



February 11, 2020

The Honorable Jan Schakowsky
Chairwoman
House Committee on Energy & Commerce
Subcommittee on Consumer Protection &
Commerce

The Honorable Cathy McMorris Rodgers
Ranking Member
House Committee on Energy & Commerce
Subcommittee on Consumer Protection &
Commerce

Dear Chairwoman Schakowsky, Ranking Member McMorris Rodgers, and distinguished members of the Committee,

I write today to thank the Committee for its continued focus on the promise of self-driving vehicles and its efforts to enable the development and ultimate deployment of this technology in the United States.

As the CEO of Cruise, the self driving vehicle company partnered with General Motors and Honda, I want to stress and reinforce the importance and urgency of your work. Cruise works around the clock to research, develop and test our fleet of all-electric self driving vehicles on the simple but profound premise that today's transportation status quo is fundamentally broken. Transportation today is too dangerous, polluting, inaccessible and expensive. The root of such failures lie with the 20th century model of the human-driven, internal combustion, single-occupant vehicle. Autonomous vehicles (AVs) can offer a solution, but the investments being made today by our company and others toward a safer, more sustainable and accessible transportation system depends on the modernization of existing federal regulatory frameworks to unlock these innovations.

As you know, 36,560 Americans died on U.S. roads last year¹, more than 90% of whom were lost to human errors like drunk or distracted driving. More than 1.3 million died globally². This is a human health epidemic and we cannot be complacent or accept it as a given any longer. Cruise is developing and testing vehicles with advanced sensors

¹ <https://www.nhtsa.gov/press-releases/roadway-fatalities-2018-fars>

² https://www.who.int/violence_injury_prevention/road_safety_status/2018/en/



that are more sensitive, capable, aware and accurate than humans can ever hope to be. We work toward this goal 24/7 because we believe deeply in its promise and know its impact will be measured in lives saved.

While safety must and will always serve as the North Star for the advancement, deployment and acceptance of new vehicle safety technologies like AV, the potential benefits of AVs are even more encompassing. As you know, the transportation sector is the single largest contributor to greenhouse gas emissions in the country³, accounting for nearly 30% of total emissions. In our home state of California, transportation's portion is even larger, accounting for more than 40%⁴ of emissions. Cruise's model of an all-electric fleet that will be offered to consumers as a self driving service would act as an expedient for the electrification of transportation. Cruise customers need not worry about purchasing an electric vehicle nor about charging its batteries; every ride with Cruise will be zero emission. In this way, Cruise AVs can dramatically increase access to clean, electric miles for those who may not be able to afford an EV, may not be in the market for a new vehicle, or like the millions of Americans that rent in our cities, not have access to chargers or the ability to install them.

Self driving vehicles also portend significant benefits to seniors and people with disabilities, affording greater independence and connection to community. Cruise actively partners with stakeholders within the accessibility community to understand the challenges faced within current transportation options and to co-design potential solutions with Cruise specialists.

Last week, Cruise was proud to have unveiled what we believe will be the most advanced commercially available vehicle on the planet, the Cruise Origin. Far from a concept vehicle, it is a production ready fully self driving and battery electric vehicle that does not rely on any traditional operator controls and was designed from the start to promote true ride sharing by reimagining virtually every element of the traditional in-car experience. The Cruise Origin will be built by General Motors at the Hamtramck facility in Michigan. It brings with it \$2.2 billion in investment and more than 2,000 jobs. We and our partners are making this investment because we fundamentally believe in the promise of self driving vehicles, but we need certainty and clarity in the regulatory environment to allow for continued development, investment, and ultimately, deployment at scale. It is only at scale that we can realize the great promises in safety, sustainability, accessibility and affordability that the Cruise Origin presents.

³ <https://www.c2es.org/content/u-s-emissions/>

⁴ <https://ww2.arb.ca.gov/ghg-inventory-data>



Absent a regulatory path to market for a groundbreaking vehicle like the Cruise Origin, both in the interim and in the long-term, our ability to continue the development, testing and deployment of this technology - and the benefits they portend - could be severely limited. A clear regulatory path to commercial deployment at scale for AVs like the Cruise Origin is critical to the success of our industry, and to enabling the life-saving potential of this technology.

As I recently wrote in a Medium piece, the Silicon Valley adage of “move fast, break things” has no place in our industry. We are far from cavalier in our responsibility to the communities in which we operate and make it a point to be visible, to connect, and to act in partnership with and build trust within our communities, from neighborhood associations and local merchants to affinity groups, schools and more.

As we have at home in California, we stand ready to partner with you in this important pursuit.

Sincerely,

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Daniel Ammann
CEO, Cruise LLC