

FOR IMMEDIATE RELEASE

Detroit Mobility Lab Announces Strategic Initiative to Create Michigan Mobility Institute

New institute to help create "mobility talent infrastructure" in artificial intelligence, robotics, cybersecurity and other fields that will be vital to making Detroit a global center for future mobility.

DETROIT, MI, May 29, 2018

Detroit Mobility Lab, a new entity dedicated to helping Detroit become one of the world's foremost future mobility ecosystems, is today announcing a strategic initiative to create the Michigan Mobility Institute (MMI), an entity that will focus on educating a new "mobility talent infrastructure" of professionals within artificial intelligence, robotics, cybersecurity and other fields that will be vital to making the City of Detroit a global center for future mobility.

"The companies that will drive the future of mobility will be incredibly multifaceted and will require individuals with robust academic and practical backgrounds in artificial intelligence, robotics and cybersecurity," said Chris Thomas, a co-founder of the Detroit Mobility Lab and long-time investor in the mobility sector. "If the City of Detroit and the State of Michigan are serious about becoming one of the leading future mobility start-up ecosystems in the world, and I believe they are, we need to create an entity dedicated to producing professionals who will lead in these specializations. MMI would help build a mobility talent infrastructure of men and women who are second to none right here in our backyard."

According to a 2017 McKinsey analysis, almost \$111 billion has been invested in start-ups across the future mobility space since 2010. Subsectors receiving investment varied broadly and included cybersecurity, user-interface technologies, telematics, gesture/voice recognition, parking and mobility optimization, sensors/semiconductors, autonomous solutions, electrification/energy storage, vehicle leasing/fleet management, and sharing solutions. All of these will be a part of the future mobility ecosystem, and each will provide tremendous opportunities for those focused on starting companies and developing concepts in these areas.

"The need for future mobility technical and operational leadership is unprecedented," said Jessica Robinson, a Detroit Mobility Lab co-founder and a leading voice on the potential of smart cities. "The City of Detroit's forward-thinking approaches to innovative mobility pilots, in combination with the region's current strengths in engineering and manufacturing, provide the perfect environment for an entity like MMI to create future leaders within the mobility sector. Cities like New York, Denver, and Pittsburgh have shown how public-private research collaboration can accelerate a local talent base. We

at Detroit Mobility Lab envision the same thing happening here.”

Over the coming months Detroit Mobility Lab will be expanding its team and forming a steering committee for the MMI made up of local and global leaders from the public and private sector. This committee will be tasked with defining the ideal structure for the MMI and the optimal process to for creation.

About Detroit Mobility Lab

Detroit Mobility Lab is committed to the future of mobility and Detroit's place in it. We believe that building the mobility talent infrastructure necessary to shape the future mobility sector is a key part of this commitment, and our goal is to create one of the world's foremost mobility technology ecosystems in the City of Detroit. To learn more about what we believe and why now is the time to focus on this effort, visit www.detroitmobilitylab.org.

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