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**Consumer Behavior In-Class Activity**

Challenges for marketers with driverless cars:

* Owning a driverless car requires extra research into driver responsibilities. Who is liable for an accident?
* Fears around safety need to be addressed. People don’t like to feel out of control.
* Currently Tesla is the main player, battery powered cars tend to have worse accidents-fires cannot be extinguished easily.
* Any driverless car accidents are high profile and gain a lot of media attention even though they are safer than cars with drivers.
* How do cars respond in emergency situations? Ethical concerns around emergency decision making.
* How would the cars perform where roads are not as well maintained or maps aren’t as good? Weather could also play a role in the effectiveness of the driverless car.
* If these issues could be addressed there are many advantages:
  + Other activities could be done while commuting.
  + Reduced traffic.
  + You could rent your car out when not using it.
  + Fewer accidents.
  + Less stress while driving.