

Talking Points

JULIA (public relations person) 1

- Greet audience
- Introduce company
- Introduce problem - “we are here today to address several crashes that have taken place”
- Introduce people on team - we will hear from... to further explain our approach to this issue

5 anticipated questions/answers:

- How long will operations be shut down for?
- How much will technological advancements cost the company?
- Which of the 3 issues has been most prominent: crashes, misguided destinations, or breakdowns?
- Will the new business plan be published on the company website for reference?
- Will victims of accidents be compensated individually in any way?
- How will the company alert people of the news that operations are no longer paused? - hold another media briefing, publish technology breakdown on website and social media of new safety technologies of the cars

WENDY (Toks Omishakin - Director of the California State Transportation) 4

- Restate the mission statement: hold ourselves accountable to "Provide a safe, sustainable, integrated and efficient transportation system to enhance California's economy and livability."
- Regulate the Autonomous Vehicle Driverless Tester Program (since 2018) under Department of Motor Vehicle (DMV): allow autonomous vehicle manufacturer like No Hands Car Service Inc. to test vehicles started 2014
- Enhance the administration of Vehicle Deployment Permit to guarantee the safety of driverless services besides
- GPS technology Roadside assistance number; highway breakdown lane enforcement
- How to the crashes have impacted traffic patterns - using city funds to make signs with the help numbers on them
- Has coordination with police department and driverless car insurance when emergency happens
- *Updating roads and highways to make driverless car services more effective - put sensors in the highways, make transportation tailor to driverless car services*
- *Required inspections of the vehicles themselves (4 times a year)*

SAM (London Breed) 5

- Citizens come first

- Long Term Goals: technological advancements for the city
- Maintain trust of the people
- Target those impacted by a fault in the service: Offer services
- Partnership with City of SF and No Hands Car Service
- Ensure safety is #1 priority
- Apologize for inconvenience
- Task force between company and state of calif. Transportation to provide reliable transportation for residents

YANG(Chief technology officer) 3

- Details of the car crashes(most of the car crash is rear-ending, which means driverless cars were collided by others car)
- What cause the misguided destination routes(weather,singal, make GPS system unworks)
- What cause the accidents(breakdown and car crash)-unpredictable human driver, flat or faulty battery, flat tyre or damaged wheel, sensor problem
- Reassessing technology – manufacturing process (what went wrong)-battery gets too hot, radar and laser sensitivity
- Technology improvement(signal amplifier, update GPS system, improving radar and laser/add one more radar or laser, speed restriction on bad weather,)
- Car testing(in the San francisco bay area, on different weather conditions, and emergency testing and car crash testing)
- Vehicle safety report (reach lowest overall possibility of injury, much safer than normal cars)
- **Sensor software**
- *Problem, solution; problem, solution...*

ATHENA (CEO of No-Hands Car Service) 2

- As many of you know, No-Hands Car Service is a joint venture formed between Google and Uber, to and both of our parent companies have ultimate faith and belief in the technology to support a
- Full backing of google and uber (not going to bail, financing)
- Crash testing (investing more money into)
- deny financial shortcomings/and estimated damages
- Define estimated damages - Will be over 500,000 dollars in lawsuits estimated damages - were are willing to pay every penny of the medical damages of those affected and reimburse them for any future services if they so choose so... we extremely apologetic... the company has established a customer car fund to address the damaged associated with the accidents - fully committed to our customer safety... looking at every case on a

individual basis ... we still believe that this is a viable service and that we will be a viable company.

- Lawsuits, reparations
- business strategy (people, planet, profit type of model) reevaluate, recreate, reestablish/reintroduce
- Suspending operations until May of 2022 to give adequate time to retest and establish the technology ... we are looking into this problem and I assure you our cars will not be back into service until... joint venture between google and uber 0 staying power/financing

Who are the target audiences? - residents of San Francisco, particularly those who have been affected by driverless automobile incidents

Where should the briefing be held?

What is causing the car crashes, misguided destinations and highway breakdowns? - (YANG, WENDY)

Are Google Inc. and Uber Inc. also named in the lawsuits? - YES

What are the estimated damages of the lawsuits? - (ATHENA)

What are you doing to correct the problems? - (YANG)

What is your business strategy going forward? - (ATHENA)

Will you suspend operations? - Yes, temporarily. Existing budget will be used to make changes in manufacturing. (ATHENA)

5 potential Questions with answers for each person - only assignment