

NAVIGATING THE WINDING ROAD TO DRIVERLESS MOBILITY

Personal Driverless Car

Available after robotaxis solve cost, regulation and scale challenges

- Continuous mapping of every road worldwide
- Significant cost reduction in self-driving system
- Licensing for the self-driving system



Cost: Cost of self-driving system needs to be an order of magnitude lower than today's costs before personal driverless cars.

Robotaxi

Ride-hailing fleets will operate the first AVs

- Regional, geo-fenced operation
- Fleet licensing
- RSS safety model tuned to local driving expectations
- Redundant sensing with cameras, radars and lidars
- Crowd-sourced HD maps with real-time updating
- Stepping stone for personalized AV



Regulation: Autonomy must wait until regulation and technology reach equilibrium.

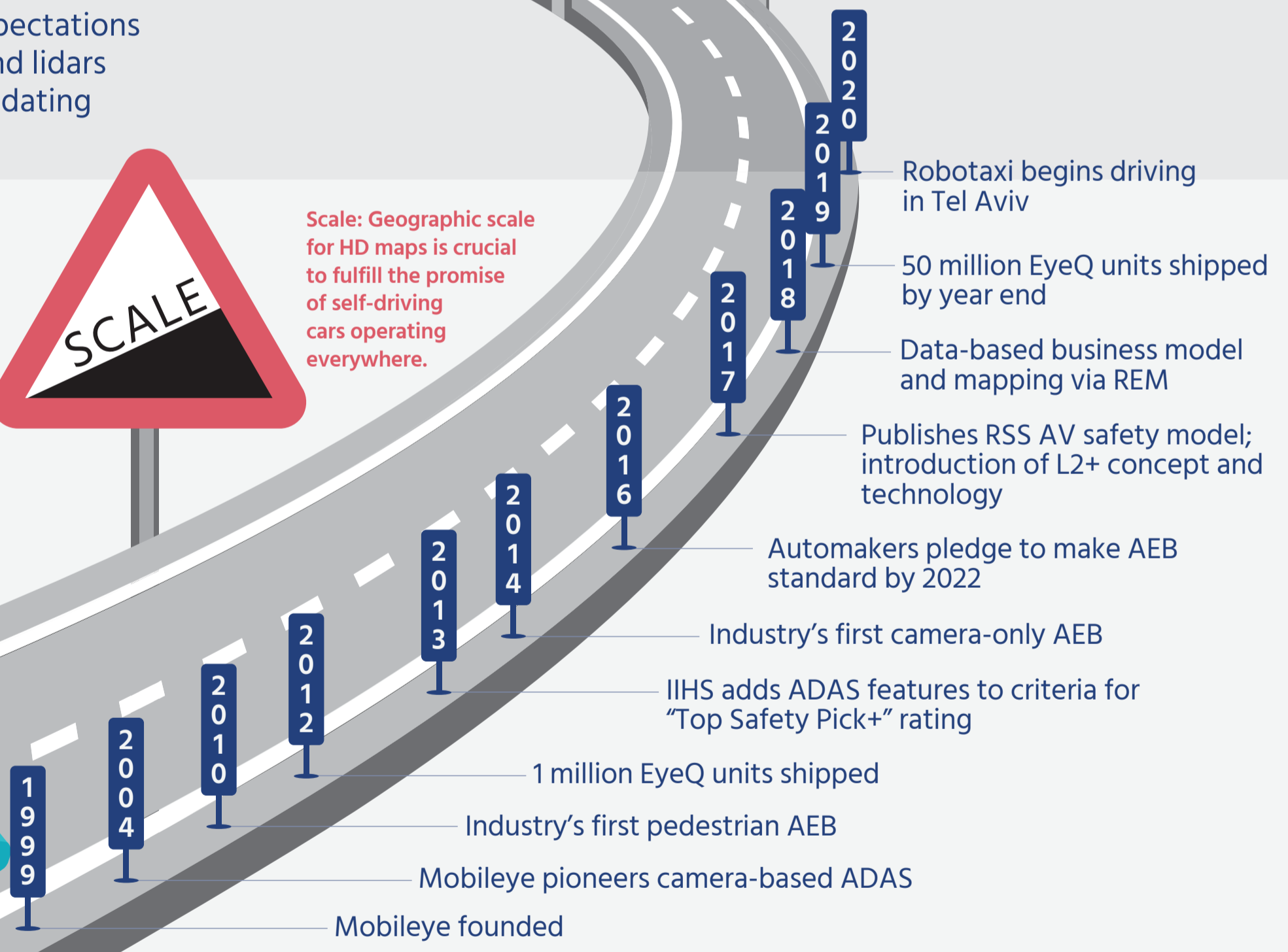
Driver Assist

Saving lives today with active safety technologies

- Perfection of sensing technology
- Making human drivers better
- Building consumer trust



Scale: Geographic scale for HD maps is crucial to fulfill the promise of self-driving cars operating everywhere.



Before individuals can buy driverless cars for their personal use, the industry must solve significant cost, regulation and scale challenges. These will be satisfied through the perfection and widespread adoption of driver assistance systems and then later through robotaxis deployed in specific geographic areas. **Mobileye's strategy addresses all of these opportunities with safety as our North Star.**

