EATA: OBJECTIVES

- **Facilitate and accelerate the EU-wide deployment of connected and automated driving:**
  - o Remove potential roadblocks and highlight needed technical and regulatory measures
  - o Identify the business models underlying connected and automated driving and encourage public investment for innovation and deployment of connected & automated driving
  - o Help make Europe a global leader in this field
  - o Provide a platform for knowledge-sharing between the automotive and telecommunications sectors to develop a 'common language'
- **Create societal benefits by improving road safety and traffic efficiency**
- **Promote the European digital economy**