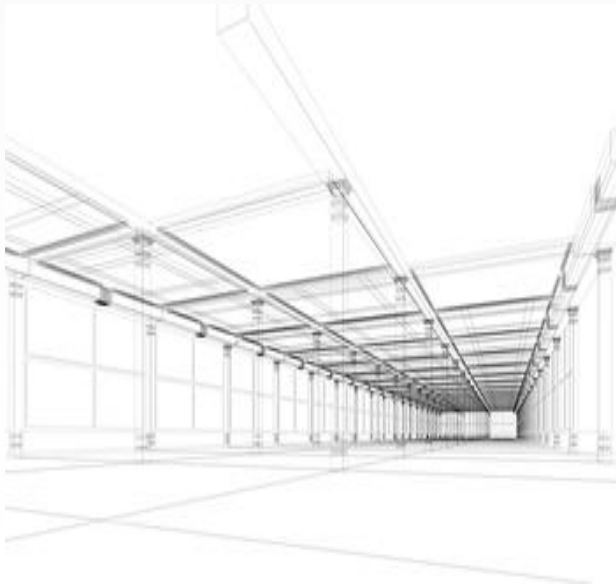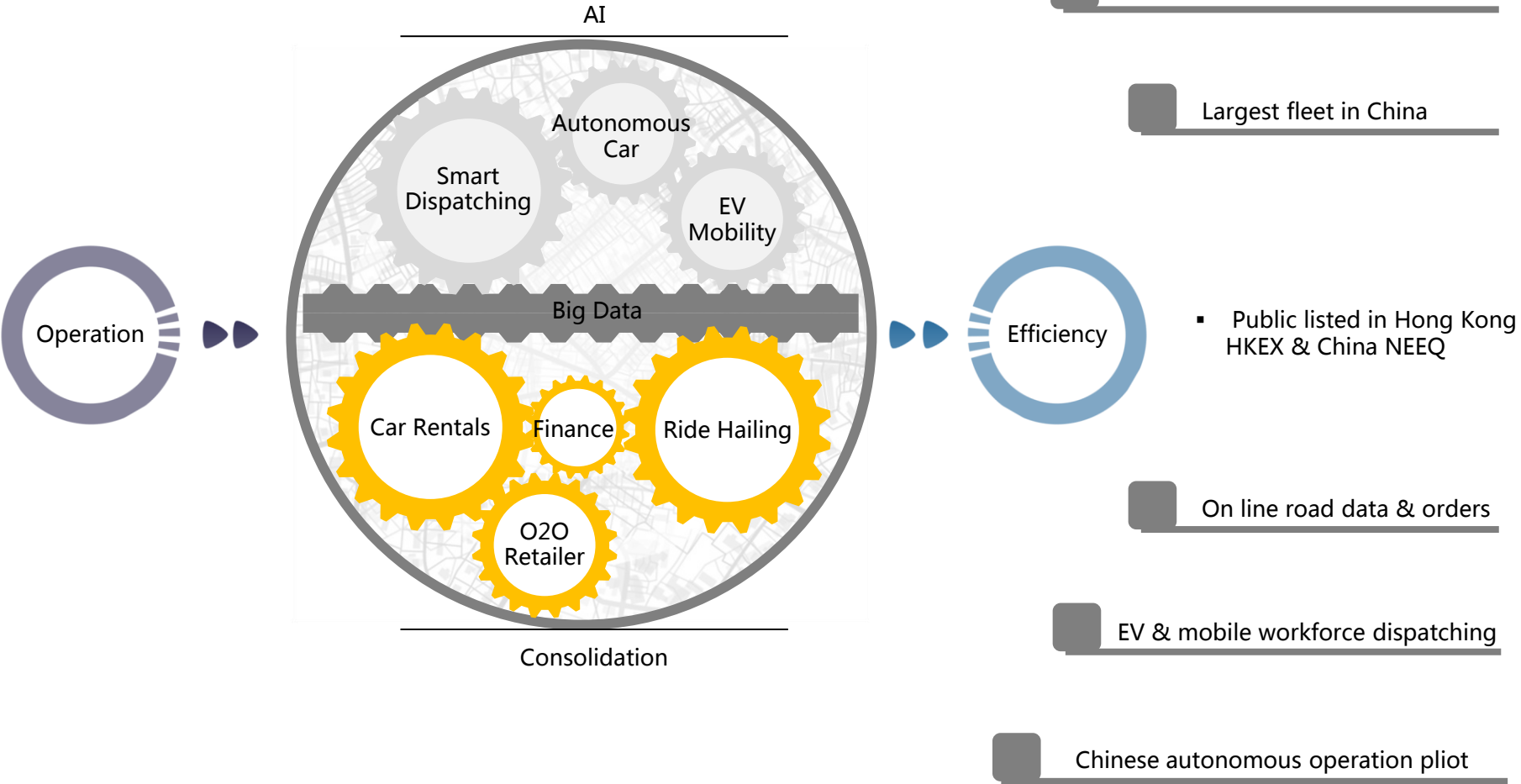# Smart Mobility to AI Business

A short introduction to UCAR's framework in China

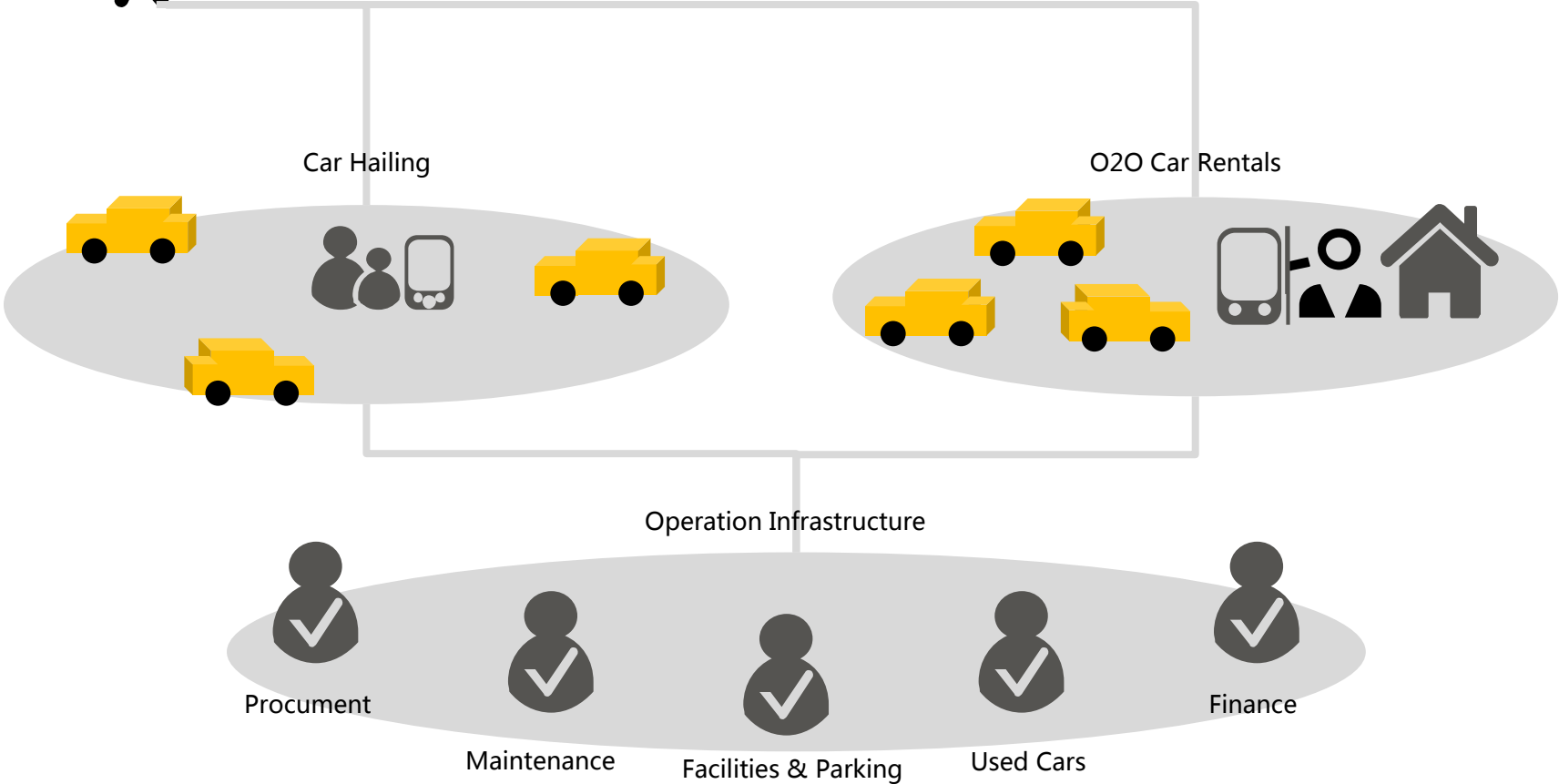2016年11月15日

- 100,000 Cars in Fleet
- Cover 300+ cities in China
- Largest fleet in China
- Public listed in Hong Kong HKEX & China NEEQ
- On line road data & orders
- EV & mobile workforce dispatching
- Chinese autonomous operation pliot

Operation → **AI** / **Big Data** / **Consolidation** → **Efficiency**

AI: Smart Dispatching, Autonomous Car, EV Mobility

Consolidation: Car Rentals, Finance, Ride Hailing, O2O Retailer

Business Architecture – Mobile Integration & Data Driven
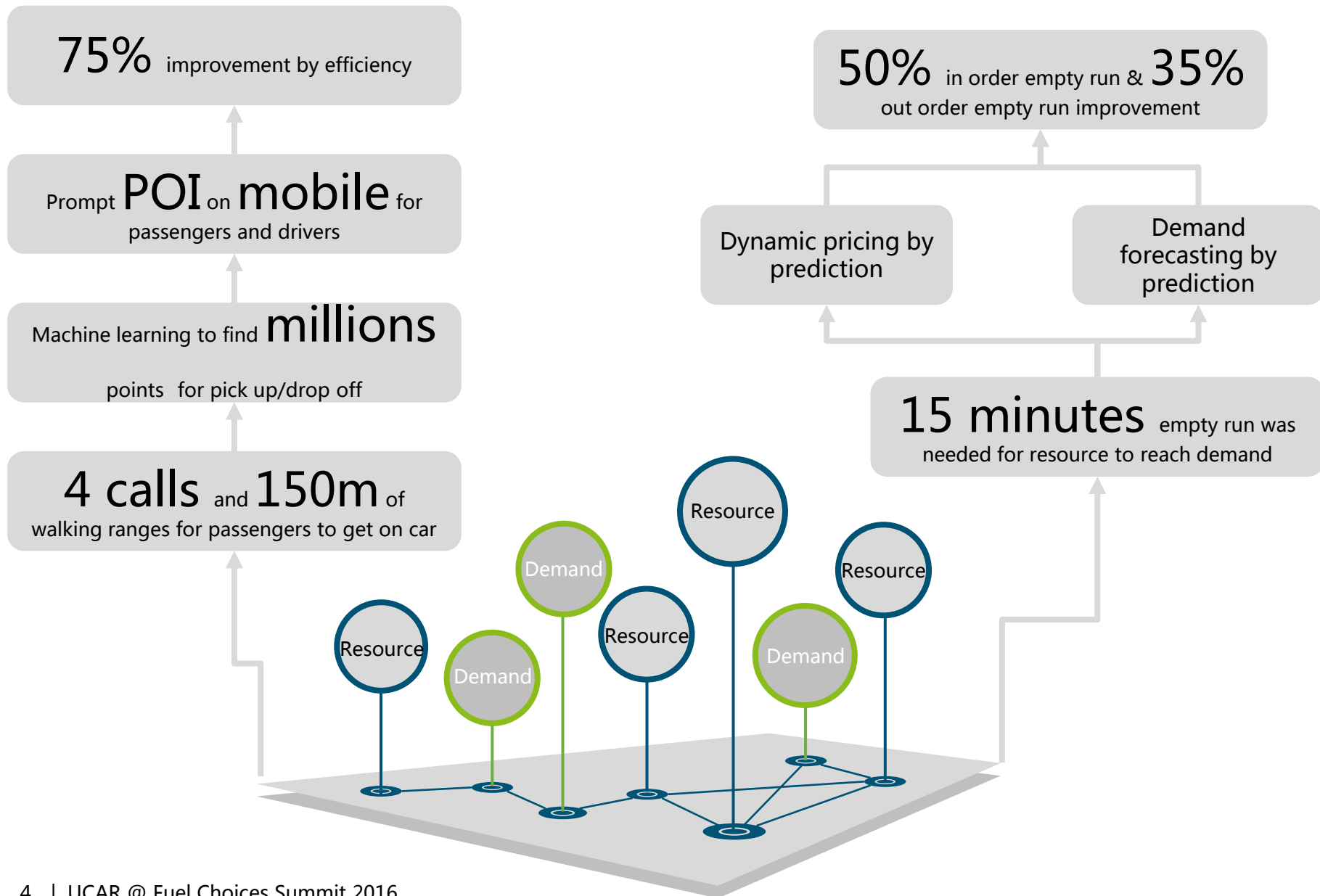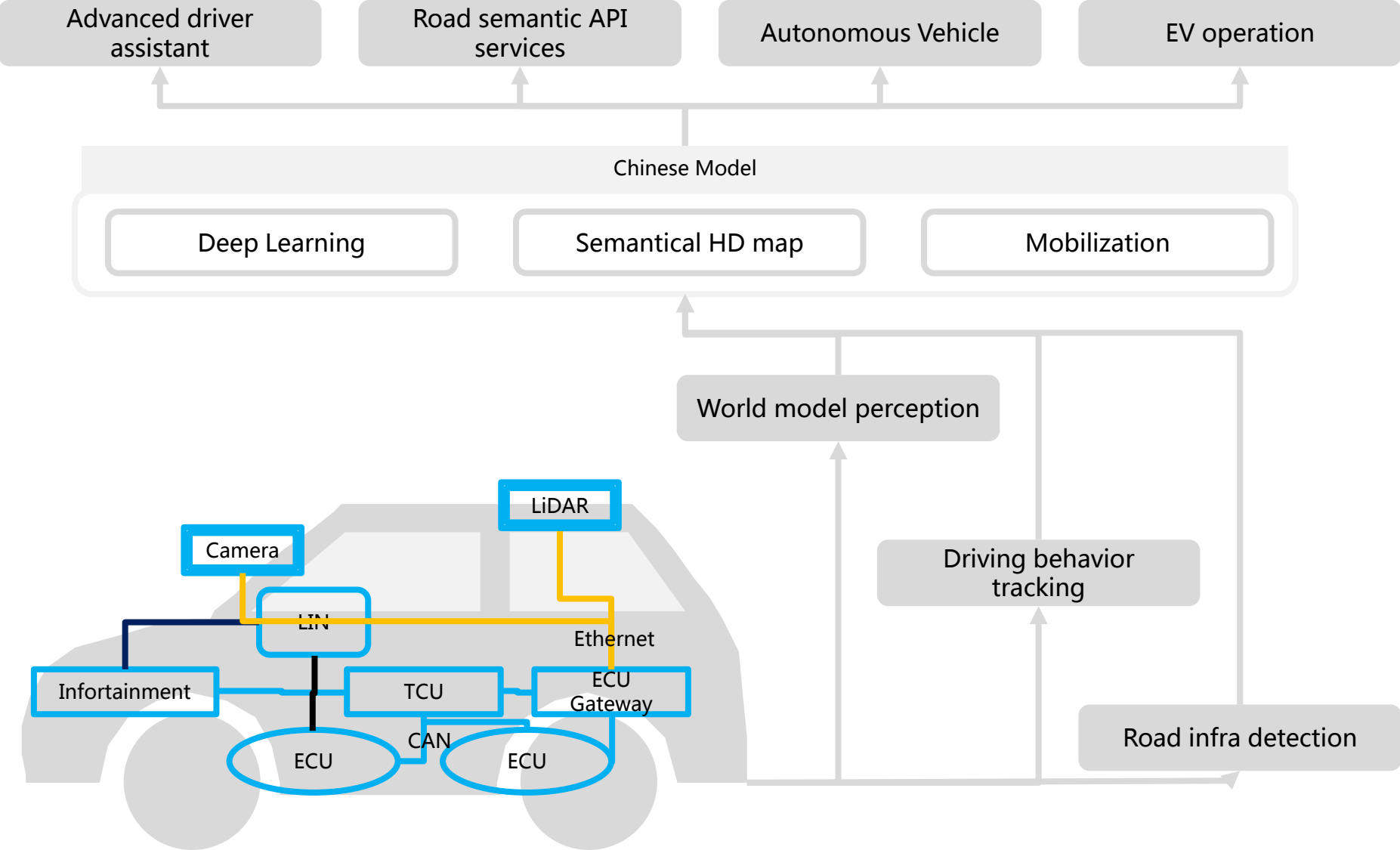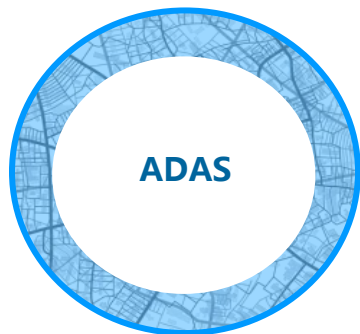
Mobile based business integration

Operation efficiency improvement focus

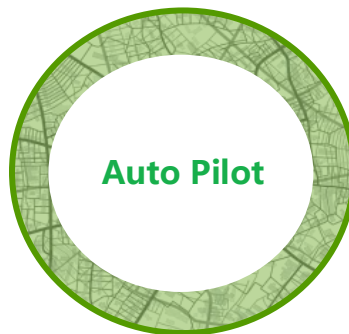User experience improvement focus

Data driven & machine learning driven

Mobile Workforce

Car Hailing

O2O Car Rentals

Operation Infrastructure

Procurment

Maintenance

Facilities & Parking

Used Cars

Finance

Improvement of Fuel Efficiency by Machine Learning

75% improvement by efficiency

Prompt POI on mobile for passengers and drivers

Machine learning to find millions points for pick up/drop off

4 calls and 150m of walking ranges for passengers to get on car

50% in order empty run & 35% out order empty run improvement

Dynamic pricing by prediction

Demand forecasting by prediction

15 minutes empty run was needed for resource to reach demand

Resource

Demand

Resource

Resource

Demand

Resource

Demand

Advanced driver assistant

Road semantic API services

Autonomous Vehicle

EV operation

Chinese Model

Deep Learning

Semantical HD map

Mobilization

World model perception

LiDAR

Camera

LIN

Ethernet

Infortainment

TCU

ECU Gateway

CAN

ECU

ECU

Driving behavior tracking

Road infra detection

ADAS
General Autonomous

Auto Pilot
Advanced Decision Autonomous

Cloud Perception
AI Services Platform

Cloud Autonomous API

World Perception — **Deep Learning** — **Smarter Operation**

On Board Mobile Device