



MEDIA ADVISORY

WorldAutoSteel's Steel E-Motive Program Highlighted at MOVE America 2024

Global steel industry program supports the drive to sustainable future mobility

*Technical Director George Coates to participate on 'Key Drivers and Requirements
for MaaS Scalability' Panel*

September 20, 2024 WorldAutoSteel will showcase its groundbreaking [Steel E-Motive](#) program at MOVE America 2024 on September 24 and 25 in Austin, Texas (Stand 843), demonstrating its vision for advancing the development of sustainable, autonomous ride-sharing vehicles.

Steel E-Motive (SEM) is an autonomous, electric vehicle body structure concept showcasing the strength and durability of steel for ride sharing vehicles. It is the culmination of a three-year program, led by WorldAutoSteel in partnership with Ricardo plc, enabling the development of one of the world's first battery electric, fully autonomous vehicle structures tailored for MaaS applications, while delivering critical cost, sustainability and performance targets. [Program results were announced in 2023.](#)

Steel E-Motive at MOVE

- Visit Stand 843 to experience both virtual and augmented reality applications of Steel E-Motive and talk with industry experts
- Hear George Coates, Technical Director, WorldAutoSteel at the 'Key drivers and requirements for MaaS scalability' panel on Day 1 – @ 2.05pm, Theater 4

What does Steel E-Motive mean for future mobility?

As the mobility sector transitions towards autonomous ridesharing (especially relevant for large, crowded urban centers), SEM provides a blueprint - for a new generation of safe, sustainable and economically viable vehicles that enhance passenger experience and enable manufacturers to quickly adapt in a fast-changing industry landscape. For start-ups and established mobility service providers, SEM represents a unique opportunity to differentiate their offerings, attract customers, and meet stringent regulatory requirements in both safety and CO₂ emissions.

For media inquiries or to schedule a briefing, please contact:

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About WorldAutoSteel

WorldAutoSteel, the automotive applications group of the [World Steel Association](#), comprises 18 of the world's largest automotive steel producers. Our mission is to advance and communicate steel's unique ability to meet the automotive industry's needs and challenges in a sustainable and environmentally responsible way.

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