

Embargoed until 00.01 Monday January 23rd

Latest News from RDM Group

RDM Group drives forward with launch of Adelaide facility

One of the UK's leading forces in autonomous vehicles has invested in its first international facility in a bid to tap into a \$billion market opportunity.

RDM Group has announced the opening of a technical office at Flinders University campus in Adelaide, which will be responsible for purchasing, sales and technology support as part of the firm's expansion into Australia and the Asia-Pacific region.

The company, which employs over 60 people at its headquarters in Coventry, has also appointed Roger van der Lee as Autonomous Programme Director and he will be responsible for overseeing the set-up, developing a supply chain and exploring possible contracts with the Government, Education and the private sector.

It is an ambitious move for the firm, but one it has taken after four months of discussions with the Australian Driverless Vehicle Initiative (ADVI) and showcasing its Pod Zero autonomous vehicle at ITS Melbourne and a number of other major exhibitions and events.

There is massive demand for creating autonomous mobility solutions in Australia and we want to make sure our technology is at the forefront of any new developments, explained David Keene, CEO of RDM Group.

Our Pod Zero vehicle has been generating a lot of interest down under and we have been in discussions with a number of end users that are willing to take part in trials to prove that it is an excellent first and last mile transport solution.

He continued: With this in mind, we feel the opportunity deserves a local presence and we are delighted to have taken a technical office at Flinders University, opposite the world class Tonsley Innovation District.

This will give us the base to develop an Australian supply chain and to explore new opportunities, with the longer-term plan to create a bespoke assembly facility in Adelaide that will supply vehicles direct to customers across the Asia-Pacific region.

RDM's Pod Zero has been hitting the global headlines after completing its first totally autonomous trial at Cenex in the UK.

With a top speed of 15mph off highway, an operational range of 60 miles and four & eight-seater variants, it is attracting the attention of local authorities, universities, airports, theme parks and shopping centres keen to explore possible first and last mile transport solutions.

The company's expansion into Australia will be driven by Roger van de Lee, who has nearly 30 years experience working across various engineering, innovation and Government positions.

His most recent role was in the development of Green Distillation Technologies, a Melbourne-based start-up that pioneered a way of recycling end of life car and truck tyres into saleable commodities.

He brings a diversity of leadership and project experience in manufacturing and automotive to RDM Group, as well as a track record in delivering national and international contracts across the public and private sector.

"The Australian automotive sector has seen a difficult period in recent years, with many major OEMs deciding to close operations and move elsewhere. This has left a void and I believe that we are in an ideal position to create a new modern industry around the development of autonomous vehicles," explained Roger.

"This is why the RDM Group opportunity is so exciting. The company is already well ahead of many of its rivals in how to design and build driverless vehicles and, with my network of contacts and experience in developing supply chains, we have a fantastic opportunity to become a leading supplier of transport solutions in Australia and the Asia-Pacific region.

"Our Adelaide office is the first step in a plan that will hopefully see us build a bespoke assembly facility where we can build hundreds of autonomous pods every year."

As part of its international expansion, RDM Group has lodged an application to The South Australian Government's Au\$10m Future Mobility Lab Fund, which is designed to boost local testing and R&D on connected and autonomous vehicle technologies.

Australian Transport and Infrastructure Minister Stephen Mullighan MP added his support:

"I met with RDM in London last year and explained the strong position South Australia has to offer this new industry.

"The company's decision to open its Asia-Pacific headquarters in Adelaide is a resounding show of support for the South Australian Government's efforts to stimulate this growing sector which is expected to be worth \$90 billion globally by 2020."

For further information, please visit www.rdmgroup.co.uk or follow @rdm_group_ on twitter.