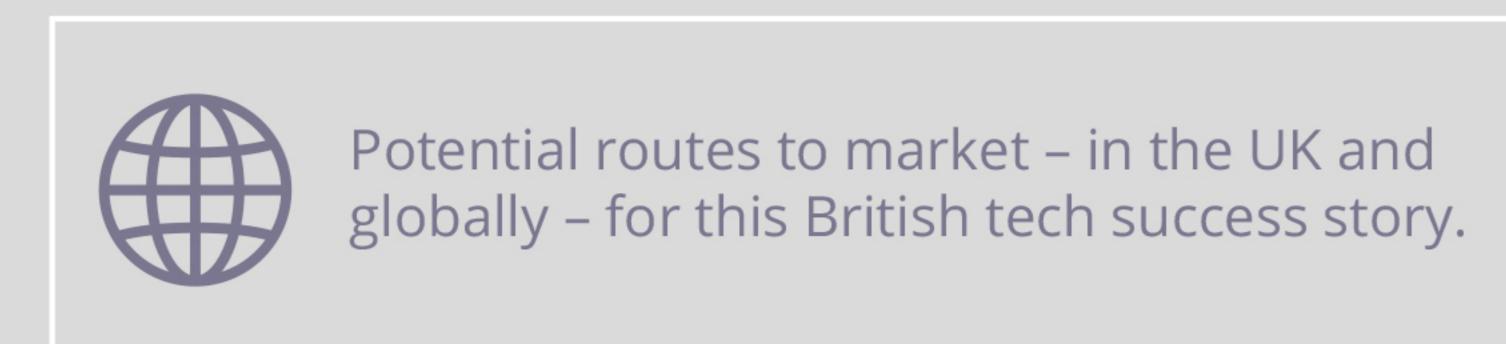
THE 'DRIVEN' PROJECT HAS AN AMBITIOUS AIM: DEVELOPING A FULLY AUTONOMOUS FLEET OF DRIVERLESS CARS THAT TRAVEL BETWEEN OXFORD AND LONDON

Between June 2017 and December 2019, ten companies – including tech firms, insurers, internet and mobile phone operators, and transport authorities – will undertake progressively more sophisticated and realistic trials of autonomous vehicles. As well as attempting to solve the technological challenges required for the journey between Oxford and London, the consortium will explore some of the wider commercial and regulatory issues that will help make driverless vehicles a day-to-day reality on British roads, including:





How mobile data and the 'Internet of Things' will link autonomous vehicles with each other, transport infrastructure, and insurance providers.



Developing a prototype insurance policy for an autonomous vehicle.



The implications of autonomous vehicles for local and national transport planning.

