

ICAO RPAS 2022



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Why AAM, Why Now?

1940s - 1960s:

Transportation infrastructure



1947:
Hyundai Engineering and Construction is founded



1965:
Hyundai expands overseas to develop highways

1960s - 2010s:

Vehicle reliability and affordability



1968:
Hyundai becomes a motor vehicle company



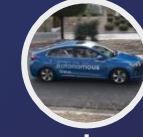
1976:
Hyundai releases South Korea's first mass-produced car



1999:
Hyundai releases the industry's best automotive warranty

2010s to Present:

Advanced ground and air mobility



2018:
Hyundai successfully tests **autonomous vehicle** capabilities



2019:
Hyundai invests in **alternative energy**, releasing the longest-range fuel cell vehicle



2020:
Supernal unveils its SA-1 **UAM concept vehicle** at CES



How AAM Can Achieve Its Full Potential

The Advanced Air Mobility (AAM) ecosystem will redefine how we move, connect, and live. However, to reach its full potential, we must scale the industry with a human-centered approach, designing our vehicles and infrastructure in a way that provides maximum benefit to society and the environment.



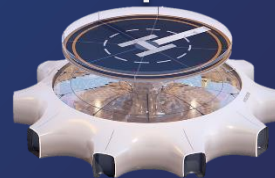
Safety



Multimodal



Accessibility



Open Access



Affordability



Public Acceptance



Workforce



Safety in Our Skies



Safety is the top priority. For the industry to scale, the public needs to accept AAM as a safe transit option.



The industry must meet rigorous safety standards set by international CAAs



All components, systems, and technologies must be held to the highest aviation industry safety benchmarks



Supernal is designing our AAM aircraft to the highest safety standards.



Enabling Multimodal Connectivity

- A sustainable and equitable AAM ecosystem relies on multimodal connectivity
- AAM will augment, not replace current forms of transit, and will increase the efficiency and connectivity of our communities
- Multimodality will assist in first and last mile transit, and will create a more connected transportation ecosystem
- The AAM industry must work closely with city planners and governments to integrate AAM into current and future transit modes



Inclusive and Accessible AAM

AAM can provide access and connectivity to many underserved communities and individuals with disabilities. Industry must work with communities to identify gaps in connectivity and ensure that AAM is the most accessible form of mobility for everyone.



Designing for Affordability

AAM must be designed to be available to everyone, not just the wealthy few

Providing AAM access to society requires innovative manufacturing techniques to drive down the prices

Supernal will leverage cutting-edge production techniques from the automotive sector to lower overall production costs



Public Acceptance



Ensuring heightened standards, equity, and providing greener transit solutions is just the first step in public acceptance

Industry must also work with local communities to solve for noise concerns, flight paths, infrastructure placement, and to determine how AAM can solve for localized gaps in connectivity

We are committed to long-term engagements to make sure AAM best fits within individual communities



Workforce of Tomorrow

- The AAM market will significantly contribute to workforce development by adding new jobs in communities throughout Europe
- Unlike traditional aviation, AAM will rely on a localized “auto body shop” model in which maintenance and repairs take place locally
- The maintenance, manufacturing, and systems management of AAM will require new educational programs in schools, universities, and technical schools



Thank you

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