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**Ford Ranks as Leading Company Developing Automated Driving Systems in Navigant Research Assessment**

*Automated vehicles are quickly nearing a level of maturity that will enable initial deployments for consumers, report finds*

**April 4, 2017 – Boulder, CO** – A new Leaderboard report from [Navigant Research](#) examines the strategy and execution of 18 leading companies developing automated driving systems.

Automated driving is a key technology for improving the commuting experience while also addressing the societal problems caused by the saturation of automobiles, including traffic congestion, injuries and fatalities, as well as diminished air quality. Advances in computational architectures and sensing technology are driving the market forward, and when coupled with dramatic cost reductions, vehicle electrification, and ubiquitous connectivity, highly automated vehicles are quickly nearing a level of maturity that will enable initial deployments for consumers. [Click to tweet](#): According to a new Leaderboard report from [@NavigantRSRCH](#), in terms of strategy and execution, Ford is the leading company developing automated driving systems, followed by General Motors, the Renault-Nissan Alliance, and Daimler.

“Tremendous progress has been made in just the last few years on the development of automated driving systems. However, as we get closer to deploying high-level automated driving, everyone involved must now address the remaining questions that are in many ways more difficult to answer than developing the foundational technologies,” says Sam Abuelsamid, senior research analyst at Navigant Research. “The companies that have the resources and expertise to ensure that the automation technologies are robust enough to operate in a broad range of conditions while also supporting business models that bring access to the masses are the most likely to succeed.”

Stakeholders competing in this space include OEMs, suppliers, non-automotive technology companies, and startups. According to the report, companies that control the entire automated driving stack, including hardware, software, and services, will have a significant advantage as the automated driving market matures. Additionally, market players with existing vehicle manufacturing capabilities or partnerships with manufacturers are expected to have an edge on the competition.

The report, [Navigant Research Leaderboard Report: Automated Driving](#), examines 18 leading companies developing automated driving systems and rates them on 10 criteria: vision; go-to



market strategy; partners; production strategy; technology; sales, marketing, and distribution; product capability; product quality and reliability; product portfolio; and staying power. Using Navigant Research's proprietary Leaderboard methodology, companies are profiled, rated, and ranked with the goal of providing an objective assessment of their relative strengths and weaknesses in the global market for automated driving systems. An Executive Summary of the report is available for free download on the [Navigant Research website](#).

### **About Navigant Research**

Navigant Research, the dedicated research arm of Navigant, provides market research and benchmarking services for rapidly changing and often highly regulated industries. In the energy sector, Navigant Research focuses on in-depth analysis and reporting about global clean technology markets. The team's research methodology combines supply-side industry analysis, end-user primary research and demand assessment, and deep examination of technology trends to provide a comprehensive view of the Energy Technologies, Utility Transformations, Transportation Efficiencies, and Buildings Innovations sectors. Additional information about Navigant Research can be found at [www.navigantresearch.com](http://www.navigantresearch.com).

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*\* The information contained in this press release concerning the report, Navigant Research Leaderboard Report: Automated Driving, is a summary and reflects Navigant Research's current expectations based on market data and trend analysis. Market predictions and expectations are inherently uncertain and actual results may differ materially from those contained in this press release or the report. Please refer to the full report for a complete understanding of the assumptions underlying the report's conclusions and the methodologies used to create the report. Neither Navigant Research nor Navigant undertakes any obligation to update any of the information contained in this press release or the report.*

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