

# Interview **Stanford University / USA**



**Dr. Sven Beiker**  
Executive Director

**Center for Automotive Research Stanford University / USA**

**Prior to the Autonomous Driving 2014 – The Future of ADAS, we.CONECT spoke with Dr. Sven Beiker, Executive Director at the Center for Automotive Research Stanford University / USA**

we.CONECT:

**What is your company's relation to the automotive evolution of autonomous driving / ADAS?**

**Dr. Sven Beiker:** CARS is the interdisciplinary automotive affiliates program at Stanford University. With our academic and industry partners we aim to radically re-envision the automobile for unprecedented levels of safety, performance, sustainability, and enjoyment. Our mission is to discover, build, and deploy the critical ideas and innovations for the next generation of cars and drivers. CARS acts as an automotive community to encourage automotive research and education.

we.CONECT:

**According to your experience, how is the automotive industry affected by recent autonomous driving technologies and advances in drivers assistance systems?**

**Dr. Sven Beiker:** It is interesting to see how new players in the field shake up the entire industry and bring forward new concepts that are being heavily debated but in the end will change the way how we drive.

we.CONECT:

**In which way is your company engaged with the innovations happening in the automotive industry around connectivity, automation and new systems?**

**Dr. Sven Beiker:** We research automated driving together with the industry in many different fields: engineering, humanities, legal, environmental studies.

we.CONECT:

**With a professional view from the outside: What do you think are the**

**main challenges the auto industry is facing right now with respect to autonomous driving?**

**Dr. Sven Beiker:** We have to manage public expectations, explain what is reality and what is vision, determine deployment strategies that fit with brand values, develop systems that are intuitive, safe and enjoyable for the driver.

we.CONECT:

**Please explain in brief the issues of the presentation you will be holding at the Autonomous Driving 2014 – The Future of ADAS:**

**Dr. Sven Beiker:** I will discuss different levels of automation and different deployment paths. I will give some examples of current work in academia and the industry. In the end I would like to stimulate a conversation on what is reality and what is vision...

we.CONECT:

**What expectations do you have regarding the Autonomous Driving 2014 – The Future of ADAS? Which outcome and benefits do you expect from the exchange with participating companies?**

**Dr. Sven Beiker:** I hope for an educated and realistic discussion of what we can accomplish in the near, mid-, long-term and I hope to make many new and valuable connections in the field.

we.CONECT:

**Which question would you like to be asked regarding the topic? Is there a burning issue you can tell us about?**

**Dr. Sven Beiker:** First of all: what are the differences between the United States and Germany or Europe regarding the public perception,

expectation and industry or academic world in the field?

Secondly, what are possible deployment paths for automated vehicles? Why should we look at sectors other than highway - going vehicles?

And, in the end: What is all this talk like "automated vehicles are legal in Nevada" all about?

we.CONECT:

**Thanks a lot for this interview! We are looking forward to a thriving event!**

Interview Partner: Serina Gummert and Dr. Sven Beiker.

*Since 2008 Dr. Sven Beiker has been overseeing the strategic planning, resources management, and project incubation for the Center for Automotive Research at Stanford (CARS). Besides managing the industry relationships, he holds teaching positions at Stanford's School of Engineering and the Graduate School of Business. He was instrumental in launching research programs at Stanford University in "Legal Aspects of Autonomous Driving" and "Wireless Power Transfer to a Moving Vehicle" as well as "The Revs Program at Stanford" and the "Volkswagen Automotive Innovation Lab".*

**Autonomous Driving – The Future of ADAS** is a global automotive conference that discusses current challenges, brand new approaches and future trends in the area of autonomous driving.

Information about the event and about we.CONECT can be found at:

<http://autonomous-driving.we-conect.com>

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