



CAV Forth

The UK's first autonomous bus service

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Bus

About Stagecoach:

Founded in 1980 with just 2 buses we are now considered largest bus and coach operators in the UK with:

- 8,000 buses, coaches and trams
- 24,000 employees
- 100 major UK bus depots
- 99.5% reliability
- Turnover of £1.3billion

'We carry around three million passengers every day – over a billion passengers every year. Putting customers first is our number one priority.'



40 Years of Innovation

We are not stopping now!



The updated app is now live.

New: Interactive map to track buses and much more.

Available for Apple. Approved for Google Play.

What's new:

- New menu for easy navigation
- New interactive map to track buses
- Clear bus times with expected arrival
- Simple journey planning ready search for location, time and other
- Easy access to mobile tickets
- Quickly save favourite buses, stops and journeys

For more information go to the Stagecoach UK Bus App section of the Hub on Blink.



Exploring Autonomous Buses

When launched in 2022, Stagecoach's first Autonomous Bus service will single-handedly make Edinburgh the most 'driverless' city in the world.

What we have been doing





CAVFORTH

CONNECTED
AUTONOMOUS
VEHICLES

The CAV 4 Competition

Innovate UK



Centre for Connected
& Autonomous Vehicles

The CCAV Challenge:

A collaborative R&D competition, worth up to £25m for consortiums to develop and deliver large scale pilots of self driving passenger services, which should:

- Be scalable commercial proposition with potential to grow into permanent service
- Include a public trial of at least 6 months
- Be developed against a clear user need, delivering societal benefits
- Have safety at their heart, using semi controlled public areas
- Act as a showcase for the UK

The Partners



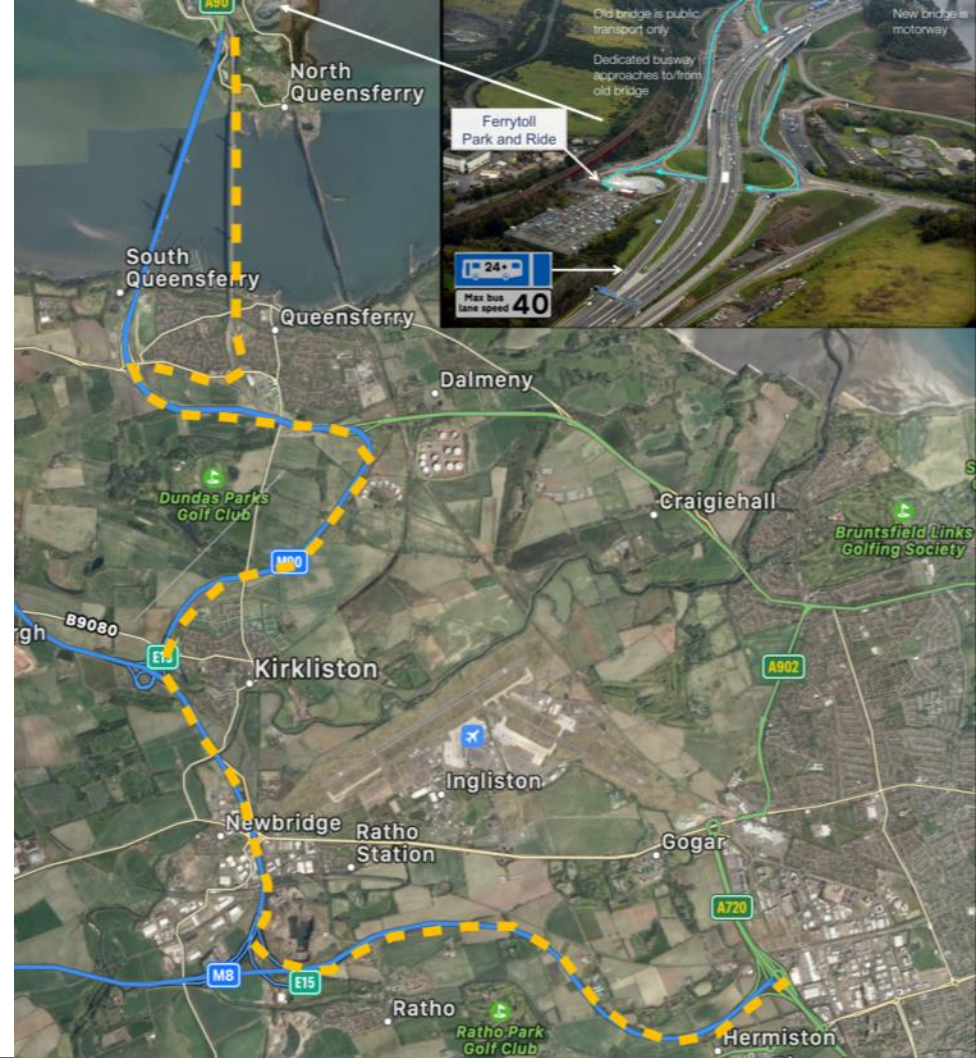


4 vehicles in service with 1 as back up

42 passengers per vehicle

Potential for bus every 20 minutes
on weekdays

Capacity to carry **10,000+**
passengers per week



Societal Research

Human
Centered
Design

CX
Monitoring

Social
Viewpoint &
Impact



Edinburgh Napier
UNIVERSITY



Pop-Culture

Autonomous driving is a very abstract concept – especially as most popular examples focus on the individual car.

Individual Vehicles

- The Batmobile
- Herbie
- Kitt - Knightrider
- The 'I-Robot' Audi



New Transport Ecosystems

- Minority Reports
- The Firth Element
- Demolition Man

Public Transport?

Engagement Activity

Around **500 people** engaged in informed discussion and design activity so far.

- On Bus
- At stations and in break rooms
- 6x Tailored Workshops
- Design Jam
- Co-design Panel



Insights



Trust

'I'm not bothered. If it still gets to where I want to go on time, I'm happy.'

'First time I'd be anxious, not sure how to use it right'



Value

'What is the benefit to customers? No one is talking about that.'

'It's just another solution looking for a problem!'

'All I can think about is Terminator!'

'If it's there, I'll try it – I trust you!'



CX



**Our computer
driven future
will still be
human**



Vision development



CAV Forth

Share our vision!

#CAVForth

@StagecoachGroup

Come try our service in
April 2022





Thanks a bunch!

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