

AUTOMOTIVE

Audi makes notable progress in the race for driverless cars

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Audi A8 will feature significant autonomous features. Image credit: Audi

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German automaker Audi is making significant steps forward in keeping up with the race for autonomy with the release of its A8 model.

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Revealed at the Audi Summit in Barcelona, Spain on July 11, the Audi A8 has been created as a luxury automobile with significant advancements in driverless piloting. Alongside a new, more natural voice control operating system, drivers will be able to make use of driverless features such as its AI Traffic Jam pilot.

Innovation and technology

Owners of the Audi A8 will be able to access a feature that allows the vehicle to take control of driving at speeds under 37 miles per hour. Audi claims that drivers will likely be able to watch the in-dashboard TV while the car is moving.



The Audi A8 exterior

To activate the feature, users press the AI button in the center console.

Audi is planning a step-by-step approach at the development of the Traffic Jam pilot to ensure minimal issues.

The vehicle will be the first to use a laser scanner, which paired with radar sensors, a front camera and ultrasonic sensors, will operate the driverless feature. In addition to the Traffic Jam feature, these sensors will also power a parking and garage pilot.

These features will automatically park the vehicles themselves without an operator. Using the Audi A8 application, users will not even have to be in the car while parking.

The app will share a live video feed of it parking itself.

Audi will be rolling out and building on these features starting next year.

With all this autonomous innovation, Audi is also moving forward with luxury in the interior. For instance, the Audi A8 will feature a footrest for the left rear seat, along with four different adjustment options.



The Audi A8 interior

Other rear seats also feature a chair massager, special HD Matrix reading lights, other ambient lighting and a separate operating unit for private phone calls.

Race for driverless

The race is on for automakers to innovate with autonomous driving, and Audi is making an impact.

Audi recently began testing its autonomous driving capabilities on the streets of New York in June.

New York State awarded Audi with the first automated vehicle-testing license, which will allow the automaker to conduct tests and demonstrate the technology it has developed. Audi started tests in New York's capital city of Albany in mid-June ([see more](#)).

Audi also cast the ideal advocate for pilotless driving in a promotional film.

The automotive industry is neck-in-neck is developing functional, real-world autonomous driving, whether consumers are ready for the advances in technology or not. In Audi's "The Comeback," the automaker shows how autonomous driving can be a revitalizing experience for those tired of their day-to-day reality ([see more](#)).