
Artificial intelligence could make driving safer

Von Guido Reinking

Can artificial intelligence make driving safer? This is exactly what people want from AI: 60 percent of respondents to the "Bosch Tech Compass", a representative study in seven countries, expect AI in cars to make them safer. But also lower fuel consumption and greater range (54 percent) or easier and more relaxed parking.

For the representative study, the Gesellschaft für Innovative Marktforschung (GIM) conducted an online survey of over 11,000 people aged 18 and over in Brazil, China, Germany, France, the UK, India and the USA on behalf of Bosch. The results show how different the perspectives on the new technology are. While 83 percent of people in China and 75 percent in India expect that "AI technology will change the world for the better", this figure is only between 42 and 45 percent in the USA, the UK and Germany. This may also be due to the fact that 73% of people in China feel well prepared for the age of AI, compared to only 35% in Germany.

When it comes to what people expect from AI, the most common responses are a more pleasant life, easier work and better health. And what could be more pleasant than being guided safely through traffic by artificial intelligence? Partially or fully automated driving is seen as the next big thing in the development of the automobile and individual mobility.

However, the technical hurdles on the road to the robot car are higher than was assumed a few years ago. AI is now set to help overcome these. The following scenario shows how: if a ball rolls onto the road, children could run onto the road in the next moment. Humans know this from experience. However, current driver assistance systems would not attach any importance to the ball. Together with Microsoft, Bosch is now investigating how generative AI can teach cars to think one step ahead. Because that is precisely the strength of generative AI: it is constantly learning. 61 percent of those surveyed in the "Bosch Tech Compass" also expect AI to reach a level of intelligence on a par with that of humans. (aum)

Images for article

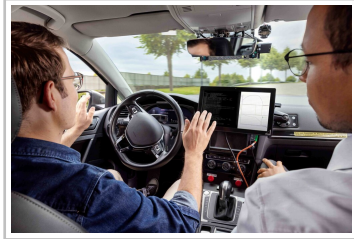


Photo: Autoren-Union Mobilität/Bosch
