

Swedish Families Help Volvo's Autonomous Car Project

Volvo Cars have started developing its autonomous drive cars with help from Swedish families who will test its cars on the public roads of Gothenburg and feed back their impressions to Volvo Cars engineers.

The first two families, the Hains and the Simonovskis from the Gothenburg area, have now received the Volvo XC90 premium SUVs with which they will support the Drive Me project. Three more families will follow early next year and over the next four years, up to 100 people will be involved in Drive Me.

Both families will contribute to Drive Me with invaluable data by allowing engineers at the company to monitor their everyday use and interaction with the car, as they drive to work, bring the kids to school or go shopping for groceries.

Volvo Cars plans to have a fully autonomous car commercially available by 2021 and the data derived from Drive Me will play a crucial role in the development of these autonomous cars. "It feels



The Hain Family (left) and the Simonovski families from the Gothenburg area.



great to be a part of this project," said Alex Hain, 45 years old. "We get the chance to be part of developing technology that will one day save lives."

Drive Me will involve real customers testing the different stages of driver assisted and eventually fully autonomous technology.

"Drive Me is an important research project for Volvo Cars," said Henrik Green, Senior Vice President for the company's R&D department. "We expect to learn a lot from engaging these families and will use their experiences to

shape the development of our autonomous driving technology, so that by 2021 we can offer our customers a fully autonomous car."

The Hains and the Simonovskis have received Volvo XC90s fitted with Volvo's latest driver assistance technology as well as an array of cameras and sensors to monitor their behavior and provide the car with information on its surroundings.

During these first stages, the families will keep their hands on the steering wheel and supervise the driving at all times when using their cars. But, over time, all participants in the Drive Me project will gradually be introduced to more advanced assisted driving cars, after receiving special training.

Even then, testing these more advanced cars will initially take place in controlled environments with supervision from a Volvo Cars safety expert. No technology will ever be introduced if there is any question over its safety.

This means Volvo Cars continues to develop autonomous cars with the same care and thorough-

ness that has helped it establish its position as the builder of some of the world's safest cars.

The Hain family comprises Alex and Paula (45 years old), and their daughters Filippa (17) and Smilla (14). The Hains were the first people chosen to take part in Drive Me earlier this year.

They are now joined by Sasko Simonovski (44) and his wife Anna (41), and their children Elin (10) and William (8).

Additional families will be added going forward as the project progresses.

Tata Rolls Out India's First Fuel Cell Bus; Other Vehicles

Tata Motors of India has launched the future of mass public transportation at its Pune facility and took another step in the direction of green technology and mobility solutions.

The company launched the Starbus Electric 9m, Starbus Electric 12m and the Starbus Hybrid 12m range of buses which are designed, developed, powered by alternate fuels and made in India. The company says will be a good for smart cities. The company also showcased the country's first Fuel Cell bus (12m), LNG Powered bus (12m), and an 18m Articulated bus.

The Hydrogen Powered Starbus Fuel Cell bus is a zero-emission mass transport solution, for inter-city commute and has been developed in partnership with ISRO (Indian Space Research Organisation). Combining hydrogen gas and oxygen, the fuel cell produces electricity to power the electric motor, with water and heat as a byproduct.

This is the first time an Indian



manufacturer has ventured in this direction. As far as Electric buses are concerned, Tata Motors finds a rival in the form of Ashok Leyland who recently revealed the Circuit series of all-electric buses which was in fact India's first of its kind.

Ravindra Pisharody, Executive Director - Commercial Vehicles,

Tata Motors said, "We have consistently been developing and manufacturing products that can contribute to CO2 reductions across all road transport segments and with early investments in new technologies, we are geared up to further strengthen our market leadership. With our new range of Future ready buses, we will

continue to play an active role in mass public transportation, with a commitment towards striking the right balance between sustainable growth and profitability."

Speaking at the launch, Guenther Butschek, Chief Executive Officer & Managing Director, Tata Motors, said, "Tata Motors has always been at the forefront

of the clean and green emission efforts of the Indian automobile industry. We are committed to develop automotive technologies and operate manufacturing facilities that are environmentally sustainable. In line with our mission 'to innovate mobility solutions with passion to enhance quality of life', we have worked on various alternate fuel technologies for the widest range Smart Buses for Clean & Green Cities. In our journey for quest for excellence, we will further our efforts towards launching and developing cleaner and more efficient vehicles, reducing the environmental impact of our operations".

Tata Motors currently designs, develops and manufactures its buses in Pune, Dharwad, Pantnagar and Lucknow. Besides its partnership with ACGL of Goa for bus bodies, Tata Motors also has a joint venture with Marcopolo S.A. of Brazil, one of the largest bus body manufacturers' in the world, for fully built bus (FBV) solutions.

LONGMAN'S MARKHAM KIA

2017 SORENTO
"Highest Ranked Midsize SUV in Initial Quality, 2 out of 3 Years in the U.S."

2017 SOUL
"Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality, 3 Years in a Row in the U.S."

2017 IHHS TOP SAFETY PICK+
When equipped with optional front crash prevention

2017 FORTE
"Highest Ranked Compact Car in Initial Quality in the U.S."

2018 SORENTO LX FWD Sorento SX Turbo AWD shown ¹ FINANCE FROM \$75 WEEKLY 0% 84 MONTHS* \$1,995 DOWN & INCLUDES \$750 HOLIDAY BONUS* BASE ENGINE: 2.4L GDI 4-CYLINDER AVAILABLE ENGINES: 2.0L TURBO GDI, 3.3L V6	UPGRADE EVENT We will pay top \$\$ for Trade-ins GUARANTEED
2018 SOUL LX AT Soul SX Turbo Tech shown ¹ LEASE FROM \$49 WEEKLY 1.9% 48 MONTHS* \$1,675 DOWN & INCLUDES \$975 HOLIDAY BONUS* STEP UP TO SOUL EX FOR ONLY \$6 MORE A WEEK INCLUDES \$750 HOLIDAY BONUS* INCLUDED FEATURES: 17" ALLOY WHEELS, REMOTE KEYLESS ENTRY, HEATED FRONT SEATS, HEATED STEERING WHEEL, REARVIEW CAMERA ²	
2018 SPORTAGE LX FWD Sportage SX Turbo shown ¹ LEASE FROM \$64 WEEKLY 2.99% 39 MONTHS* \$2,150 DOWN & INCLUDES \$1,000 HOLIDAY BONUS* BASE ENGINE: 2.4L GDI 4-CYLINDER AVAILABLE ENGINE: 2.0L TURBO GDI	
2018 FORTE LX MT Forte SX AT shown ¹ LEASE FROM \$44 WEEKLY 0.99% 60 MONTHS* \$0 DOWN & INCLUDES \$1,000 HOLIDAY BONUS*	

5 YEARS / 100,000 KM WARRANTY / UNLIMITED KM ROADSIDE ASSISTANCE*

- COMPREHENSIVE
- POWERTRAIN
- 100% TRANSFERABLE
- ROADSIDE ASSISTANCE ANYWHERE IN NORTH AMERICA

NOMINATED BEST IMPORT DEALERSHIP IN MARKHAM!

Special Olympics Olympiques spéciaux Canada

KIA The Power to Surprise

Offer(s) available on select new 2018 models through participating dealers to qualified retail customers, on approved credit, who take delivery from Nov 20 to 30, 2017. All pricing and payments include delivery and destination fees up to \$1,740, \$10 OMVIC fee, \$29 tire fee, and \$100 A/C charge (where applicable). Excludes other taxes, paint charges (\$200, where applicable), licensing, PPSA, registration, insurance, variable dealer administration fees, fuel-fill charges up to \$100, and down payment (if applicable and unless otherwise specified). Other lease and financing options also available. Dealers may sell or lease for less. Some conditions apply. See dealer for complete details. Vehicles shown may include optional accessories and upgrades available at extra cost. All offers are subject to change without notice. *0% financing is only available on select new models to qualified customers on approved credit. Representative Financing Example: Finance a new 2018 Sorento LX FWD (S07541)/2018 Sorento SX (S07541) with a selling price of \$29,124/\$47,374 at 0% for 84/60 months for a total of 364/260 weekly payments of \$75/\$82 with \$1,995/0 down payment. Payment amount includes \$750/\$2,000 Holiday Bonus. Cost of borrowing is \$0 for a total obligation of \$29,124/\$47,374. **0% lease offer is only available on select new models to qualified customers on approved credit. Representative Leasing Example: Lease offer available on approved credit (OAC), on new 2018 Forte LX MT (F05411)/2018 Soul LX AT (S05521)/2018 Soul EX AT (S07541)/2018 Sportage LX FWD (S07511) with a selling price of \$17,094/\$21,874/\$23,474/\$26,974 is based on a total number of 260/208/208/169 weekly payments of \$44/\$49/\$55/\$64 for 60/48/48/39 months at 0.99%/1.9%/2.99% with \$0 security deposit, \$0/\$1,675/\$1,675/\$2,150 down payment and first payment due at lease inception. Offer includes \$1,000/\$975/\$750/\$1,000 Holiday Bonus. Total lease obligation is \$1,500/\$10,287/\$11,531/\$10,878 with the option to purchase at the end of the term for \$5,117/\$10,044/\$10,780/\$14,814. Lease has 16,000 km/yr allowance (other packages available and \$0.12/km for excess kilometers). No Charge Winter Tire offer available on the purchase/lease/finance on new 2018 Forte sedan and Sorento models. Wheels are excluded. Installation, storage fees are extra and vary by dealer and region. The brand and size of tires are at the dealer's discretion. Value of winter tires varies by model and trim. Offer may not be converted to cash. Visit your Kia dealer for details. Offer ends Nov 30, 2017. \$500 Black Friday Bonus discount is available to qualified retail customers, on approved credit, on cash purchase, lease or loan financed purchase, on all new 2018 Kia models. Discount will be deducted from the negotiated selling price before taxes. Dealer is free to set individual prices. \$500 dealer participation is required. Dealer order may be required on some models. Some conditions apply. Offer valid at participating Kia dealers and ends on November 30, 2017. Offer is subject to change or cancellation without notice. Some conditions apply. See your participating Kia dealer or visit kia.ca/gtdealers for details. *Holiday Bonus up to \$2,000 offer is available on purchase/lease/finance of select new 2018 models, and trims at participating dealers. Offer will be deducted from the negotiated selling price before taxes. Some conditions apply. See Dealer for details. Offer ends Nov 30, 2017. **None of the features we describe are intended to replace the driver's responsibility to exercise due care while driving and are not a substitute for safe driving practices. Some features may have technological limitations. For additional information regarding the various features, including their limitations and restrictions, please refer to your vehicle's Owner's Manual. Model shown Manufacturer Suggested Retail Price for 2018 Forte SX AT (F07471)/2018 Sorento SX Turbo AWD (S07511)/2018 Soul SX Turbo Tech (S08511)/2018 Sportage SX Turbo (S07511) is \$22,295/\$42,495/\$29,995/\$39,995. The 2017 Kia Forte, Kia Sorento and Kia Soul received the lowest number of problems per 100 vehicles reflecting higher quality in their respective segments in the J.D. Power 2017 U.S. Initial Quality Study (IQS), based on 77,419 total responses, evaluating 189 models, and measures the opinions of new 2017 vehicle owners after 90 days of ownership, surveyed in February-May 2017. Your experiences may vary. Visit jdpower.com/cars. The 2017 Sportage was awarded the 2017 Top Safety Pick by the Insurance Institute for Highway Safety (IIHS) for model year 2017. U.S. models tested. Visit www.iihs.org for full details. Information in this advertisement is believed to be accurate at the time of printing. *Unlimited roadside assistance is only applicable on 2017 and 2018 models and onward. For more information on our 5-year warranty coverage, visit kia.ca or call us at 1-877-542-2886. Kia is a trademark of Kia Motors Corporation.

LONGMAN'S MARKHAM KIA
 5396 Hwy 7, Markham JUST EAST OF MCCOWAN
 905.209.1890
www.longmansmarkhamkia.ca