

MEDIA KIT 2026

Our mission: To chart the development of, and encourage sensible debate about, all aspects of self-driving.

Website | Socials | e-Newsletter | Magazine | Events



CARS OF THE FUTURE

Self-Driving News Since 2019

Following a wide range of passionate but often misinformed feedback to his seminal 2018 article, Autonomous Now, motoring journalist Neil Kennett identified an urgent need for a new, independent, UK-centric self-driving news source.

Fast forward to 2025 and our founder was highly commended by The Guild of Motoring Writers for “***Features that are valued by specialists, yet also interesting and easily accessible to non-specialists***”. That’s what Cars Of The Future is all about.

Follow us on social media for regular updates:

Hands up for a free weekly e- newsletter

Get our free self-driving news
summary every Friday ↓

Newsletter

Signup for free weekly
news!

experiences to date and the journey to
wide adoption.

e-Newsletter

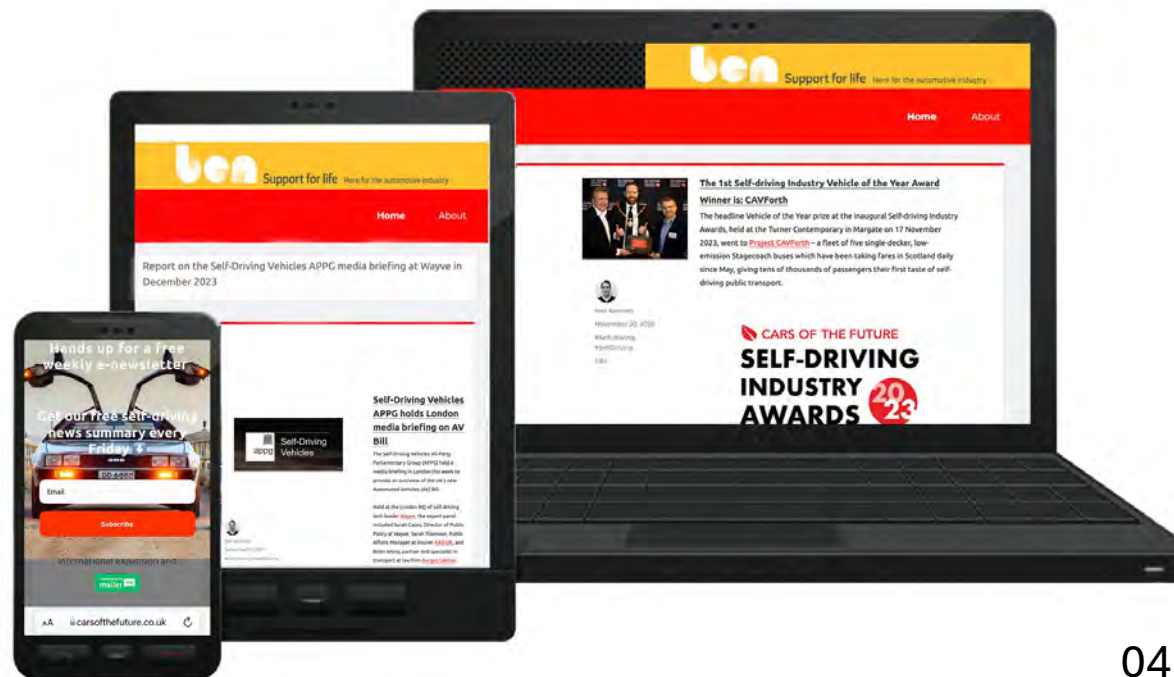
Launched in **April 2022**, our e-Newsletter goes to **12,000+** named contacts.

Uniquely, around **3,000** of these are specifically CAM/self-driving contacts.

The remaining **10,000** or so being mainly automotive, tech, telecoms, insurance, environmental, legal and public policy.



Self-Driving News Since 2019



...converging trajectories of road safety and net zero.

...omated

...gy

...UK

...Chief Scientific Adviser at the Department for Transport.

...Pressed by Newman on which body will regulate UK self-driving – the Vehicle Certification Agency (VCA) or the Driver and Vehicle Standards Agency (DVSA) – there was no concrete answer, but perhaps a clue in that “We need a revolution in the MOT”.

...The DVSA then?



First-mover advantage

Probably the session of the day, on first-mover advantage, was moderated by Tom Burgess-Langhett of PA, and featured Mike Dawson of PA, and Harlander, Claire Spooner of Innovate UK, Liz St. Louis of the Sunderland Advanced Mobility Shuttle (SAMS) project, Dr Andy Harris of Wrightbus, and Kyle Thomas of Self-Driving.

Dawson detailed impressive progress at one of the UK's leading trials – the last at Belfast Harbour.



St. Louis reported that SAMS is now running 95% autonomously, providing a new shuttle service to Sunderland Royal Hospital. Using an Oxa modified Ford E-Transit operated by Stagecoach, she said the team “have been blown away by how good the technology is”.

Dr Harris outlined an important practical issue specific to buses, if someone steps out in front of a car with automatic emergency braking (AEB), the driver same scenario in a bus with standing passengers could have a very different outcome. Should seating and seatbelts therefore be compulsory?

...to UK self-driving

...Michael Talbot, Deputy Head of

...important part of the government's flagship

...growth strategy.

...“As we celebrate our 10th birthday, CCAV

...has funded 130 projects,” he said. “Effective

...collaboration is a UK strength and, looking

...ahead, we want to stop the stop-start with

...more continuous funding.”

HOW ARIBO MAKES AUTONOMY REAL

Corey Clothier is Co-Founder of ARIBO and Global Automated Mobility Lead at Arcadis. Providing vital insights into the US market, he's a key member of The Self-Driving Industry Awards judging panel.



Corey, what is ARIBO and how did it get started?

ARIBO is a small but mighty team helping airports, cities, and campuses of all kinds deploy autonomous vehicles. We launched AV demos to close the gap between flashy AV demos and the grounded reality of safe, scalable deployments.

I've spent 16+ years bringing brilliant teams together to make autonomous innovation real. We've supported over 70 AV projects globally – from airlines and airports to smart cities and defence sites. ARIBO is also a family firm. Our COO, Katie Clothier, has led AV programs for more than 11 years.

You call yourselves AV integrators. What does that really mean?

We're the bridge. AVs don't deploy themselves. They need integration with

infrastructure, operational protocols, safety frameworks, and the right people and systems. Sometimes they even need new digital or physical infrastructure. We build the ecosystem that makes autonomy operational, the glue.

What does this work look like in practice?

One major project involves supporting a Federal Aviation Administration (FAA) funded demo that integrates: 1) Autonomous bots for removal, and 2) Foreign Object Damage (FOD) sized US airport.

All three come together under a single command-and-control system, aligned with the core safety management system. We're also leading the AV strategy for a large US airport, helping leadership define use cases and developing a phased roadmap.



ARIBO partner Adaptive



Those are two big ones, but an important ingredient in ARIBO's success is the diversity of our partners. From amusement parks and forestry trucking to automated transit networks, the learning flows both ways. We are constantly applying and sharing best practices to build a larger, safer and smarter AV ecosystem for everyone.

What excites you most about where this industry is headed?

Autonomy is no longer sci-fi – it's happening now in airports, logistics, transit, and beyond. If done right, it solves workforce gaps, improves safety, and modernises critical systems. But it only works when developers, operators, planners, and safety experts come together. We love being the ones who help make that happen.

“Autonomy is no longer sci-fi – it's happening now in airports, logistics, transit, and beyond.”

What advice would you give to organisations just starting out in automation?

Start small, but start smart. Our AV101 program gives leaders a structured, hands-on way to understand the tech, assess readiness, and map a realistic path forward. For more developed projects, AV Pathfinder delivers deeper feasibility and return on investment (ROI) analysis. Both help leaders take action with confidence.

We've built a trusted team that's high-impact, mission-driven, and agile – a tight-knit crew of engineers, safety pros, and program leads. With decades of experience, we help our clients turn autonomy from theory into reality.

Find out more at www.ariboav.com



CARS OF THE FUTURE

The UK's No.1 for Self-D.



SELF-DRIVING Vehicle of the Year



UK National Standards FREQUENTLY ASKED QUESTIONS

The BSI webinar “Self-driving vehicles: what's ahead of us?” set out to answer as many of your frequently asked questions (FAQs) as possible.

First, Marty Zeikas, of the government's Centre for Connected and Autonomous Vehicles (CCAV), gave a detailed update on the Automated Vehicles (AV) Act.

“The Act covers four main areas – safety, liability, misleading marketing, and the licensing of automated passenger services,” he explained. “The UK is also working at the UN level to harmonise international standards for self-driving vehicles. These are expected to be finalised by June 2026, and 2027, which will align quite closely with our regulatory timeline.”

Then came the main event – a panel session moderated by our very own Neil Kennett and featuring Oliver Howes, of Cx, Siddhartha Khosla, of PAVE UK, Brian Wong, of law firm Burgess Salmon, and Dr. Traders.

“The UK is also working at UN level to harmonise international standards for self-driving vehicles.”

Remaining challenges

“On the regulatory side, the UK has always performed extremely well – all the work by the Law Commissions, CCAV and the standards bodies,” said Brian Wong. “The AV Act will be underpinned by a lot of secondary legislation, providing much more transparency than in some other countries.”

Trust in self-driving

“The concept of absolute safety is a myth,” said Professor Khosla. “But you can still use the technology in it within the boundaries of its operational design domain.”

Ownership implications

“There is

Customer Experience

TESTING THE FUTURE OF AUTONOMOUS TOURISM



Alex Bainbridge launched Autoura to build digital sightseeing products specifically for self-driving vehicles. An expert in customer experience, he's a key member of The Self-Driving Industry Awards judging panel.

Alex, tell us about Autoura's vision for AV tourism?

In conversations about autonomous vehicles, it's easy to get caught up in robotaxis, last-mile logistics and urban commuting. But what happens when you fancy a getaway? Parts of this future are already here. Today, if a family wants to visit Stonehenge

And you've got a revenue-generating transitional model ready to go?

Yes. Leisure journeys are different in that people demand interaction, on experience. Our guests ride in a premium vehicle, with our AV tour guide providing the backstory, answering questions and, answering ancient

about two hours, mostly on motorways. The experience on-site is sequentially structured, making it ideal for AI-guided tourism. There are so many exciting possibilities, and we're proud to be leading the revolution.



Magazine



To support our editor hosting the AV stage at MOVE, we produced our first Cars Of The Future magazine in **June 2024**.

The initial **1,000 copies** went like hot cakes, so we had to print more!

The second edition, produced for **MOVE 2025**, proved equally popular.



 CARS OF THE FUTURE
**SELF-DRIVING
INDUSTRY
AWARDS**



Self-Driving Industry Awards



The Self-Driving Industry Awards will return in **2026** to once again **celebrate excellence in automated mobility**, in the UK and internationally.

Launched in **2023**, this glittering annual Cars Of The Future event has quickly become a **cornerstone** of the global **self-driving calendar**.

For further details please see Carsofthefuture.co.uk/awards or ask our commercial team for the new **SDIA26 info pack**.



- **Brand awareness**
- **Media coverage**
- **C-suite networking**

OUR AUDIENCE

Top 5 results in each category...

SENIORITY

Senior **29.3%**

Director **20.4%**

Entry **19.6%**

VP **7.8%**

Manager **6.3%**

JOB FUNCTION

Business Development **17.2%**

Engineering **9.3%**

Information Technology **7.8%**

Marketing **7.8%**

Research **3.4%**

COMPANY SIZE

1001-5000 employees **16.2%**

1-10 employees **15.7%**

201-500 employees **13.2%**

51-200 employees **9.8%**

11-50 employees **4.4%**



Self-Driving News Since 2019



Advertising & Sponsorship

With an all-new Cars Of The Future website going live in Q1, and the launch of our eagerly anticipated consumer-focused campaign in Q2, there's tons to look forward to in 2026.

Interested in partnering with our fast-growing self-driving brands? Let's talk.

Melody Kennett

Commercial Director

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