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Cruise's Approach to Automated, Electric and Shared Transportation

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IEPR 3 Revolutions in Transportation Workshop

cruise

"To build the world's most advanced autonomous vehicles to safely connect people to the places, things, and experiences they care about."

Cruise Confidential Information

Supporting widespread EV adoption

- Battery EVs represent just 0.8% in the state of CA and 1.6% of all vehicles registered in SF
- All-electric ridesharing can help overcome barriers to adoption like vehicle cost & charging
- Cruise supports CA's efforts to electrify the transportation sector and the transition to more travel by "green miles."



Electricity generated to charge an EV in San Francisco today emits **75% less**CO2 per mile than a comparable gasoline car -- and has **zero tailpipe emissions.**

Shaping the future, together

Promoting the 3Rs via public policies and programs

Helping spur the transition to EVs via programs and incentives

The public sector is approaching electrification by offering incentives and programs that offset transition costs.

However, many of these programs were created before the advent of shared, electric and automated business, making them ineligible.

Shifting how we think about mobility and travel

Most programs track progress based on vehicle sales or public stations, and not passenger miles travel.

At scale, our cars will serve a public good and we're uniquely aligned with state and city goals of accelerating electrification, reducing emissions, and making EVs accessible to more Californians.

Moving beyond the car

