

Uber, Hyundai, and Driverless Cars

The race to create a driverless car future is prompting unlikely partnerships all around the globe. In April 2016, automakers and ride-sharing giants, namely: Volvo, Ford, [Uber](#), Lyft, and Google, came together to form an alliance called Self-Driving Coalition for Safer Streets (SDCSS). This alliance was created “to work with lawmakers, regulators, and the public to realize the safety and societal benefits of self-driving vehicles,” [the group said in a statement](#).

We also saw Google [teaming up with](#) Fiat Chrysler Automobiles to see how they can make the new Pacifica minivan into a self-driving test subject.

Uber – Hyundai

Joining the race, ride-hailing [company Uber has shown intent to partner with South Korean Hyundai](#) to develop self-driving cars in the near future. Uber officials were recently spotted paying a visit to Hyundai’s Namyang research and development facility in Hwaseong sometime in June 2016.

The company has been quite vocal about [its desire to create a driverless taxi service by 2020](#). Uber has been searching for partners to create self-driving technologies that could allow autonomous car driving. It is clear that a partnership with Hyundai will bring this vision to the fore. It was also reported that Uber intends to purchase a large number of Hyundai vehicles as well.

In 2015, Uber opened [a joint research facility with Carnegie Mellon University](#), which is geared toward developing tech equipment that targets driverless cars and artificial intelligence.

Hyundai has also been making strides in the autonomous technology front. The Korean auto giant has been involved in developing vehicles equipped with semi-autonomous parts. The EQ900 released in 2016 and the G80 are now part of Hyundai’s new Genesis luxury sub-brand, and both incorporate autonomous car technologies such as automatic emergency braking, highway driving assist (HAD) system, and adaptive cruise control.

My thoughts

Although Hyundai has not gained popular recognition in its efforts to develop autonomous technology for self-driving vehicles, [the unsung hero received approval from the Korean Government](#) in March 2016 to test its self-driving Hyundai Genesis sedans on public roads. The carmaker has also strategically upped the driver-assist level of its vehicles – gradually mastering the driverless path.

Despite hurried efforts by invested parties for driverless cars to see the light of day, we have to also appreciate the efforts put in place by these parties to guarantee the safety of these vehicles. I am excited to see where the future of driverless cars takes us.

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