Trust in Transportation

Presentation by Isa Diaz

Overview

1. Trust and why it matters
2. Why there is a decline in trust
3. Trust in driverless automobiles
4. How to win back trust
5. Conclusion

Using the 2020 Edelman Trust Barometer: In Technology We Trust(ed), the increased distrust in driverless automobiles can be better understood in order to appropriately address the trust gap.

Trust and why it Matters

TRUST MATTERS TO:

- Consumers
- Employees
- Regulators
- Investors
- Resilience against Risk
- The Market
- Media Coverage

- The more trust there is, the more stakeholders are willing to take risk on innovation

Decline in Trust

Top concerns regarding driverless automobiles:

Technology is out of Control

- 61% of respondents are concerned technology is changing too fast
- 61% of respondents worry the government does not understand emerging technologies enough to regulate

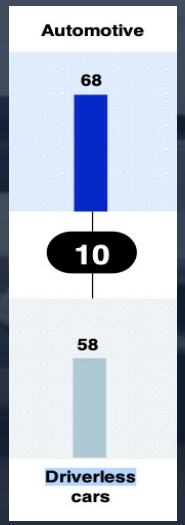
The future of work

- 53% of employees worry about losing their job to some type of automation
- Over 1 in 2 are concerned about job loss due to automation

Decline in Trust

Trust Specific to Driverless Automotives

Lack of trust in innovation compared to overall sector

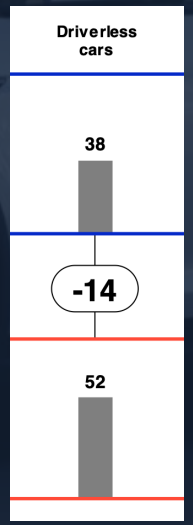


Trust in Overall Sector

Decline of 10%

Trust in Sector Innovation

Percentage of individuals who feel innovation is not regulated enough



Those that Trust the Innovation

14% Trust Gap

Those that Distrust the Innovation

Trust in Driverless Automobiles

Two ways to look at it:

Utopian

- Safer
- Less-Traffic
- Eco-Friendly

Dystopian

- More traffic
- More pollution
- Inequality

78% Afraid to Ride in Driverless Automobiles — AAA

41% Don’t Want to Share the Road with Driverless Automobiles — AIG

48% Would Never Buy an AV — MIT

Hutson, Matthew. “People Don't Trust Driverless Cars. Researchers Are Trying to Change ...” *Science*, 14 Dec. 2017, www.science.org/content/article/people-don-t-trust-driverless-cars-researchers-are-trying-change.

Trust in driverless automobiles

Addressing the Knowledge Gap

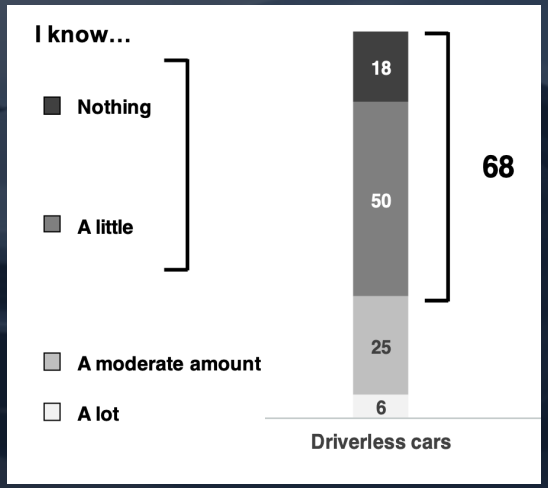
Many individuals are unaware of the positive impact innovation can have

Percentage who feel innovation will have a positive impact

Trust in Driverless Automobiles

Addressing the Knowledge Gap

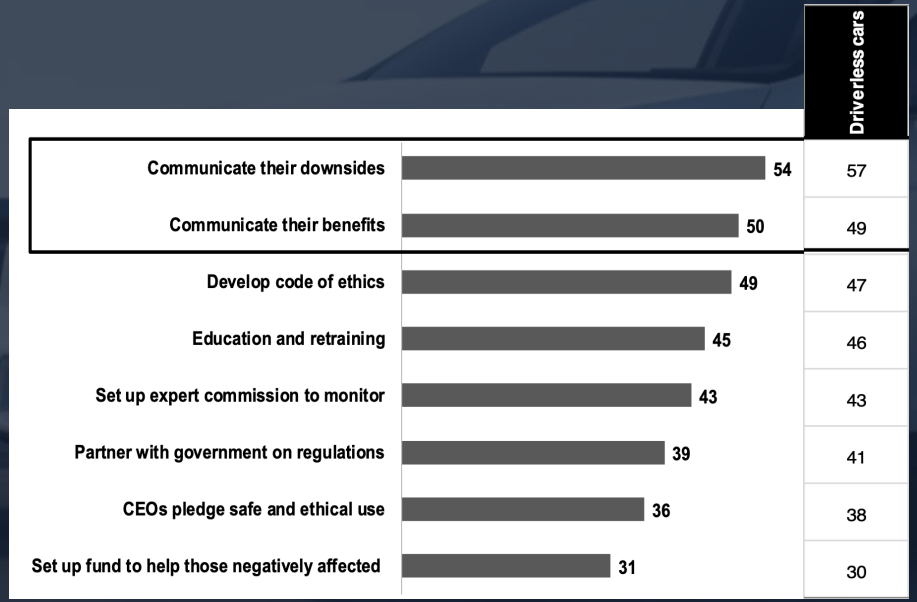
The current knowledge gap among driverless automobiles



Percentage of how much people know

Trust in Driverless Automobiles

Addressing the Knowledge Gap



Percent who believe the following will increase trust

Winning back Trust

5 Key Implementations to Win Back Trust

Address Benefits & Risks of Driverless Cars

- Closing that knowledge gap will help individuals recognize the positive impact

Embrace all Stakeholders

- Embracing all stakeholders, not just shareholders, will ensure everyone's needs are addressed

Form Partnerships to Ensure Everyone Benefits

- Working with partners will help communicate the possible benefits of driverless cars for individuals

Activate Employees as Ambassadors

- Employees have the advantage of holding knowledge regarding driverless cars and can serve as a positive representative

Encourage CEOs to lead from the front

- CEOs who commit to positive change in the sector and lead from the front can better promote driverless cars

Concluding Thoughts

Thank You

1. **Trust matters, and the decline matters too**
   The gap is small now, but the data reflects a possible significant impact a lack of trust could have on the automotive industry
2. **The trust gap in driverless cars is reflective of the knowledge gap**
   Individuals who recognize the risks and benefits of automotive innovation are more likely to trust innovations and see the positive impact
3. **Trust can be won back through five key points**
   Through the encouraged implementations, the trust gap can be diminished, further promoting the positive impacts driverless automotives have