Putting Communities First: Hyundai’s Vision for UAM

PAMELA COHN, VICE PRESIDENT, GLOBAL OPERATIONS & STRATEGY
Panelist bio

Pamela Cohn, VP Global Operations and Strategy

Pamela Cohn is the Vice President for Global Operations & Strategy for Hyundai’s Urban Air Mobility Business Unit. She is responsible for building the company’s global operations and commercializing Hyundai’s UAM offering.

Cohn has a proven track record in helping aerospace and mobility leaders bring new and innovative products to consumers, streamline operations, and navigate complex regulation.

Prior to joining Hyundai, Cohn was the Founder and Managing Partner of Ascension Global, an aviation advisory firm sought after by leaders in innovative aerospace and transportation sectors.

Before founding Ascension Global, Pamela founded McKinsey’s Unmanned Aircraft Systems (UAS) Hub and was a leader in their aerospace, defense, and infrastructure practices.
Why Hyundai is interested in UAM

The world is becoming increasingly urban …

From 751M in 1950 … to 4.2B today

Today, 54% of global population living in cities – For the first time in history, over half of the world population lives in cities

Net increase of 2.5B people in cities is expected by 2050, placing pressure on services and resources

80% of global GDP is already contributed by cities, and 60% of future global GDP growth to 2025 will be driven by 600 large cities
With new urban challenges, we see new opportunity

**Congestion:** By 2030, annual passenger traffic is expected to be up 50% from 2015 doubling the number of cars on the road

**Productivity:** In 2019, lost productivity due to congestion cost $87B in the US alone, a figure expected to double by 2030

**Public safety:** Globally, nearly 1.25M people are involved in fatal traffic accidents each year

**Emissions:** Transport is the largest energy consuming sector in 40% of countries; emissions are projected to increase 40% by 2040

... Which is creating new challenges for how we organize our communities
Introducing Hyundai’s UAM concept

- 4 tilt rotors + 4 lift rotors
- All-electric VTOL
- Cruise at 240 km/hr (max 320 km/hr)
- Optimized for 40km flights (max 100 km)
- Efficient, extremely quite, and safety-oriented
The future of mobility is intermodal – and the future of cities is vertical

Hyundai is committed to embedding community impact into our vehicle design

- **Noise profiles** for various missions & configurations
- **Impacts of downwash** on people and infrastructure
- **Visual impacts** and community spaces
- **Access and accessibility** of UAM for local residents
- **Opportunities to improve local economies**
Ground transport will be facilitated by an electric people-mover that links up with multipurpose, community-oriented UAM infrastructure…

- **Point of transition**
  between air and ground transportation solutions

- **A commercial and social hub** to connect with people in their community

- Provides landing space for **eVTOL** and docks for **S-link vehicles**

- Connection with **ground vehicles** can create **modular architecture** for multipurpose space
Hyundai is committed to putting communities at the heart of its strategy

- **Public roadshow to build excitement** and seek input

- Opportunity for **virtual reality / physical experience** for the general public to understand the look and feel of new mobility

At CES 2020, **150K+ people attended**

- **Hyundai’s booth** to see the life-size model and try the VR experience

- **Participants were able to experience UAM flight** and how it can improve everyday transport
It takes a village ...

Industry

Local Government

App for passengers

Infrastructure

Federal Regulator

Local business council

Citizen interest group

State Government

Social sector / sustainability