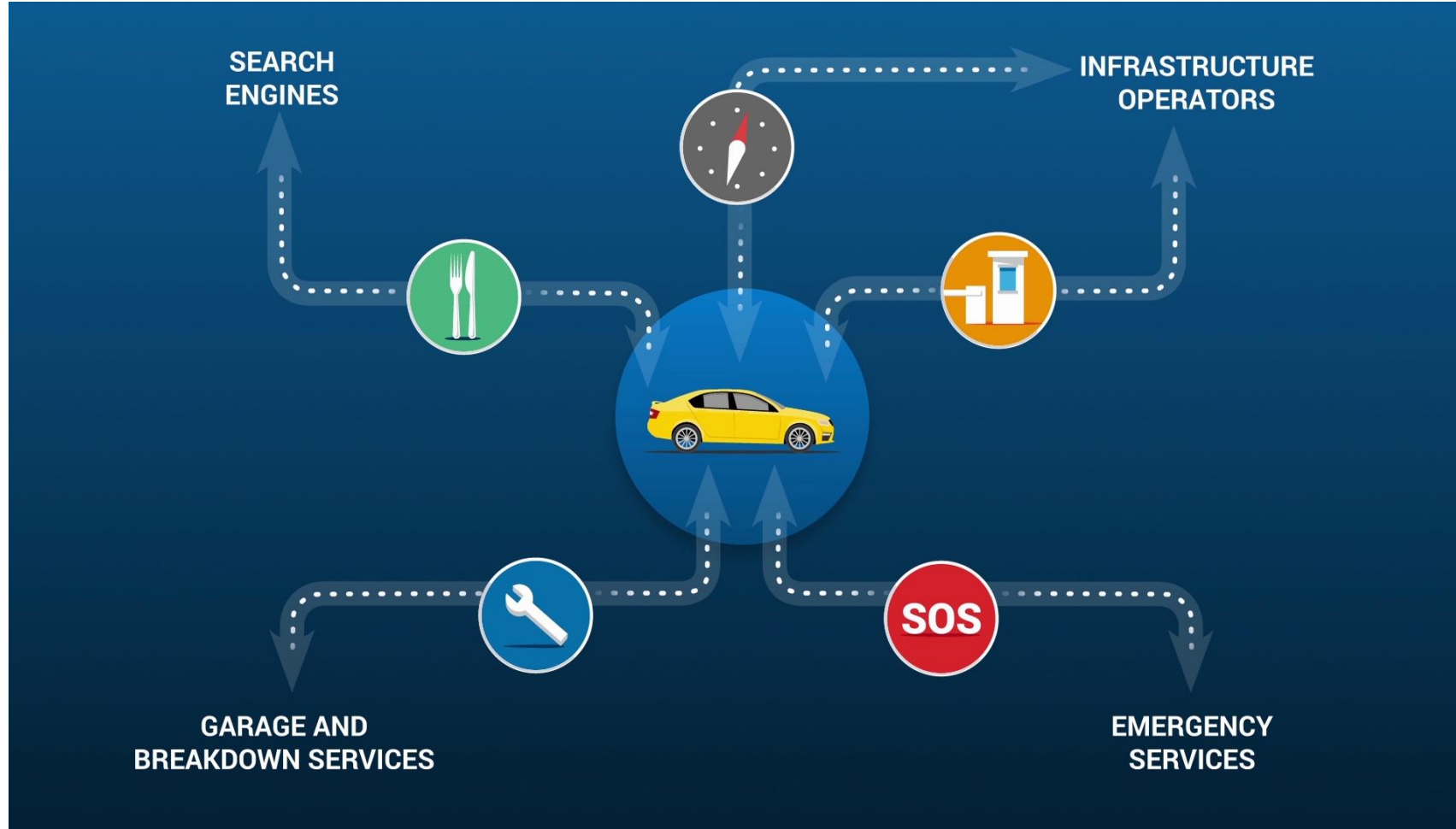
Consent



Legal
obligations

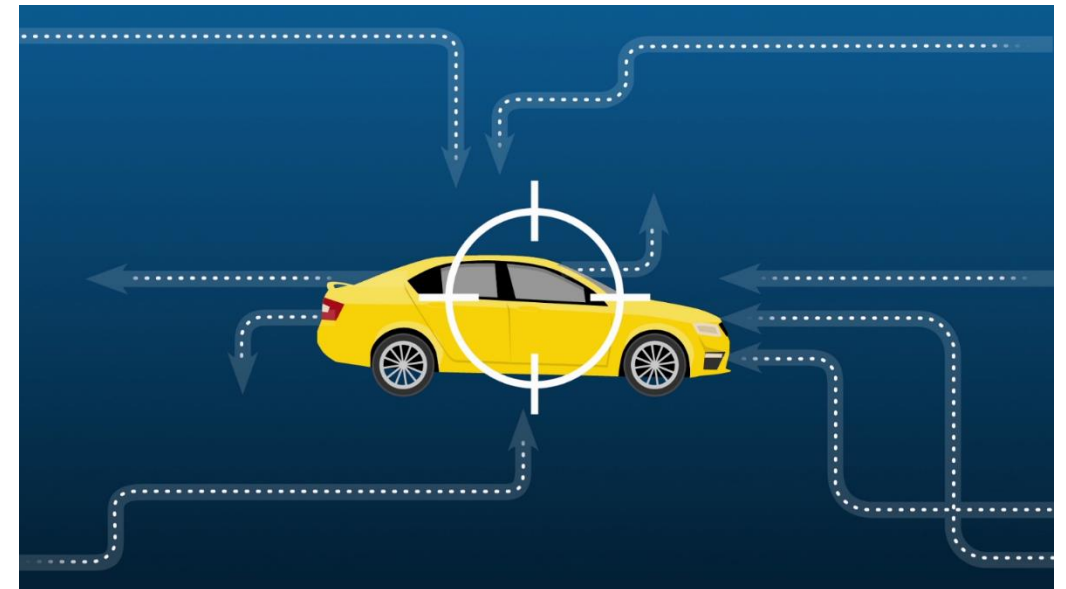
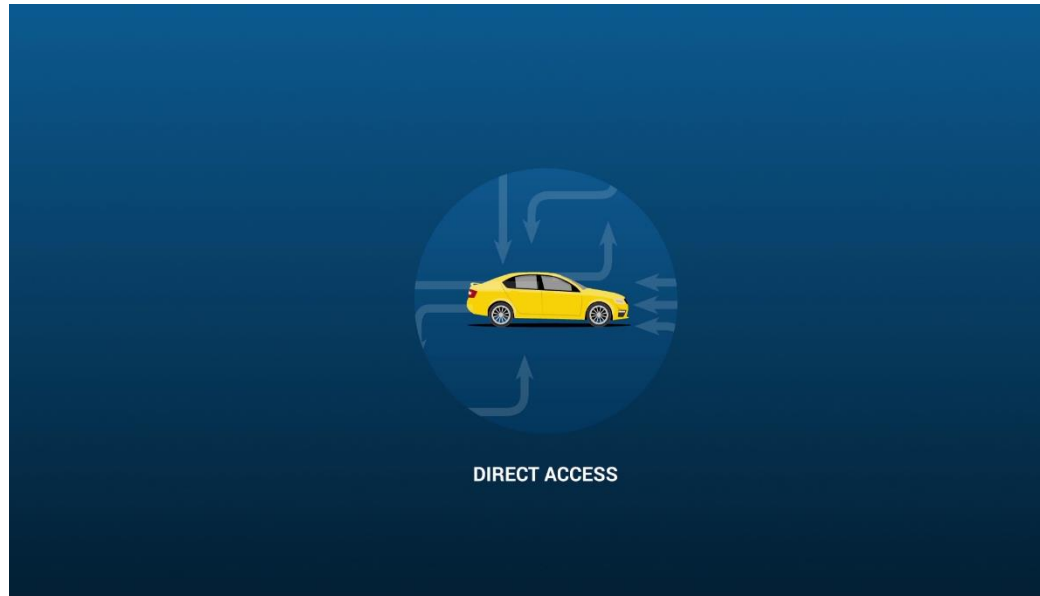
SMART CARS: DRIVEN BY DATA

Third party access – how ?



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Direct access = Risks

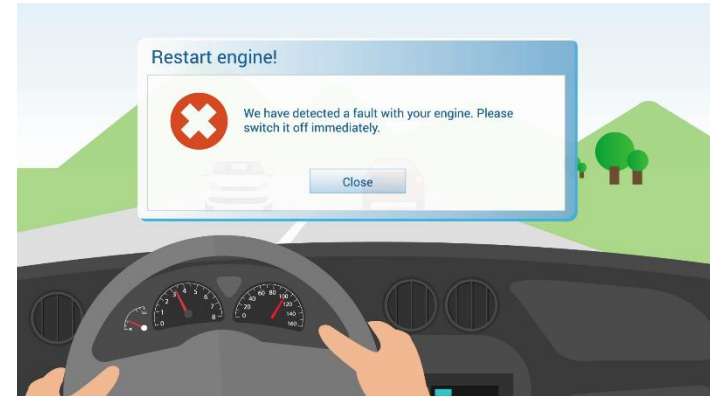


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Cars require higher safety, security and privacy standards

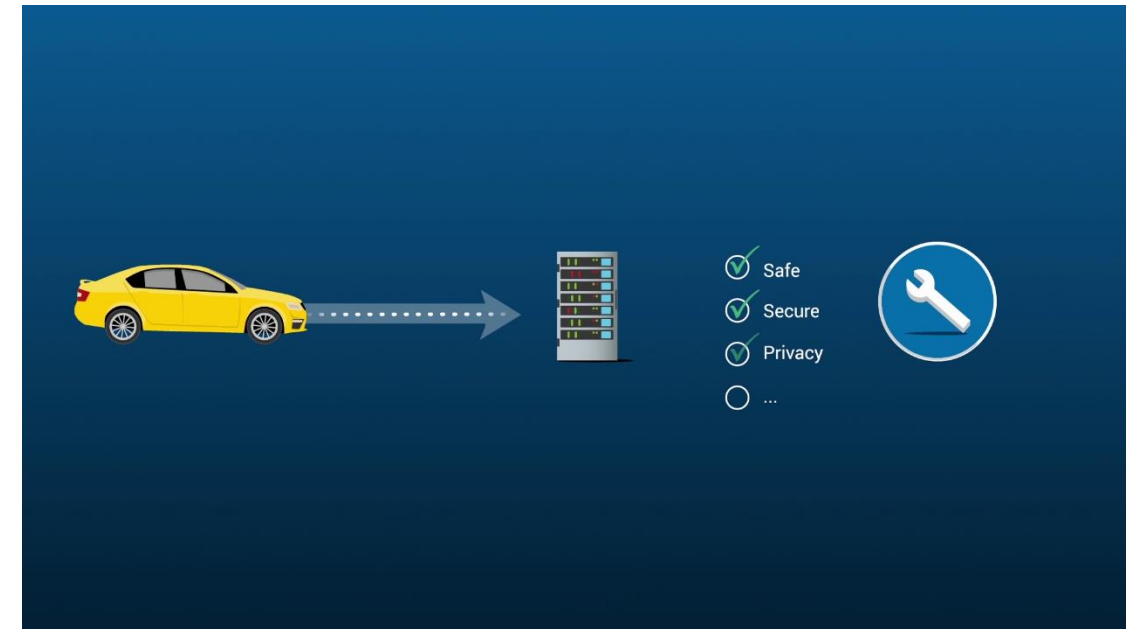
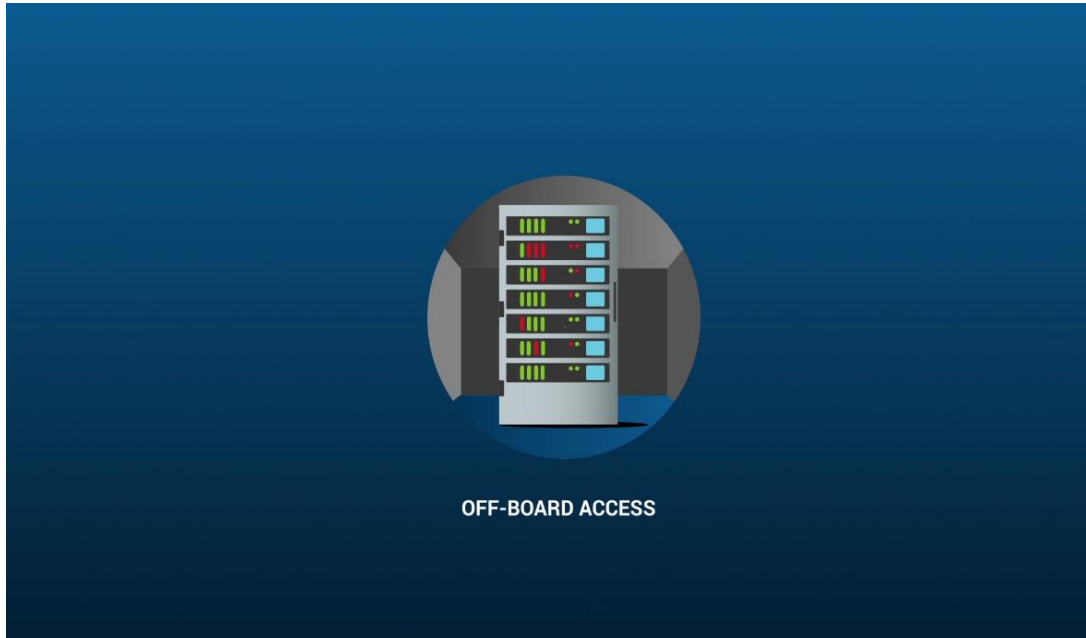


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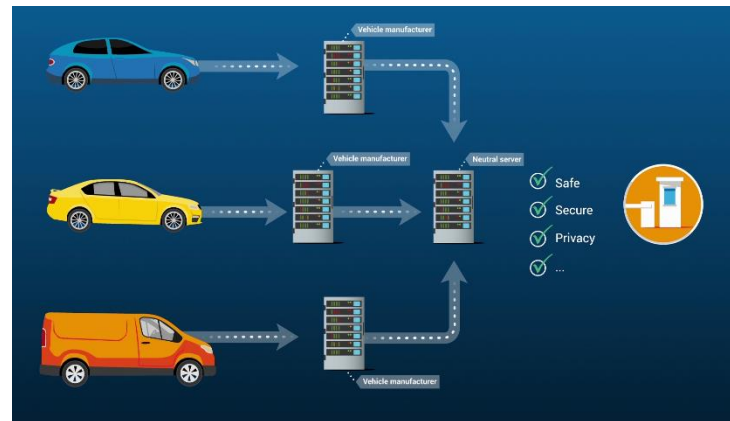
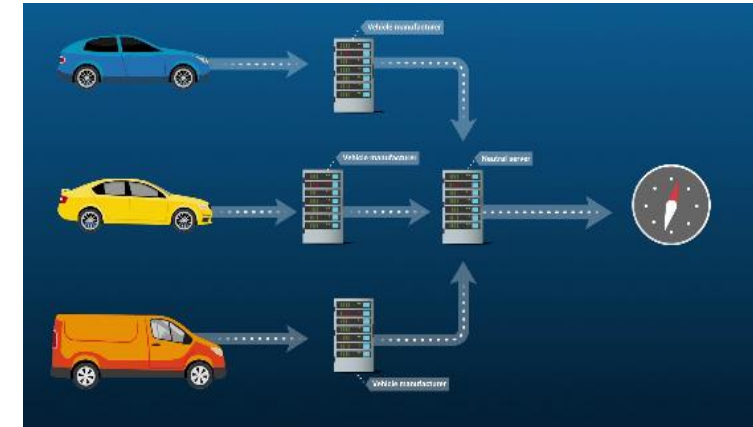
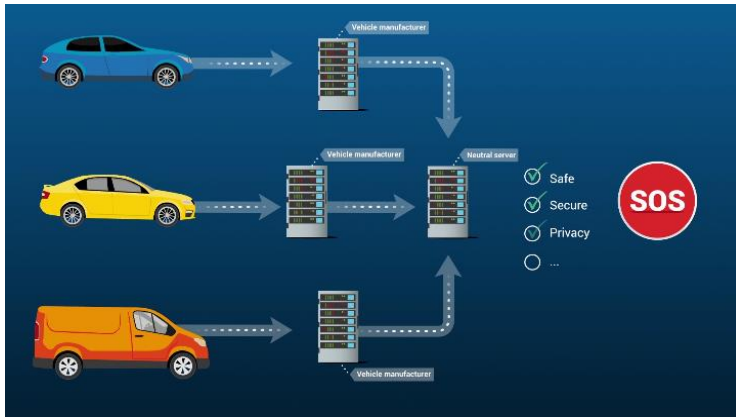
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Off-board access limits the risks



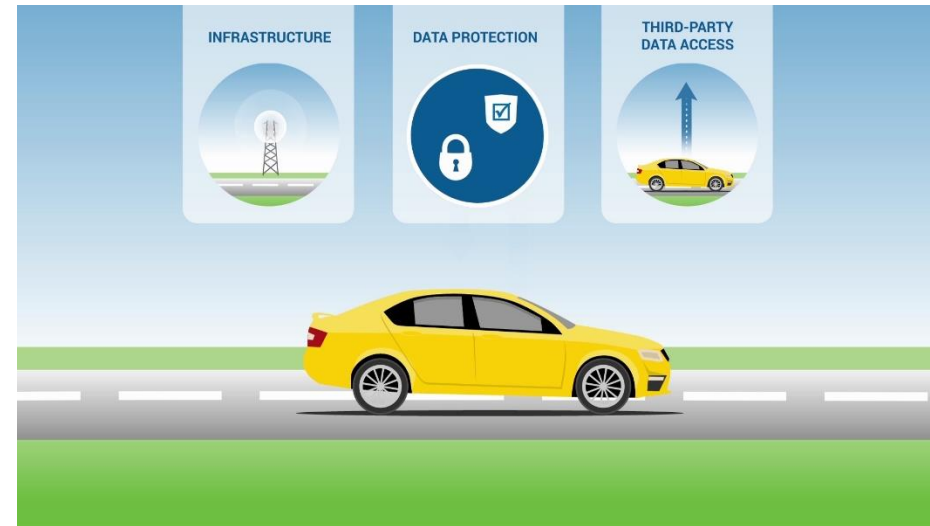
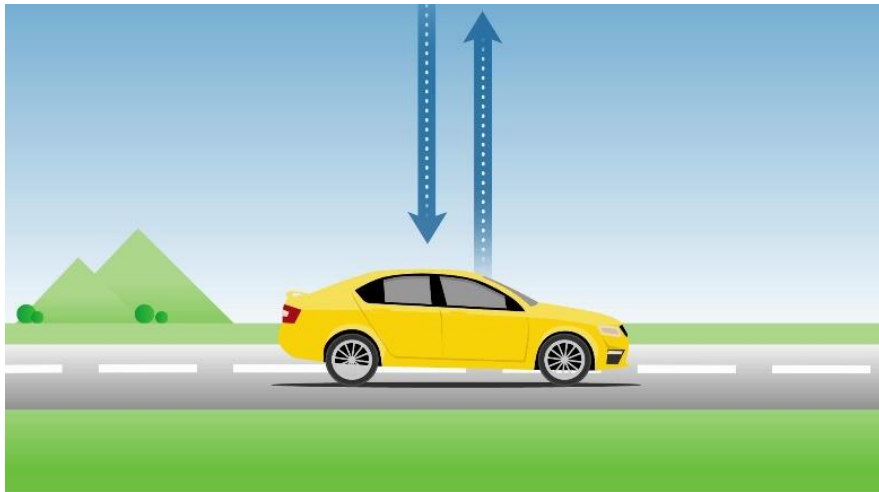
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And one or more neutral servers



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Infrastructure, data and access to data



Conclusions

1. Digital Infrastructure

- Improve coverage and reliability
- Cross-border coordination
- Communications technology/infrastructure: in function of use case, type, volume, time/safety critical
- 5G
- EATA – European Automobile and Telecom Alliance

2. Data protection

- **General data protection regulation – protection of consumers against undue processing data**
- **ACEA – data protection principles:**
 - Transparency – consumers to know which data is processed
 - Privacy by design

3. Access to vehicle data : consumer trust and confidence

- Safety, security and vehicle integrity are key priorities for OEMs
- No on-board access -> Extended Vehicle approach

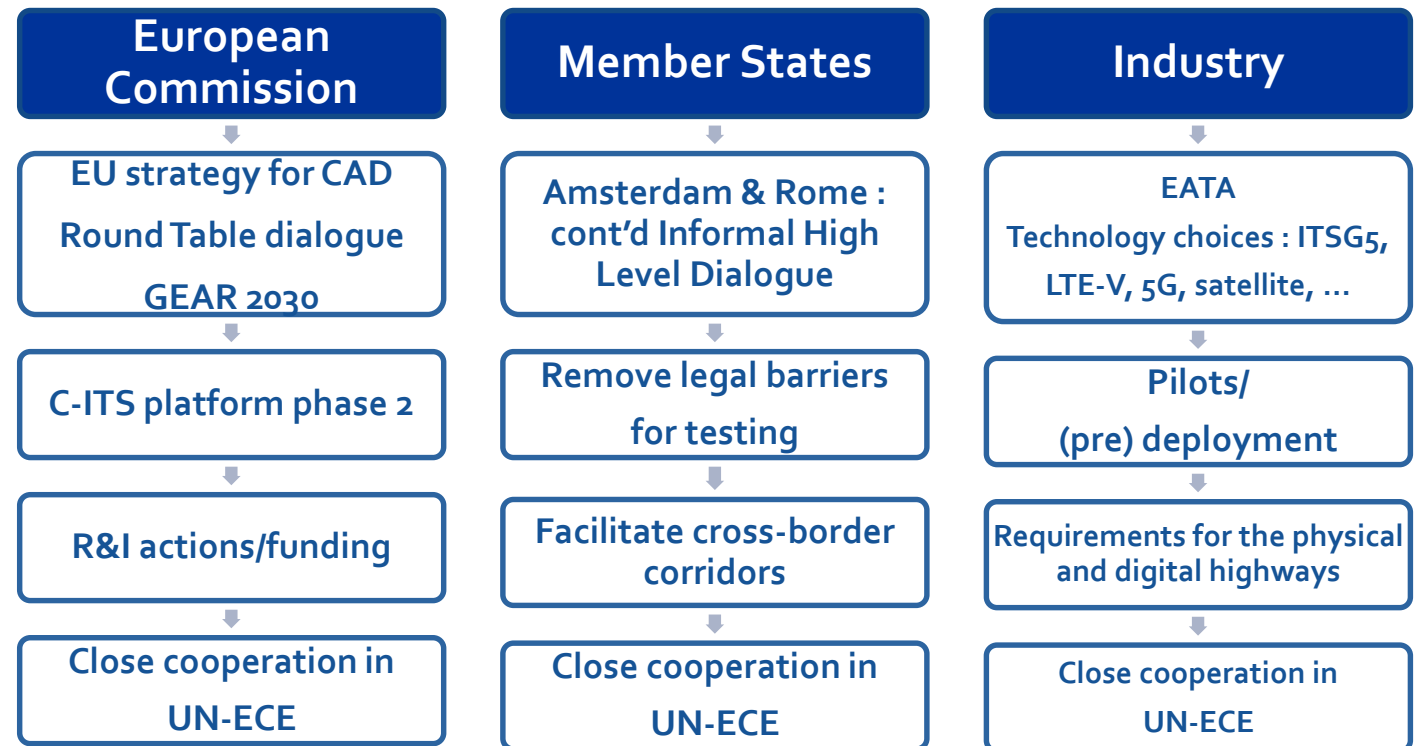


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4. Ensure a continued and synchronised cooperation

- Across European Commission DGs
- Across Member States
- Across industries
- Across continents and member countries in United Nations



THANK YOU FOR YOUR ATTENTION



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FOR MORE INFORMATION

- ACEA on connected and automated driving:
<http://www.acea.be/industry-topics/tag/category/connected-and-automated-driving>
- Position paper on access to vehicle data for third party services:
<http://www.acea.be/publications/article/position-paper-access-to-vehicle-data-for-third-party-services>