SIEMENS

Press

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SIEMENS REVEALS 1965 FORD MUSTANG AS AUTONOMOUS VEHICLE AT THIS YEAR'S GOODWOOD FESTIVAL OF SPEED

- **Siemens unveils 1965 Ford Mustang as autonomous vehicle set to attempt the iconic hillclimb course at this year's Goodwood Festival of Speed**
- **Challenge looks set to make history, combining classic engineering with autonomous technology**

In a celebration of the 25th anniversary of the iconic Goodwood Festival of Speed, Siemens is set to make history with the first autonomous hillclimb in a 1965 classic Ford Mustang.

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Utilising autonomous technology, developed in collaboration with Cranfield University, the autonomous hillclimb will be attempted on Thursday 12th July, before being repeated every day until the end of the festival. Footage of the attempt will also be livestreamed around the festival.

Juergen Maier, CEO Siemens UK & Ireland, said: To help celebrate Goodwood's 25th year anniversary, we've partnered with Cranfield University to bridge the gap between the legacy of the automotive industry while pointing to the future of autonomy in terms of both motoring and wider industrial applications.

"Customising a 1965 Ford Mustang with autonomous technologies, we're going to attempt the famous hillclimb autonomously for the first time in Goodwood's history.

"With digitalisation already everywhere, our aspiration will allow guests to take an awe-inspiring look into the future and experience the technology of tomorrow, today as a means of ensuring UK plc is at the forefront of a technology-led revolution like no other before it."

Dr James Brighton, Senior Lecturer at Cranfield, said: "Goodwood offers us a chance to reflect on why we have an emotional connection with cars and acts as a reminder that humans like to be engaged and part of the action. The Siemens Autonomous Hillclimb challenge project connects the classic spirit of automotive adventure with advanced technology."

Using a 1965 Ford Mustang for the autonomous hillclimb poses particular challenges for the team of Siemens' engineers involved, none more so than the delicate handling control required to navigate the complex course.

Using advanced location scanning technology from Bentley Systems, the engineering team behind the vehicle have developed an accurate 3-Dimensional scan of the track to create connected awareness of the car's own position.

The eye-catching vehicle, which has been wrapped in a silver design to commemorate the 25th anniversary of Goodwood, will be parked in the main

paddock for visitors to get up close to, and learn more about the autonomous vehicle technology, and careers within STEM.

Elsewhere at Goodwood

Siemens is also exhibiting inside the Festival of Speed Future Lab, showcasing a four person Virtual Reality (VR) experience that will immerse visitors into future car design and engineering.

The world's first VR designed, AI engineered and 3D printed car will also be on display in the Future Lab. Created by Hackrod and supported by Siemens, the 'La Bandita' speedster is intended to serve as proof of concept for an entirely new industrial design to production methodology.

Another highlight showcased by Siemens is the Renault R.S. 2027 Vision concept car, which leaps into the future with Renault Sport Formula One Team's vision of where the sport is heading. Siemens utilised its advanced simulation and product lifecycle software to help Renault create its vision of a future F1 car. Displayed in the F1 Paddock, a life size model, printed in structural alloy, will be signposted from the Future Lab.

More information about our exhibits is available at siemens.co.uk/goodwood.

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About Siemens

Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for 170 years. The company is active around the globe, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is a leading supplier of efficient power generation and power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. With its publicly listed subsidiary Siemens Healthineers AG, the company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2017, which ended on September 30, 2017, Siemens generated revenue of €83.0 billion and net income of €6.2 billion. At the end of September 2017, the company had around 377,000 employees worldwide. Further information is available on the Internet at www.siemens.com.

About Cranfield University

Cranfield is a specialist postgraduate university that is a global leader for education and transformational research in technology and management. Cranfield has over 50 years' experience in transport, including the aviation, automotive, motorsport, military and marine sectors. We are the only university in Europe to own and run an airport and to have airline status. Our education and award-winning research covers all modes of vehicles and transport across technology, engineering and management, including sustainable transport and intelligent mobility.
In an increasingly interconnected world, we specialise in understanding the whole environment in which transport operates: the vehicles, infrastructure, businesses and logistics, as well as the human aspects of operating, managing and using transport. Our world-class facilities include high-performance wind tunnels, an off-road vehicle dynamics facility, a crash impact test centre (one of just three FIA (Federation Internationale de l'Automobile) approved test centres in the world) and our Accident Investigation Laboratory, which is dedicated to our work in aviation, marine and rail safety and the only accident investigation laboratory of its type outside the United States. We were awarded the Queens Anniversary Prize for our world-leading work in aviation safety through research and training in air accident investigation in 2011. Completed in 2017, our latest facility is a £19 million 'smart' roadway test environment for the development of intelligent and autonomous vehicles, making it a UK first. It includes the associated systems needed to integrate emerging technologies into our day-to-day lives.
www.cranfield.ac.uk/transportsystems