

Autopilot: google's driverless car

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Welcome to the new level of cruise control. Google has taken their new automated car on a test drive. A second generation Toyota Prius travelled for 140,000 miles (225,300 km) without a human driver.

Why it matters

Although this technology will not be ready for general release until the future, it taps into a paradoxical consumer need that is very relevant today. Whilst consumers are searching for more control in their lives, they are also looking for ways to make life simpler and easier. Will we see more accessible and affordable automotive technologies develop that would fulfill this need sooner?

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