

AUTOMOTIVE

## Land Rover takes the race for autonomy off the road

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*Land Rover looks into all-terrain driverless SUV. Image credit: Land Rover*

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By BRIELLE JAEKEL

Jaguar Land Rover is taking autonomous innovation to new terrain with a project that could advance the driverless technology industry.

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The British automaker is working on all-terrain and off-roading driverless sport utility vehicles in what it has named project Cortex. Land Rover has stated that the technology could possibly reach level 5 and be capable in all weather.

"It's important that we develop our self-driving vehicles with the same capability and performance customers expect from all Jaguars and Land Rovers" said Chris Holmes, connected and autonomous vehicle research manager at Jaguar Land Rover. "Self-driving is an inevitability for the automotive industry and ensuring that our autonomous offering is the most enjoyable, capable and safe is what drives us to explore the boundaries of innovation."

Driving the future

Future driverless Land Rover vehicles could be able to drive off-road in all weather in the near future, throughout dirt, rain, ice, snow and fog.



*Jaguar Land Rover is working on new vehicles for off road autonomy. Image credit: Jaguar Land Rover*

Through what Land Rover is calling 5D-technology, the autonomous automobile will use data from acoustic, video, radar, light detection and distance sensing to operate.

This technology is being developed right now under the name Cortex in the United Kingdom.

The University of Birmingham is joining the project with research in radar and sensing for autonomous platforms and Myrtle AI.

Land Rover has stated that its autonomous technology is becoming more sophisticated, with machine learning shaping advanced operation in driverless cars. The automaker is hoping to make autonomous technology fit realistically into everyday life, which extends to all terrains and various weather conditions.



*Land Rover is already known as a brand well versed in off roading. Image credit: Land Rover*

Project Cortex has a backing of 3.7 million pounds, or \$4.9 million at current exchange.

The project is a recipient of Connected and Autonomous Vehicle Funding from Innovate U.K., a non-department government body known as an innovation agency in March 2018.

Autonomy in auto

Land Rover's strategy to develop off-road driverless cars follows its investment in a "living laboratory" to help develop connected and autonomous vehicles.

Forty-one miles of roads running through Coventry and Solihull in the United Kingdom will be made into a laboratory for testing new connected and autonomous vehicle (CAV) technologies. Although autonomous vehicles are attractive in theory, many consumers still have reservations about the real world effectiveness and driving experience ([see more](#)).

German automaker Mercedes-Benz also recently anticipated the future shift to autonomous driving with a trip around the world while gaining insights on intelligence technology along the way.

In what the brand called the first-ever automated test drive around the world, Mercedes' "Intelligent World Drive" visited five continents. A series of video installments documented the travels online ([see more](#)).

"Cortex gives us the opportunity to work with some fantastic partners whose expertise will help us realise this vision in the near future," Mr. Holmes said.

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