



Oregon Joint Committee on Transportation  
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# Advanced Air Mobility (AAM)

Technology is rapidly changing the way we live, and no technology offers more potential to revolutionize mobility than Advanced Air Mobility (AAM).

AAM leverages electric vertical takeoff and landing (eVTOL) aircraft to enhance connectivity, promote equity and accessibility, and reduce the current strain on infrastructure and carbon emissions.



# Guiding Principals

Supernal is taking a human-centered approach to mobility solutions and sees AAM as a path to inclusiveness in the future of mobility



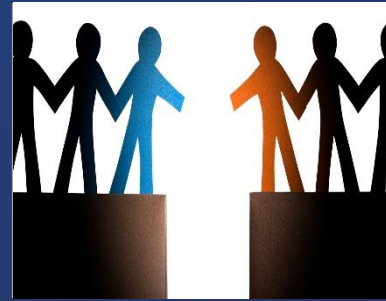
## Safety

Safety is the top priority for Supernal. For the industry to scale and for the public to accept AAM, we must meet rigorous safety standards set by national CAAs for the aircraft, pilot and operations



## Environment

AAM will provide a sustainable mobility solution, leveraging electric propulsion. The infrastructure will also rely on renewable energy. AAM adoption will help lower carbon emissions and reduce congestion



## Equity & Accessibility

Traditional aviation has left many groups behind, including people with disabilities and racial minorities, but AAM can – and must – play an important role in righting those historical wrongs. Public infrastructure funding is the best way to ensure equity and accessibility across AAM.



## Economic Impact

The AAM market will significantly contribute to workforce development, by adding 280,000 high paying jobs in the US by 2035. These jobs, in turn, could contribute \$30 billion in wages and benefits in 2035 (and \$8 bn in tax revenue)



# Supernal's Long-Term Commitment to AAM



We want to build  
**human-centered cities**

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that leverage **innovative  
mobility solutions and  
technology advancements**

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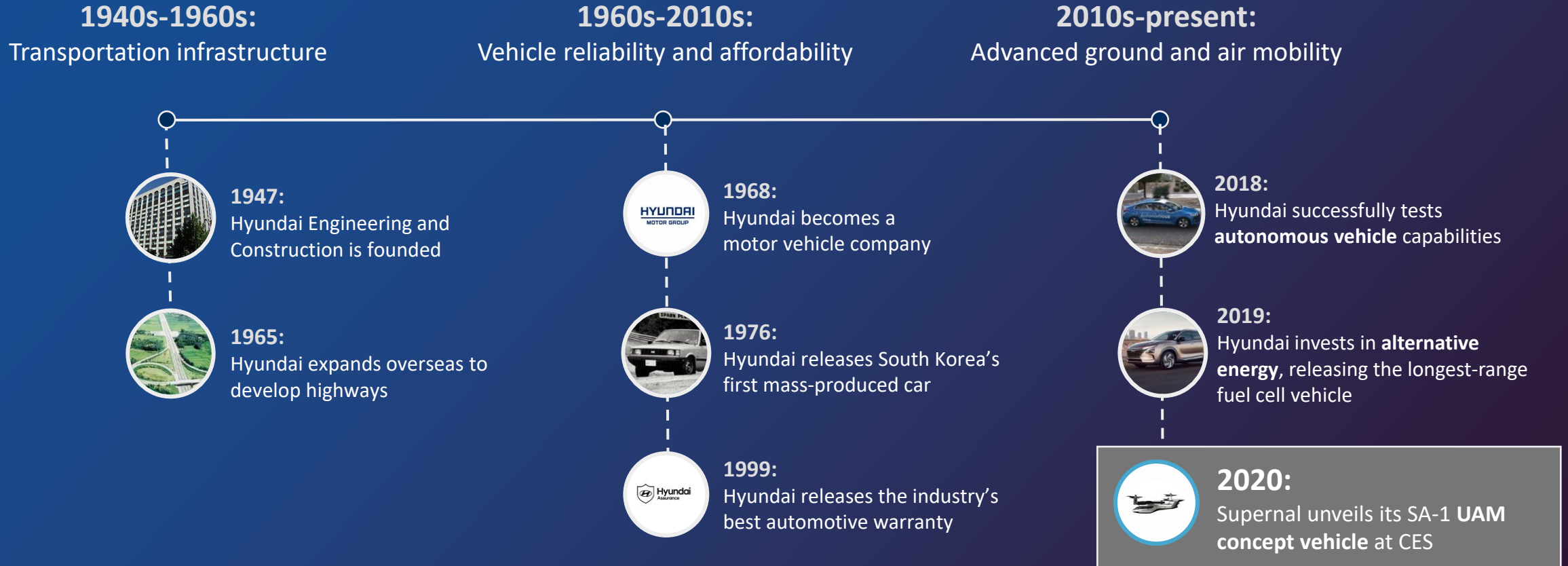
to deliver **affordable and  
universal mobility services**

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# Embracing Innovation

Hyundai has been at the forefront of innovation and plans to continue this legacy as a global leader in Air Mobility





# Accessibility in AAM

Supernal is dedicated to creating the most accessible form of transportation for people with disabilities



## Collaborating with the accessibility community

- Organizations representing disability communities
- University of Pittsburgh
- California Department of Rehabilitation



# AAM Infrastructure Development



Significant investment in infrastructure is needed to enable this industry, which is why we are advocating for public-private funding for the development of AAM infrastructure.

Supernal is working with the National Business Aviation Association (NBAA) and other industry stakeholders to develop and advocate for a DOT AAM Infrastructure Development Grant program for state, local, and tribal governments.

Supernal will work with government and community stakeholders to ensure the benefits of this technology are available to all communities including racial minorities and people with disabilities.



# AAM in Oregon

## Supernal's priorities in creating an AAM ecosystem align with Oregon's future of mobility and policy priorities

- **Green Energy** | AAM and associated infrastructure will rely on green renewable energy, which will help the state's overall goal of reducing carbon emissions.
- **Equity of Access** | We are building an equitable form of transportation which will have more in common with a subway system than an exclusive mode of transport for the elite. We will work with community stakeholders to ensure infrastructure placement and technology best serve local community needs.
- **Workforce Development** | With an estimated 280,000 jobs in 2035, the AAM workforce could represent about 8% of America's A&D workforce.<sup>1</sup>
- **Reduced Burden on Infrastructure** | Utilizing areal transit routes will reduce the current strain on roads and rail lines.
- **Leadership in Government** | In November 2021, ODOT released its "Strategic Action Plan" which showed leadership in congestion reduction, electrification in transit, carbon reduction, implementing transformative technologies, and building a diverse and equitable future transportation workforce

1. Deloitte analysis and estimates based on AIA, "2020 Facts & Figures: U.S. Aerospace & Defense," September 2020.





# State, City and Community Engagement

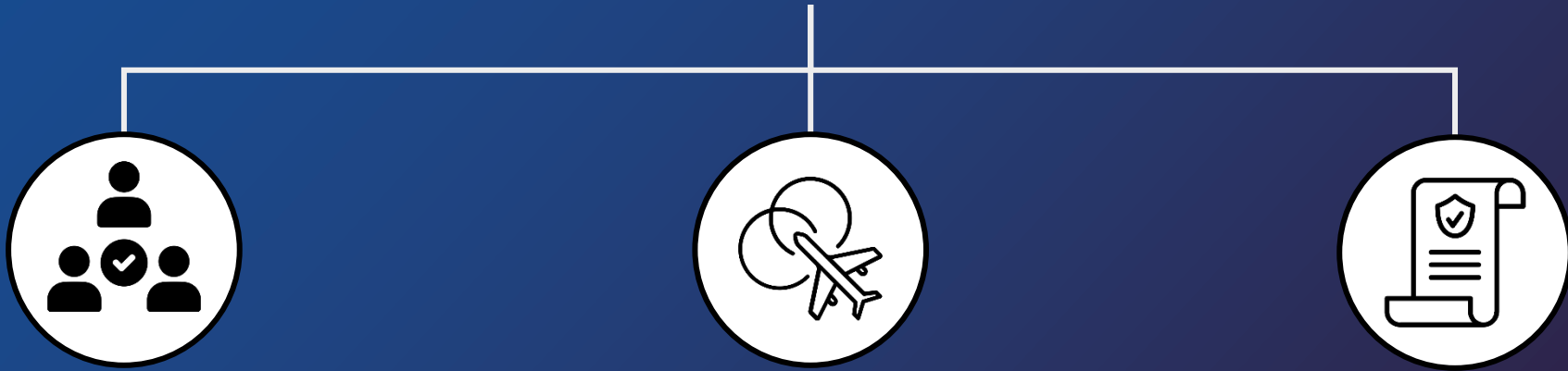
## Engagement Principles

- The full potential and benefits of AAM can not be reached without close collaboration between industry, state and local government, and community stakeholders
- Supernal is seeking a collaborative approach to implementation by working with state and city governments to determine how AAM solutions can best fit into individual communities
- Vertiport development, transit connectivity, and public acceptance do not have a “one size fits all” approach. We will work with each individual community to make sure AAM solutions best meet the local needs.



# Policy Implications

## Developing smart policies to foster AAM industry



Established forums for collaboration between government and industry to assess the needs of a fast-moving industry

Alignment with ongoing efforts of FAA, NASA, and DOT to safely integrate AAM into national airspace

Clear and transparent guidelines regarding zoning, infrastructure development, noise ordinances, and integration into transit networks



# Thank you

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