



**AUTOMOBILITY LA™**  
**LOS ANGELES AUTO SHOW®**

## **AUTOMOBILITY LA™ ANNOUNCES ‘HUMANISING AUTONOMY’ AS WINNER OF 2019 TOP TEN AUTOMOTIVE STARTUPS COMPETITION**

*London-based company, focused on building global standards in artificial intelligence application, selected from hundreds of applicants to be awarded \$15,000*

**LOS ANGELES, November 20, 2019** – Organizers of the LA Auto Show’s AutoMobility LA™ announced today the winner of its signature Top Ten Automotive Startups Competition. The show’s sixth annual [Top Ten Automotive Startups Competition™](#) (Top Ten) was presented this year by Michigan Economic Development Corporation’s (MEDC) mobility initiative, [PlanetM](#), and co-sponsored by [Plug and Play Tech Center](#). Humanising Autonomy was awarded \$15,000 and given global recognition.

[Humanising Autonomy \(London, UK\)](#) is a startup with big ambitions, with a mission to build the global standard of how autonomous systems interact with people. Founded on the premise of enabling a safer, more human-centered implementation of autonomous technology, the company has developed a camera agnostic prediction software that is able to predict pedestrian, cyclist and other vulnerable road users’ behavior and intent in real-time to improve global mobility systems. As a crucial perception technology, the vision-based software integrates with all levels of autonomy (including both autonomous and human-driven vehicles) to improve safety, efficiency and pedestrian interactions.

“This was a huge year for our startups competition and ‘Humanising Autonomy’ is a truly progressive company with customers already secured across the globe to transform the safety of autonomous technology,” said Terri Toennies, President of the LA Auto Show and AutoMobility LA. “AutoMobility LA provides a platform not only where winners are awarded prize money, but where they can highlight their work to an audience of global industry professionals that are leading their fields. These ideas are truly shaping the future of mobility as we know it.”

All Top Ten finalists were recognized at AutoMobility LA in front of media and industry professionals from around the world, including automakers, tech executives, designers, developers, investors, dealers, government officials, analysts, fellow startups and more.

To learn more about this year’s Top Ten finalists, get additional information on LA Auto Show’s AutoMobility LA or to register, please visit [automobilityla.com](http://automobilityla.com).

### **About the Los Angeles Auto Show and AutoMobility LA**

Founded in 1907, the Los Angeles Auto Show (LA Auto Show®) is the first major North American auto show of the season annually. In 2016, the show’s Press & Trade Days merged with the Connected Car Expo (CCE) to become AutoMobility LA™, the industry’s first trade show converging the technology and automotive sectors to launch new products and technologies and to discuss the most pressing issues surrounding the future of transportation and mobility. AutoMobility LA 2019 will take place at the Los Angeles Convention Center Nov. 18-21, with manufacturer vehicle debuts intermixed. LA Auto Show 2019 will be open to the public Nov. 22-Dec 1. AutoMobility LA is where the new auto industry gets business done, unveils groundbreaking new products, and makes strategic announcements in front of media and industry professionals from around the globe. LA Auto Show is endorsed by the Greater LA New Car Dealer Association and is owned and operated by ANSA Productions. To receive the latest show news and information, follow the LA Auto Show on Twitter, Facebook or Instagram and sign up for alerts at <http://www.laautoshow.com/>. For more information about AutoMobility LA, please visit <http://www.automobilityla.com/> and follow AutoMobility LA on Twitter,



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