



Belgisch **Wegen**congres Congrès belge de la **Route**

LEUVEN · 4-7.04.2022

Autofabrikanten en de data economie. Uitdagingen en toekomstperspectieven





POTENTIAL OF THE CONNECTED CAR



SAFETY

- ✓ Improve support to driver
- ✓ Reduce crashes caused by human errors



TRAFFIC EFFICIENCY

- ✓ The caring car
- ✓ Better vehicle throughput
- ✓ Road capacity learning systems
- ✓ Reduced traffic jams



NEW MOBILITY

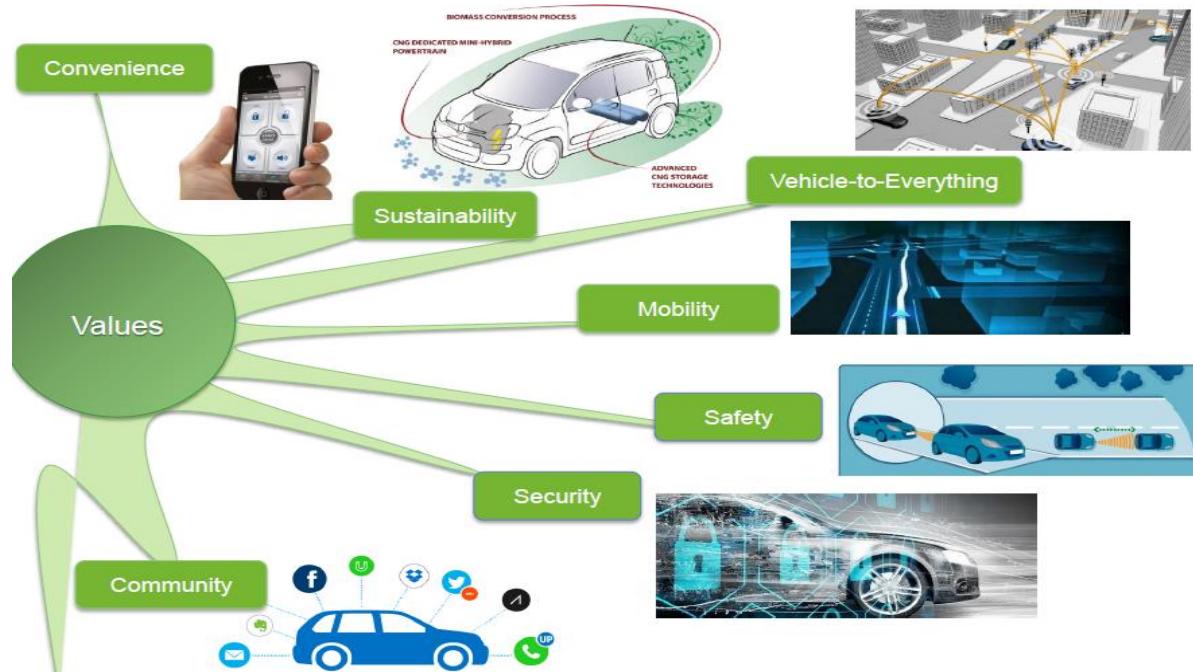
- ✓ Mobility as a Service (MaaS)
- ✓ Shared and on-demand mobility
- ✓ Multi-modal
- ✓ Mobility for aging and disabled people



BENEFITS

- ✓ Sustainability: climate and environmental gains
- ✓ Productivity: value of time
- ✓ Differentiated use of land / urban / suburban
- ✓ Urban mobility upgrade

CONNECTED CAR SERVICES



DATA FOR AUTOMATED DRIVING



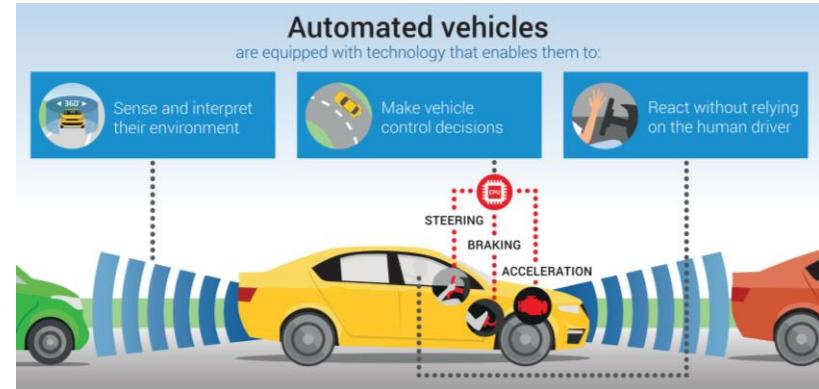
- Automated valet parking
- Robot taxi
- Highway chauffeur



- Automated last-mile distribution
- Automated urban logistics



- Truck platooning
- Automated public transport & shuttles
- Hub-to-hub automated transport



www.acea.be/publications/article/roadmap-for-the-deployment-of-automated-driving-in-the-european-union

THE VEHICLE DATA MARKET EXISTS



DATA MARKET IS EVOLVING



- Highly competitive, regulated market
- Competition between large international players & hyperscalers
- Competition between manufacturers and an increasing number of service providers

COOPERATION AND OPENNESS FROM MANUFACTURERS



- OEMs have already deployed systems and services across the value chain with third parties and neutral servers
- OEMs are subject to strong incentives to share their data with other market players that may bring them the know-how they lack today

SECURE DATA SHARING ALREADY IN PLACE



- B2B: neutral servers and data marketplaces are in place with active use cases
- rFMS for CVs, operational for years
- B2G, G2B: eg data task force with EU member states, for safety-related data exchange



WE WANT A THRIVING DATA ECONOMY

An active and competitive data economy



- Transform the whole mobility sector into the leading engine of the Data Economy.
- Create new opportunities for economic growth, including for SMEs.
- Offer new and innovative hassle-free services and Repair and Maintenance (RMI) to customers.



A successful digital transition for the automotive industry

- Ability for manufacturers and third parties to develop new and innovative services.
- Freedom to adopt own strategy to participate in the Digital Economy.
- Fair remuneration for the investment and cost of delivering data.



WHAT WE NEED TO ACHIEVE



- Consumer / customer choice and innovation
 - Consumers and customers should have the right to choose the offer that best fits their need on a competitive market
 - Consumers and customers must remain in control of data sharing, in a transparent manner, at all time
- Increase transparency and predictability
 - Clear visibility on the data available on the market
 - Common understanding on characteristics of data to facilitate use
- Achieve a level playing field
 - Fair and non-discriminatory competition on the market
 - Access to the same commercially available tools, data and services to all market participants

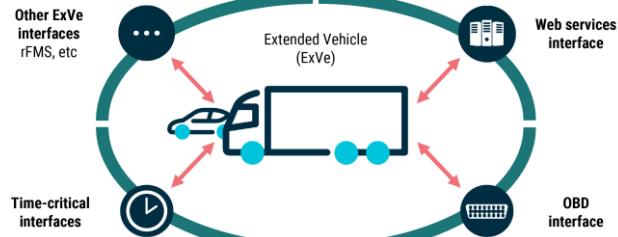


ACCESS TO VEHICLE DATA

1. Vehicle manufacturers invest heavily in data
2. Vehicles are there to move people and goods
3. A vehicle is not a smartphone on wheels
4. A vehicle is not a data platform
5. Safe and (cyber) secure access is paramount
6. Fair balance between customer choice, competition and safety/security
7. The data sharing model for OEMs is based on the ISO 20077-1 & 20078 standard on the Extended Vehicle
8. Read all details on www.cardatafacts.eu and www.acea.auto/publication/position-paper-access-to-in-vehicle-data/



EXTENDED VEHICLE MODEL





LEGISLATIVE PATH AHEAD

4 key instruments



Ensure **TRUST** in data
Intermediaries

Public sector data, private sector data and
personal data voluntarily made available by data
holders



Regulate **MARKET POWER**
based on data

Personal data and private sector data held by online
platforms and originating from the users (both
businesses and individuals)



Unleash the socio-economic potential
of data as a **PUBLIC GOOD**

Public sector data of high value



Facilitate data access and use
and ensure **FAIRNESS** in the
allocation of data value

Private sector data, personal data
and co-generated (IoT) data



Complemented by sectoral legislation

- **Access to in-vehicle data** to promote a competitive market on vehicle data services, expanding the current legislation on non-discriminatory access to repair data



OUR RECOMMENDATIONS

PROTECTING CUSTOMER RIGHTS, BUILDING A COMPETITIVE DATA ECONOMY

1. Promote innovation & consumer choice

Dialogue for data sharing needs, standardised service level agreements, guidelines for applications

2. Protect the customer's safety

No uncontrolled access, write-access in safe state, rules on safety & security, driver distraction

3. Protect the customer's privacy

End-2-end, centralised consent management, clear privacy notice and defined data transfer, upon consent

4. Protect the customer's choice

Full data sovereignty, final say on deployment of third-party apps, clear terms and conditions for all services

5. Achieve a level playing field

Access based on FRAND, same data and resources, equal right on write access, no business analysis

6. Increase transparency & predictability

Catalogue of available data, framework for data description, common dataset and interoperability



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EEN ORGANISATIE VAN



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MET DE STEUN VAN



Opzoekingscentrum
voor de Wegenbouw



BRUSSEL MOBILITEIT
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 **Wallonie**
mobilité infrastructures
SPW



BFAW
Belgische Federatie van Aannemers van Wegenwerken vzw



Contact

 Naam

 Tel

 e-mail

