

EATA

State of play and way forward

- Brussels
- March 2019





1. Origin of EATA, state of play today

EATA: HISTORY

- Ingoing position:
 - ACEA request to the COM for a more integrated policy at EU level to support connected & automated driving
 - Request from ACEA President Carlos Ghosn to G. Oettinger , who had horizontal oversight for things digital
 - Was followed by an Oettinger initiative
 - Focusing first on ACEA
 - Inviting later Telecom to work with ACEA



- This resulted in a joint initiative bringing together all relevant associations : CLEPA,ACEA, ETNO, ECTA , GSMA &GSA

EATA: HISTORY

Expectation from COM:

Automotive & telecom should focus on deployment of CAD across borders:

- projects needed (deployment versus demonstration)
- EU funding promised

Expectations from OEM's towards telecom:

Fast deployment of 5G for automation

Starting with what's available

- hybrid communications

THE ORIGIN OF EATA

- **Creation of ad hoc alliance at Paris Motorshow 30 Sept 2016**
- **Moving towards closer participation of companies : 32 members to date.**

37 leading companies join forces in European Automotive-Telecom Alliance

30/09/2016

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Paris / Brussels, 30 September 2016 – At a Round Table on Connected and Automated Driving initiated and chaired by Günther H. Oettinger, European Commissioner for Digital Economy and Society, the automotive and telecom industries have today formally announced the creation of Europe's first Automotive-Telecom Alliance.

The Alliance includes six leading sectorial associations, as well as 37 companies, including telecom operators, vendors, automobile manufacturers and suppliers for both cars and trucks.

The main goal of this Alliance is to promote the wider deployment of connected and automated driving in Europe. The first concrete step is the advancement of a "Pre-Deployment Project" aimed at testing three major use-case categories, albeit with exact details still to be decided:

- Automated driving – could include high-density platooning, remotely controlled parking, highway chauffeur and high-definition maps;
- Road safety and traffic efficiency – could include traffic optimisation for smart cities;
- Digitalisation of transport and logistics – could include remote sensing and data management.

These tests will identify and address both technological and regulatory issues. Among other important elements, the project will tackle interoperability issues as well as infrastructure investment to address connectivity needs, and the improving of safety and security. At the same time, pilot projects will help to elaborate the basic business models that both sectors can start deploying when investing in these technologies.

EATA : two sectors meet each other

- Founded by six associations:



European
Automobile
Manufacturers
Association



- Operational roll-out through companies: 32 members
- Telco network operators: Deutsche Telekom, Eurofiber, KPN, Orange, Post Luxembourg, Vodafone, Telefonica, Telecom Italia
- Telco suppliers: Nokia, Huawei, Ericsson, LGE
- Automotive OEMs: BMW, DAF, Daimler, Hyundai, Iveco, MAN Trucks, Mazda Motor Corporation, Renault, Toyota, Volkswagen Group, Volvo Cars, and Volvo Group
- Automotive suppliers: Autoliv, Bosch, Continental, CTAG, Denso, Aptiv, Hella, Valeo
- Secretariat: Kellen

Membership

ACEA (13 members)	CLEPA (9 members)	GSMA / ETNO (6 members)	ECTA / GSA (4 members)
BMW	Autoliv	Deutsche Telekom	Ericsson
DAF	Bosch	Orange	EUROFIBER
Daimler	Continental	KPN	Huawei
Ford	CTAG	POST Luxembourg	Nokia
Hyundai	Denso	Telefonica	
Iveco	Aptiv	Vodafone (only GSMA)	
MAN Trucks	Hella		
Mazda	Valeo		
Renault	LGE		
Toyota			
Volkswagen			
Volvo Trucks			
Volvo Cars			

EATA: set up

- EATA is currently set up as a coalition of associations and companies, without having a legal entity
- Members come from automotive (OEMs and Suppliers) and Telecom (operators and providers)
- Secretariat run by Kellen - association management company since early 2018

EATA: OBJECTIVES

- Facilitate and accelerate the EU-wide deployment of connected and automated driving:
 - Remove potential roadblocks and highlight needed technical and regulatory measures
 - Identify the business models underlying connected and automated driving and encourage public investment for innovation and deployment of connected & automated driving
 - Help make Europe a global leader in this field
 - 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

EATA: GOVERNANCE

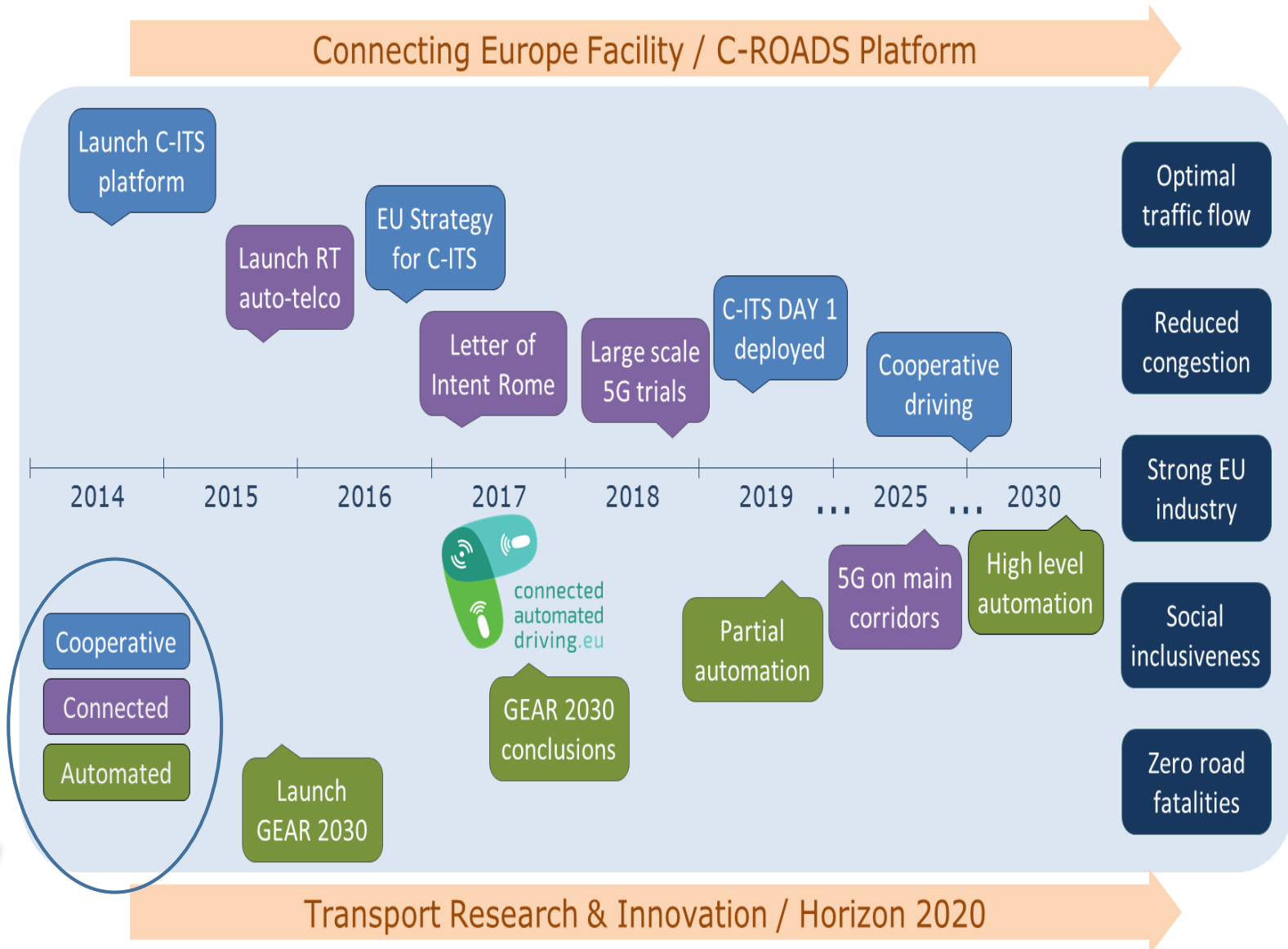
- Operations are following a set of rules of operation.
- Management is done through a Steering Committee appointed by the members (50% Telecom-50% Automotive), meeting 4 times/year; chairman comes from automotive (ACEA) and vice-chair from telecom (GSMA)
- Members come together in a General Assembly (min. 2 times/year)
- WG's: currently only Regulatory WG



2. The wider EU picture

Momentum is created

EU ROADMAP ON CONNECTIVITY & AUTOMATION



REGULATORY CHALLENGES

Telecoms framework

- Review framework: impact of IoT & M2M services
- Implementation Net neutrality regulation, incl. BEREC guidelines : what impact on CAD
- 5G Gigabit society & 5G Action Plan: trials to drive this forward, in cooperation with 5GAA
- Availability of networks: spectrum & investments required
- Network handover/roaming

Data economy

- ePrivacy draft regulation : impact for telcos's & OEM's
- Data protection solution needed for C-ITS messaging
- Ownership, use and access to data: CAD as experiment
- Free flow of data: assessment needed of unjustified restrictions while ensuring protection of fundamental rights

Industrial policy

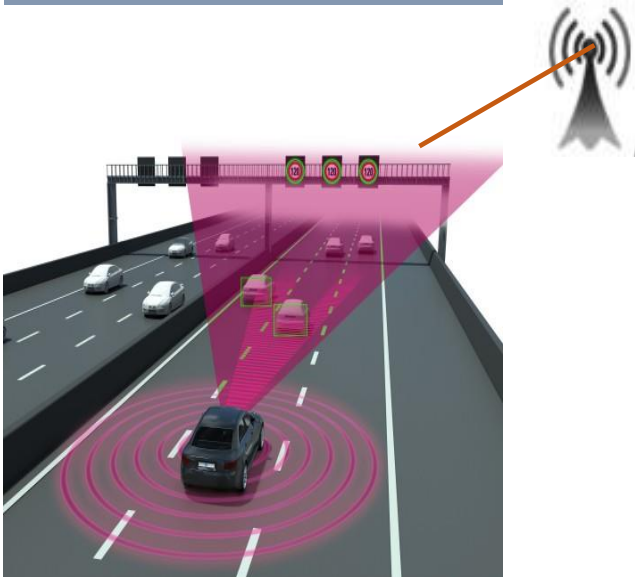
- GEAR 2030: which policies for CAD ? Industry leadership of the EU, EU competitiveness of automotive
- Type approval anno 2030 ?
- Cyber security : key for increasing trust in CAD

Other

- Liability rules in IoT environment
- Need to change Conventions and Regulations at UN level to make highly automated driving legally possible
- R&I funding programmes

EATA Connected & Automated Driving projects Managed by ERTICO

High way chauffeur
L3 & L4



High Density truck
platooning

