

# PRESS RELEASE

## TOWARDS SAFER, SUSTAINABLE CITIES: EU PROJECT SHOW MARKS MAJOR MILESTONE FOR AUTOMATED TRANSPORT



**BRUSSELS, 3 FEBRUARY 2020**

A major milestone for automated vehicles (AVs) was reached last week with the launch of the EU project **SHOW (SHared automation Operating models for Worldwide adoption)**.

Coordinated by **UITP**, SHOW was launched across a three day Conference (Brussels, 29-31 January 2020) with almost **140 leading industry figures** – including **the European Commission, ERTICO, Keolis, Transdev, STIB, EMT-Madrid and Ericsson** - gathered for the project kick-off.

SHOW brings together **69 partners from 13 EU countries** to **support the deployment of shared, connected and electrified automation in urban transport** across a four-year period.

With a budget of €36 million, SHOW is the **biggest ever project piloting AVs in urban environments** - with over **20 cities** hosting demonstrations.

*“The integration of AVs in public transport networks can be considered as one of the biggest game-changers in urban mobility today. As the largest project on automated transport ever funded by the European Commission, the launch of SHOW marks a very important moment for UITP and our members. We are very proud to have gathered the greatest European knowledge to make seamless and integrated urban mobility through automated fleets a*

*reality."*  
**Umberto Guida**  
**Senior Director of Knowledge and Innovation**  
**UITP**

The arrival of AVs represents a unique opportunity for **a fundamental change in urban mobility**.

If AVs are put to use in **shared fleets**, they could dramatically **reduce the number of cars** on the road by reaching people and places it was too difficult to before - plugging first/last-mile gaps and feeding into public transport trunk lines.

SHOW aims to further support the transition towards seamless and safe sustainable mobility by promoting automated transport.

The H2020 project will look at different aspects of AVs: **how can we guarantee that users will accept the arrival of AVs? What are the legal, operational and ethical limitations of AVs? And what are viable business models regarding AVs?**

UITP has led the way on autonomous vehicles, with the release of the **Policy Brief "[Autonomous Vehicles: a potential game changer for urban mobility](#)"** in January 2017 setting out the strength, opportunities and weaknesses of AVs as the debate began to take shape.

Now with the SHOW project kicking off, UITP is proud to lead the next steps on autonomous vehicles alongside some of the biggest names in the sector.

Join the Road to Better Mobility, with [the SPACE project](#).

With total engagement in [more than 50 projects](#),  
UITP is recognised as the world leader in innovation for the public transport sector.

#### **FOR EDITORS**

**(UITP) [The International Association of Public Transport](#)** works to enhance quality of life and economic well-being by supporting and promoting sustainable transport in urban areas worldwide. As a passionate champion of sustainable urban mobility, UITP is internationally recognised for its work to advance the development of this critical policy agenda. With more than **1800 members** in **100 countries**, UITP has a long history to its name, and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. Visit the [newsroom](#) and follow us on [Twitter](#).

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