



## Stanford eCorner

### Making a Dent in the Market

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Video URL: <http://ecorner.stanford.edu/videos/5310/Making-a-Dent-in-the-Market>

Zoox Co-Founders Tim Kentley-Klay and Jesse Levinson make the case for a fleet of autonomous vehicles that is owned and operated by the company instead of individual consumers. They say it would allow the cars to be in use at all times, as well as let the company push updates — eliminating the problem of traditional ownership, where automobiles in time become obsolete.



#### Transcript

cars are actually driven 4% of the day on average. So, 96% of the time, - [Host] Yeah. all the resources put in a product sit idle. And so I love the idea that if you're not using this product, someone else is, right? And so, again, this is why you do ground-up. Because you need to solve a product that's gonna drive 16 hours of the day, 365 days of the year. - As Jesse mentioned, it's 100,000, 130,000 miles. And so if you think you're gonna get that just by retrofitting your car, good luck to you. (laughs) You need to create a purpose-built architecture and product experience to solve for that. - And to add to that, you know, this technology changes very quickly, right? I mean, people are used to buying a car and owning it for 10 years or so, right? The technology that people are putting into autonomous driving today, you know, in 10 years is gonna be pretty obsolete, right? If you look at the cell phone that you had 10 years ago, it certainly wasn't an iPhone, because they actually didn't have iPhones 10 years ago. Although, I'll only be able to say that for another month. (laughter) But you know, it's kind of crazy, just the idea that you buy a car, and you buy a \$50,000 car, you know, a Tesla, \$80,000, \$100,000 car, right? And it has several thousand dollars of computers and sensors in it and it's super cool, right? It's by far the best system on the market.

But, you know, in five years, 10 years, it's not gonna be very useful anymore. It's one of the things that we're excited about is that if we own and operate our fleets, we can continuously upgrade the technology as it changes every year or two, which would be very frustrating if you bought a car and then a couple years later you're like, "Ahh, not so much."