

2016 - 2017

DISTINGUISHED

SPEAKER SERIES

traffic21
a transportation research institute of Carnegie Mellon University

**Technologies for
Safe and Efficient
Transportation**

**THE NATIONAL USDOT UNIVERSITY
TRANSPORTATION CENTER FOR SAFETY**

Carnegie Mellon University UNIVERSITY of PENNSYLVANIA



ROBIN CHASE

Robin Chase is a transportation entrepreneur. She is co-founder and former CEO of Zipcar, the largest carsharing company in the world; Buzzcar, a peer to peer carsharing service in France (now merged with Drivy); and GoLoco, an online ridesharing community. She is currently co-founder and board member of Veniam, a vehicle communications company building the networking fabric for the Internet of Moving Things.

Robin lectures widely, has been frequently featured in the major media, and has received many awards in the areas of innovation, design, and environment, including Time 100 Most Influential People, Fast Company Fast 50 Innovators, and BusinessWeek Top 10 Designers.

HEAVEN OR HELL? WHICH WAY FORWARD WITH SELF-DRIVING CARS?

Tuesday, November 29, 2016

Noon-1 p.m.

Hamburg Hall A301

Lunch will be provided.

Most of what has been written about self-driving or automated vehicles focuses on subjects like their technical aspects, the regulatory battles to license them, or the fascinating but remote dilemma of a self-driving car being forced to choose between holding its course and hitting grandma, or swerving into a troop of boy scouts.

There's relatively little discussion of the speed and scope of change, the impacts that go well beyond the auto industry, or the roadmap to unlocking the enormous upside potential if we actively guide the trajectory of their adoption. We're at a fork on that roadmap. One direction leads to a productive new century where cities are more sustainable, livable, equitable, and just. But if we take the wrong turn, we're at a dead end.

www.traffic21.heinz.cmu.edu