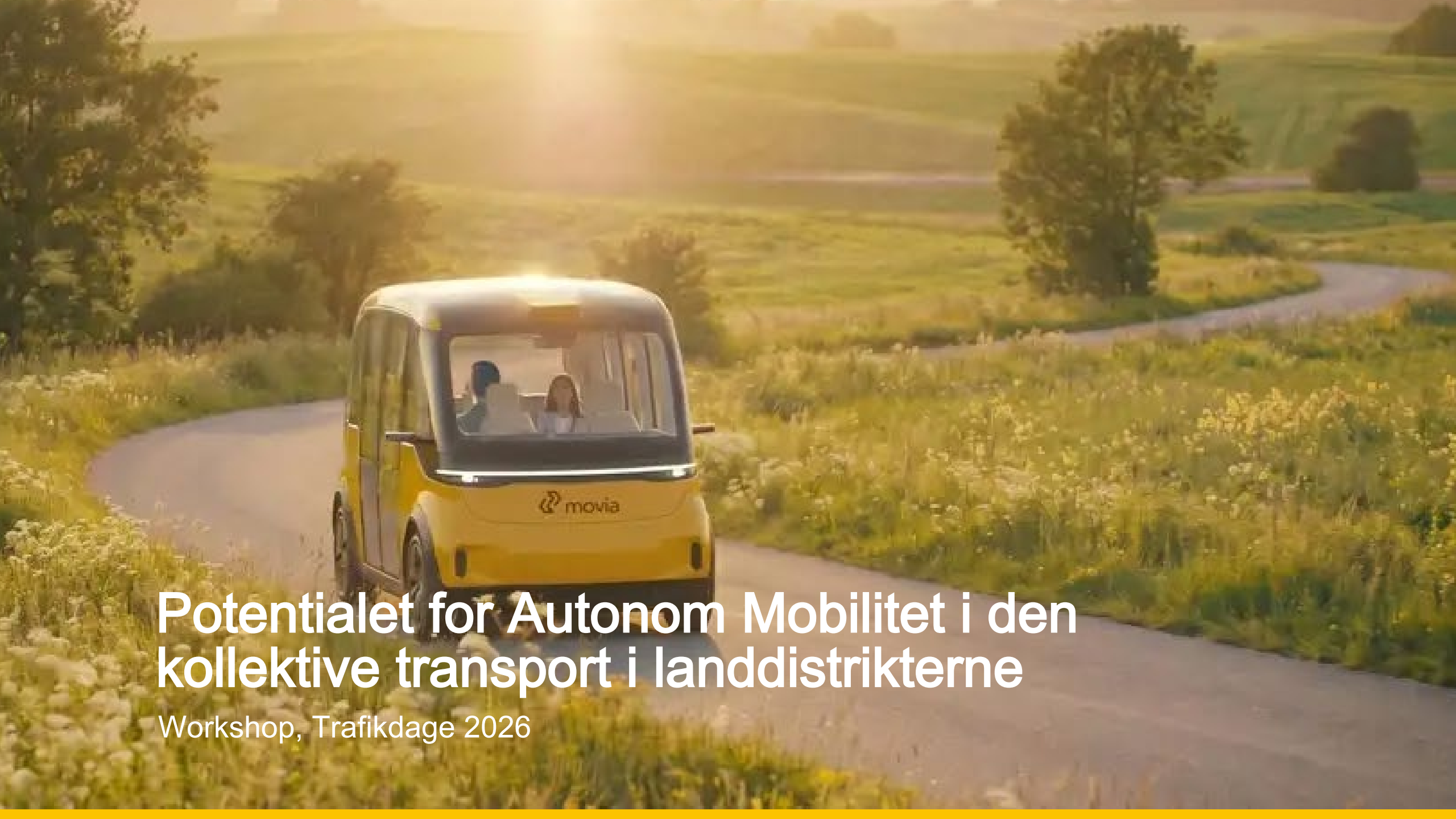




Potentialet for Autonom Mobilitet i den kollektive transport i landdistrikterne

Workshop, Trafikdage 2026

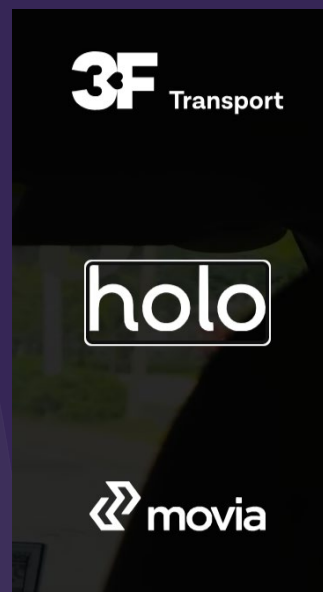
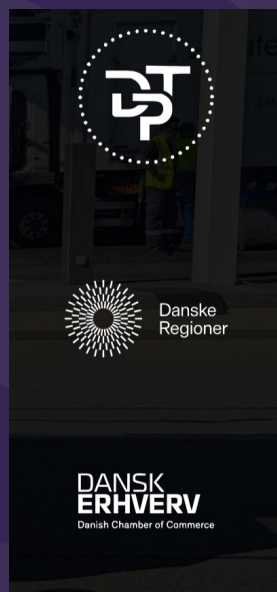
Strategisk Alliance for Autonom Mobilitet

SAAM

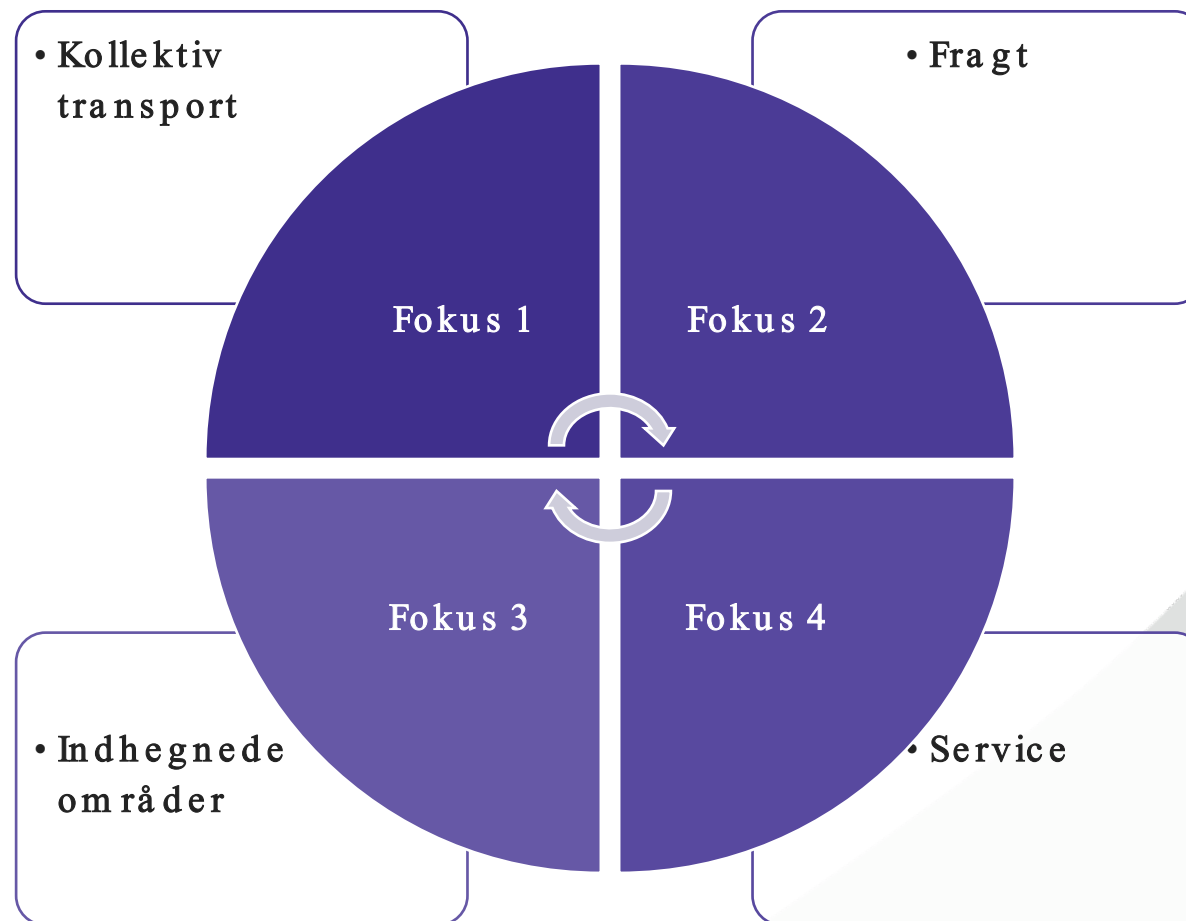
Strategic Alliance for
Autonomous Mobility



Rådet for
Grøn
Omstilling



Organisation





Aktiviteter

- Samlende videns- og handlingscenter for førerløs teknologi i Danmark.
- International kontaktpunkt og ansvarlig for at få international viden og erfaringer til Danmark
- Samler alle aktører om en samtale om hvordan vi bedst får samfundsmæssigt værdi ud af den nye teknologi.
- Inspirerer, koordinerer og skaber projekter i Danmark.
- Kommer med anbefalinger til regulering, prioritering og implementering
- Udarbejder analyser der kan danne baggrund for vigtig viden og handling på området.
- Arbejder med vidensspredning med henblik på bred folkelig accept og samfundsmæssig hensigtsmæssig implementering af teknologien.

Andre effekter

- Stærk dansk position i udviklingen af fremtidens mobilitet.
- Øget tværsektorielt samarbejde og vidensudveksling.
- Bidrag til grøn omstilling, trafiksikkerhed og social inklusion.
- Skabe nye erhvervsmuligheder og teknologisk udvikling i Danmark.
- Bidrage til at give danske virksomheder øget konkurrencekraft.



Hovedprioriteter

- Finansiering til 1-3 nationale storskala projekter i den kollektive transport på landet
- Gøre kommuner og andre aktører i stand til at træffe kvalificerede beslutning om førerløs transport.
- Samle alle relevante aktører om at få bedst samfundsmæssig nytte ud af den nye teknologi

www.saam.dk

Where is Europe currently regarding AVs in public transport

Trafikdage 2026

Christian Zinckernagel
CBDO
26st of August 2026

holo

Holo consultancy and operations

How we support our clients from idea to operation and service on public roads



Strategic Framing & Autonomous Fast Track



Technical Feasibility Study



Vendor Selection & Procurement Support



Contract & Delivery Readiness for Project Success



Organizational Setup & Team Training



Operations + Data Analysis & System Iteration



Final step: Full L4 Autonomous Operations & Scaling

We Advise and Guide You.

We help public and private partners define the right approach – and only step in where needed. All modules are tailored to your situation.

We Enable You To Operate.

We support our partners every step of the way, from early analysis and planning to full L4 service readiness.

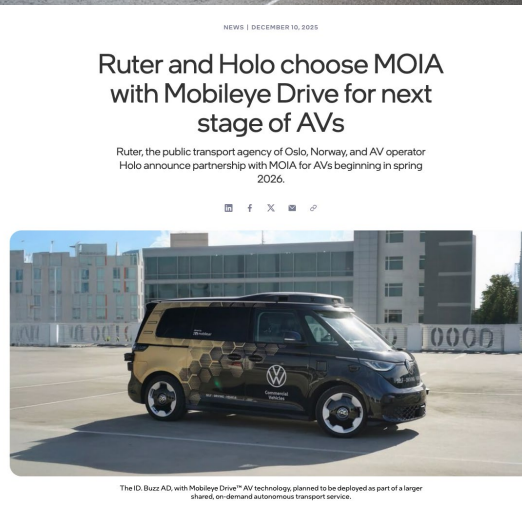
We Operate For You.

We deliver safe, real-world deployments – always with transparency and close partnership.



Holo / Ruter / VW / Mobileye

Real world operation with AVs on public roads with AVs since 2017



Ruter and Holo choose MOIA with Mobileye Drive for next stage of AVs

Ruter, the public transport agency of Oslo, Norway, and AV operator Holo announce partnership with MOIA for AVs beginning in spring 2026.

f x i o



The ID. Buzz AD, with Mobileye Drive™ AV technology, planned to be deployed as part of a larger, shared, on-demand autonomous transport service.

Tender in Oslo, changing the game

Commercialisation is coming closer and we need to tell our clients

Exhibit 2
What it costs to operate a fleet of 500 vehicles over 10 years across Ruter's service area
Operating costs, in million €

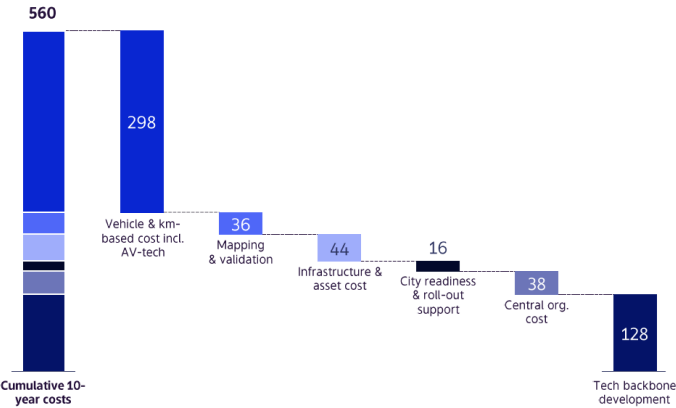
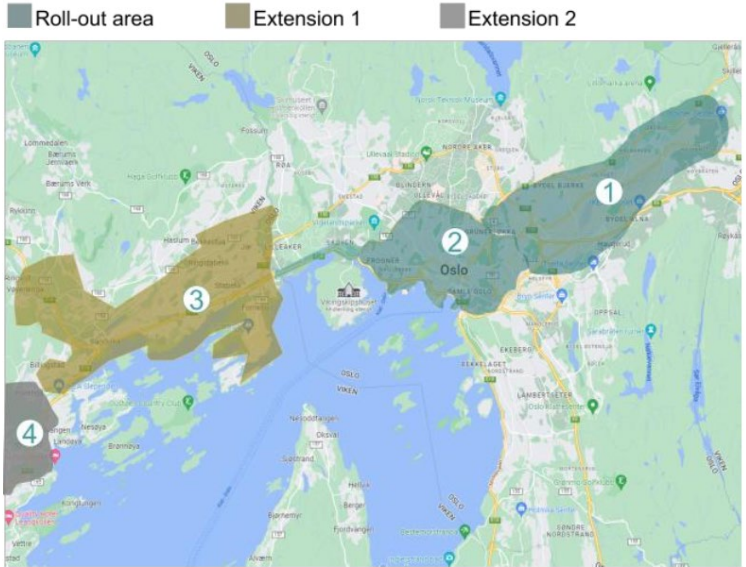
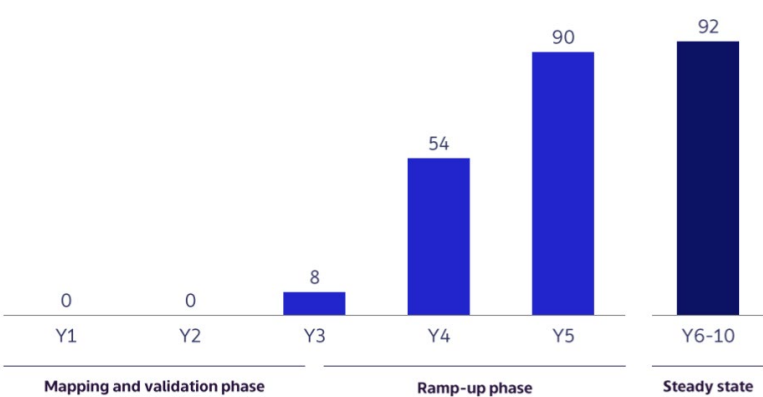


Exhibit 3
Estimated 10Y revenue development from preparation to steady state operations
Yearly revenue, in million €



The technology providers

Tier 1 autonomous on-demand responsive vendors

USA



China



Europe (ish)



The technology is ready

Worldwide operations without safety driver onboard

Company	Region(s) for driverless operation	Estimated fully driverless fleets
Waymo	USA (Phoenix, San Francisco, Los Angeles, Austin, etc.)	3000+ total Robotaxis (including driverless)
Baidu	China (Wuhan, Chongqing, Beijing, etc.) & Global	1500+ total Robotaxis (including driverless)
Pony.ai	China (Guangzhou, Shenzhen, Beijing, Shanghai) & Global	1200+ total Robotaxis (including driverless)
WeRide	China (Guangzhou, Shenzhen, Beijing, Shanghai), UAE (Abu-Dhabi) & Global	1000+ total Robotaxis (including driverless)



The battle in London

Speeding up



https://www.linkedin.com/posts/daniel-abreu-marques-baidu-brings-robotaxis-to-london-via-uber-activity-7409141232695824384-Cn4K?utm_source=share&utm_medium=member_desktop&rcm=ACoAACQNI_cBZFOFlwyjZ5IO48bFC2OAI-Hf4ck

We intend to be the largest facilitator of AV trips in the world by 2029

Uber

Live cities:

- Abu Dhabi, UAE
- Atlanta, GA
- Austin, TX
- Dallas, TX
- Dubai, UAE
- Phoenix, AZ
- Riyadh, KSA

Upcoming cities:

- Bay Area, CA
- Hong Kong, HK
- Houston, TX
- London, UK
- Los Angeles, CA
- Madrid, ES
- Munich, DE
- Zurich, CH

Hardware Platform

LUCID

Mercedes-Benz

STELLANTIS



Self-Driving Technology



Fleet Management



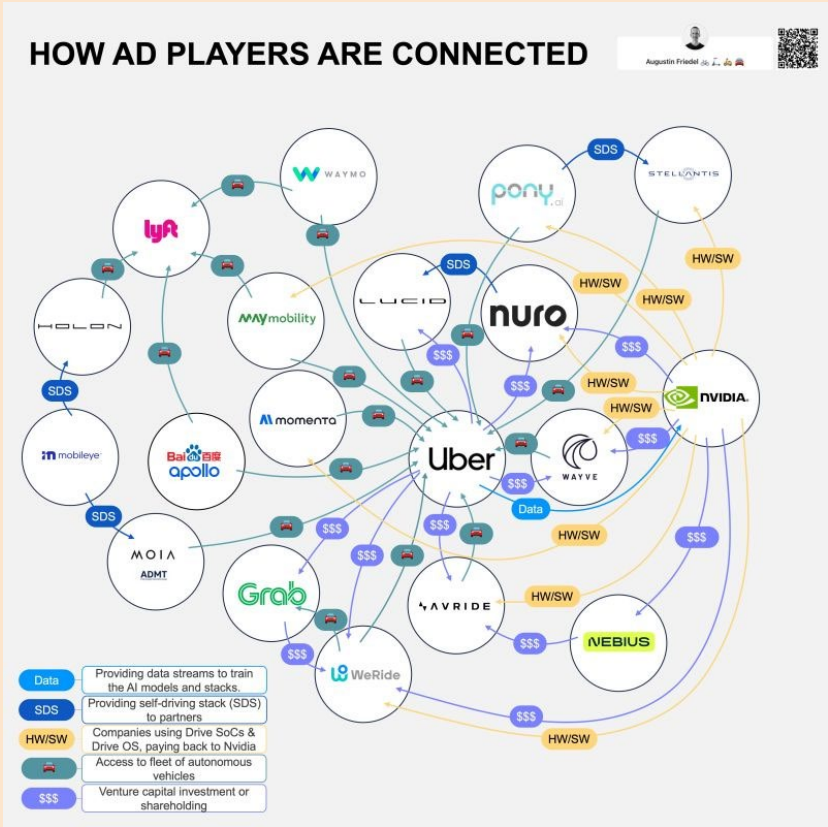
More announcements coming soon

Ecosystem maturing

In Europe partnerships are being formed



holo



holo		MOIA	Uber
		mobileye	Ruter#
		Waymo	Uber
		apollo	lyft
		apollo	Uber
		mobileye	lyft
		WeRide	Uber
		May Mobility	vay
		Wayve	Uber
		Pony.ai	Bolt
		Momenta	Uber



Frontrunners on innovation?

It goes without saying...you need to get started first

Europas AV-Landschaft bleibt fragmentiert

Von **38** Projekten...

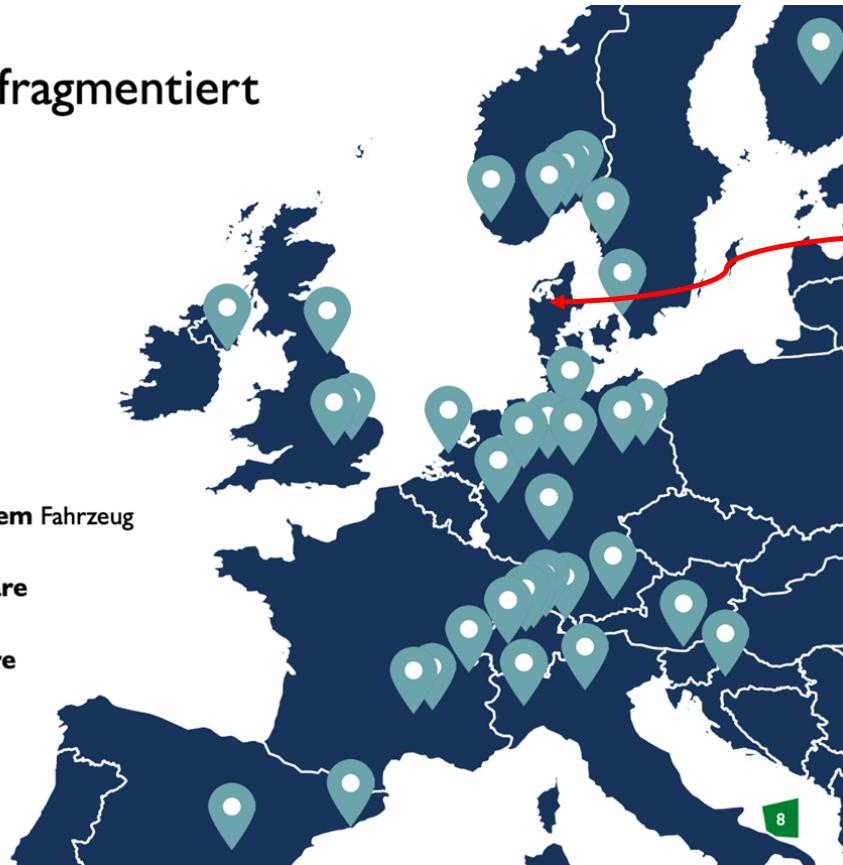
30 im ÖV, **8** in der Logistik

7 im Betrieb, **31** noch im in Test

2 mit je mehr als 10 Fahrzeugen, die meisten mit **nur einem** Fahrzeug

16 Unternehmen liefern für die 38 Projekte die **Hardware**

15 Unternehmen liefern für die 38 Projekte die **Software**



Green Mobility x WeRide for Denmark 2027 and onwards

Strategic collaboration

WeRide and GreenMobility have announced a joint initiative to deploy advanced **Level 4 Autonomous Vehicles** in Denmark.

This landmark agreement marks Denmark's first active step toward integrating autonomous driverless technology directly into public transit and shared urban fleets.

The partnership aims to secure political commitment and showcase the mature L4 systems already operational globally, setting up Copenhagen as the launching pad.



Three pillars to achieve a variable ecosystem for AVs in public transport

Current status



Technology

- L4 projects are in service outside EU
- Waymo has 250.000 trips per week
- Technology can be adapted to local conditions and driving behaviours with the right competencies
- The risk is the scarcity on the vehicles.



Legislation

- The "Assessor-ordning" is limiting projects
- The risk is outsourced to a consultancy - incentivised to sell hours and minimize risk
- The cost is significant and difficult to foresee in a project
- Road authorities are not part of the learning journey together with the industry - not benefiting AV projects in DK



Funding

- Public transportation cannot take the risks on learning the AV technology and system
- We lack political vision and willingness to invest
- Private companies are willing to invest (e.g. Uber, Bolt - tech players)

Thank you

Christian Zinckernagel
CBDO
26st of August 2026

holo



TØF: Trafikselskabernes Ønskeliste, Førerløs

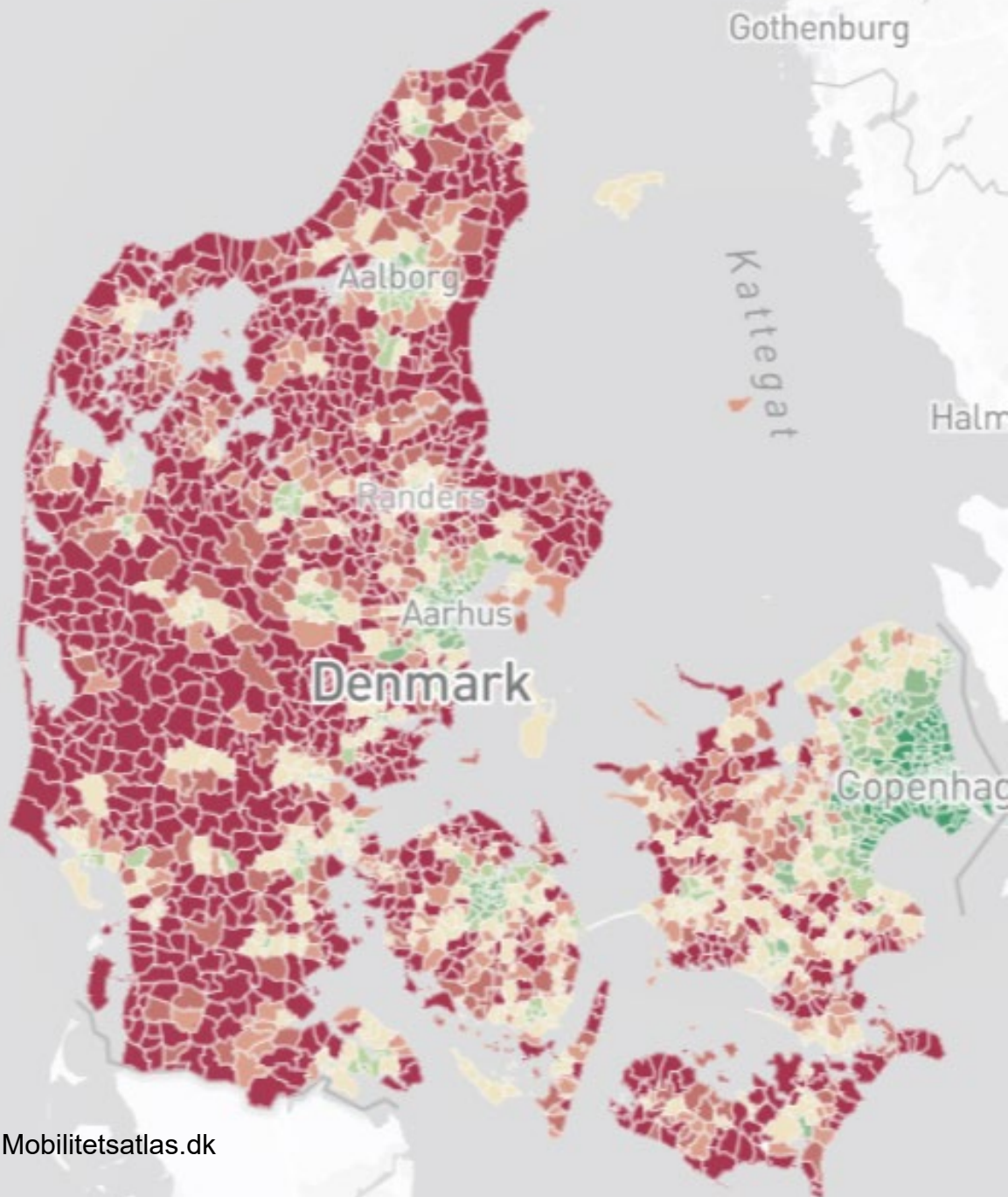
Storskala demonstration

Succeskriterier

- Fuldt integreret i den kollektive transport
- Borgere der efterspørger mobilitet

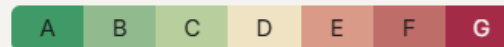
Erfaringer med

- Borgernes brug og accept
- Forskellige driftsscenarier
- Fremtidig (drifts) organisation



Kilde: Mobilitetsatlas.dk

Mobilitetsfrihed



høj

lav



Driftsscenarier

- Erstatte eksisterende busruter
 - Efterspørgselsdrevet - bus på bestilling
 - I rute – på bestilling
- Supplere i området hvor der ikke er busser
 - Efterspørgselsdrevet -
 - I rute
- Supplere/erstatte den ikke -betjente Flextur
 - Lokale ruter

WORKSHOP



De to bordspørgsmål

- Hvad skal vi lære af en storskala demonstration af førerløs drift i den kollektiv transport (på landet)?
- Hvad er samfundsværdien af førerløs kollektiv transport (på landet)?

PROGRAM for Workshop

Intro til opgaverne ved bordene

1. Bordrunde

2. Bordrunde

Prioritering (fælles)

20

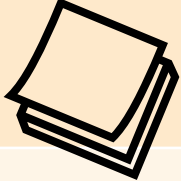
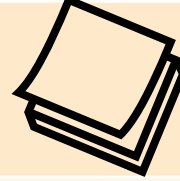
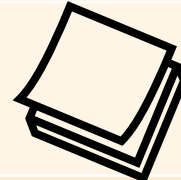
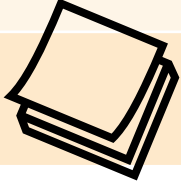
15

20 min

A: Hvad skal vi lære af en storskala demonstration af førerløs drift i den kollektiv transport ?

Bordspørgsmål

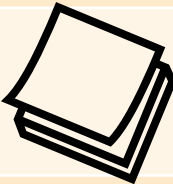
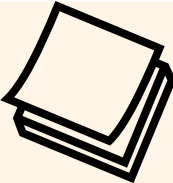
1. Hvad er de vigtigste læringer der skal indhentes gennem en storskala demonstration?
2. Hvilke organisationer / persongrupper skal lære det?

Vigtig læring	Hvem skal lære	Noter / kommentarer
		
		
		
		

B: Hvad er samfundsværdien af førerløs kollektiv transport?

Bordspørgsmål

- 1. Hvem får værdi af førerløs drift i den kollektive transport ?
- 2. Hvad ved vi om værdien?
- 3. Hvordan dokumenteres værdien fremadrettet?

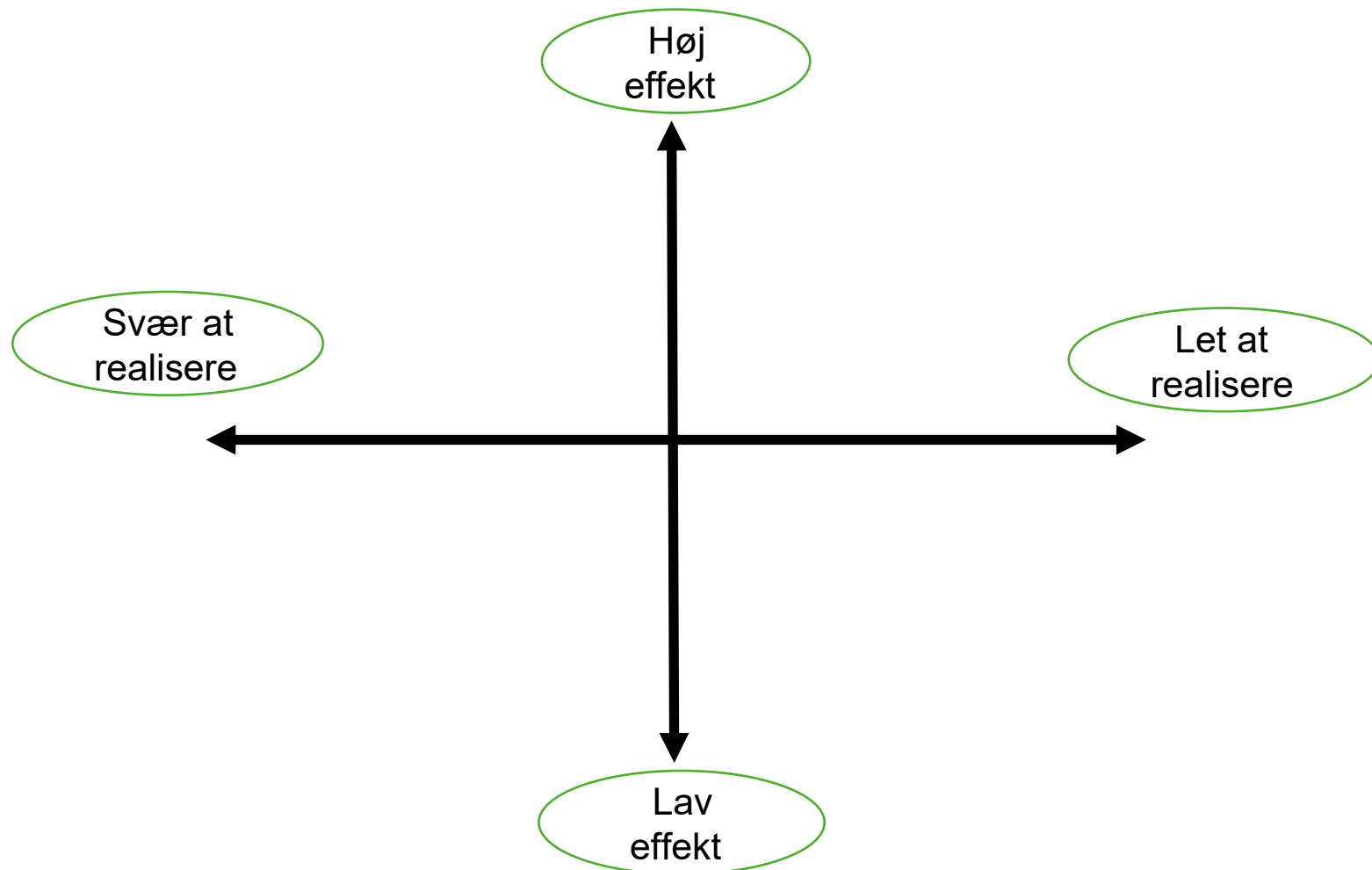
Værdien	Hvad ved vi om værdien	Dokumentation
		
		
		

Plenum: De fem vigtigste/mest kritiske pointer fra bord debatterne

Individuel øvelse

Skriv de **fem** vigtigst, mest kritiske eller mest overraskende pointer fra borddebatterne på hver sin post-it.

Placer dem i prioriteringsmatrixen.



Hvorfor

