



Driving you towards the future of driver-less taxis

rta.ae

Cruise is building the world's most advanced all-electric, autonomous vehicles to safely get people to the places and experiences they care about. The all-electric, self-driving car service gives you more freedom, time, and peace of mind.

Cruise core pillars:

- **Safety:** Saving lives is the goal of our self-driving technology.
- **Sustainability:** Cruise vehicles are all-electric and produce zero tailpipe emissions for cleaner air and healthier cities.
- **Inclusivity:** We're designing a service to improve transportation accessibility for all.

How the Cruise AV Works:

- **Look:** Over 40 sensors and cameras can see 360 degrees, hundreds of feet ahead, and around that double-parked car. Cruise cars make sense of this data in a split second, tracking every important object in view.
- **Think:** Is there room to change lanes? Is it safe to turn left here? Cruise cars consider multiple paths per second, constantly choosing the best ones for unexpected events and changes in road conditions.
- **Drive:** Cruise cars tell their wheels and other controls how to move along the selected path and react to changes in it. The result is a ride that's safe, efficient, and natural-looking to other drivers.