

# What is the role of AI in the evolution of transport?



**Increased  
Automation**

**Enhanced Safety**

**Smart  
Infrastructure**

**Improved  
Efficiency**

**Smart Cities**

**Personalised  
Mobility**

**Data Privacy**

**System Reliability  
& Safety**

**Regulatory  
Compliance**

**Job Displacement**

**Ethics**

**Cybersecurity  
Issues**

**Artificial intelligence (AI):** *the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings*

**Generative Artificial Intelligence:** *(generative AI, GenAI, or GAI) is a subset of artificial intelligence that uses generative models to produce text, images, videos, or other forms of data*

**Artificial General Intelligence:** *(AGI) is a type of artificial intelligence (AI) that matches or surpasses human cognitive capabilities across a wide range of cognitive tasks. This contrasts with narrow AI, which is limited to specific tasks. AGI is considered one of the definitions of strong AI*



# ***YOUR JOURNEY, YOUR WAY***

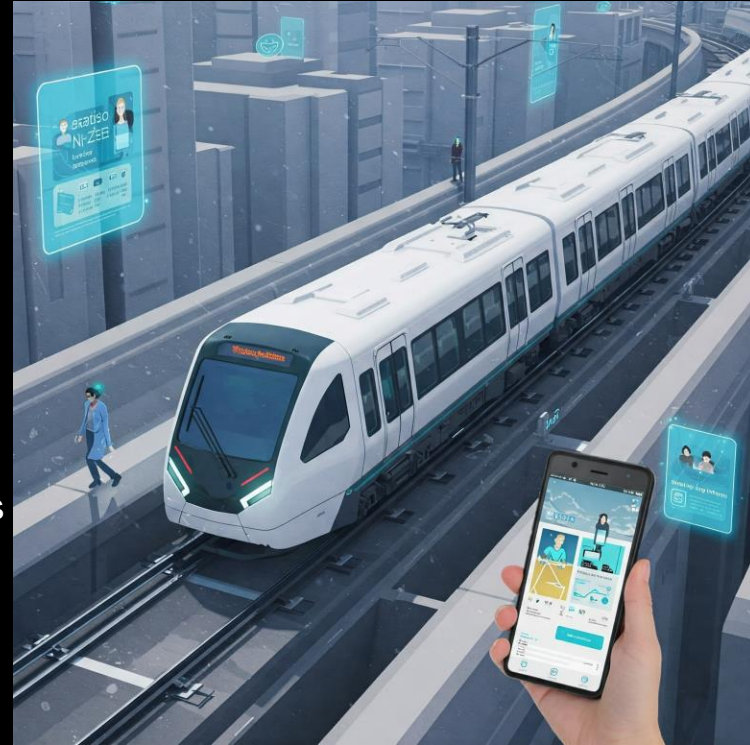
- AI-powered travel assistance tailored information and guidance
- Real-time information, route optimisation and multimodal integration
- Personalised recommendations based on preferences and travel history





# ***STAY IN THE KNOW***

- Real-time information on arrival times, delays and disruptions
- Predictive analytics to anticipate potential disruptions
- AI-powered apps and digital assistants for informed travel decisions









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**Harvard  
Business  
Review**

## **IT Doesn't Matter**

by Nicholas G. Carr

***“Spend less”***

***“Follow, don’t  
lead”***

***“Focus on  
vulnerabilities,  
not  
opportunities”***



