Successful interaction with human drivers

will be the key factor. Although most benefits will be experienced only when autonomous cars become common and affordable, there are some advantages of having just a few of them \citep{litman2014autonomous}.

The most famous projects probably include Google's self-driving car, Tesla's ..car and Volvo's Drive Me. None the less, other companies such as Apple, Audi or Ford are also investing heavily in driverless technology.

The advancement happens simultaneously on multiple levels.

(uber, google, britol car citations), competing for new emerging market.

Each company focuses efforts in different direction. The companies are either trying to develope an all-round car that could perform in both city and on highways or restrict the usage to particular types of roads (tesla). Or anyhing in between. The most significant commercial initiatives include Google driverless car, Tesla, Uber (). Goverment founded initiatives include Venturer and ...

introduce autonomous cars in general