
Autonomous Driving

# Google Self-Driving Car Strategy and Implications

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# Chapter 1 – Executive summary

- Self-driving cars and driverless cars are inevitable—it is only a question of time.
- Two research and development (R&D) strategies to achieve self-driving vehicles: Evolutionary and revolutionary.
  - Automotive original equipment manufacturers (OEMs) are on the evolutionary track.
  - Google leads the revolutionary approach and will have a major impact.
- Autonomous driving software and cyber security takes center stage.
- Car-as-a-Service (CaaS) becoming a new driving force for the automotive industry—pun intended!
- Self-driving vehicles is a major opportunity for electric vehicles (EVs).