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Name Air Bags	Deployment 25 years (1973-98)	Typical Cost Premium	Market Saturation Share
		A few hundred dollars	
Automatic Transmissions	50 years (1940's-90's)	\$1500	90% U.S., 50% worldwide
Navigation Systems	30+ years (1985-2015+)	\$500 and rapidly declining	Uncertain; probably over 80%
Dptional GPS Services	15 years	\$250 annual	2-5%
-lybrid Vehicles	25+ years (1990"s-2015+)	\$5000	Under 10%
Autonomous Vehicles	2016-7	Automation Levels Vary	Less than 2%

Stage	Decade	Truck Sales	Truck Fleet
Available with large premium	2020's	2-5%	1-2%
Available with moderate price premium	2030's	20-40%	10-30%
Available with minimal price premium	2040's	40-60%	30-50%
Standard feature included on most new trucks	2050's	80-100%	50-80%
Saturation (everybody who wants it has it)	2060's	?	?

Driver Retention, Optimization, and Job Creation

- Attract new and younger drivers
- · Create new job opportunities for existing drivers
- Open the door to new job oppertunities in the ready mix industry

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Autonomous vehicles are the way of the future how fast they are implemented and how

wide spread they are depends on us

