

PRESS RELEASE

PAVE EUROPE APPOINTS NEW CHAIR AND VICE-CHAIR OF THE BOARD, TO ADVANCE PUBLIC UNDERSTANDING OF AUTOMATED MOBILITY

PAVE Europe, the European coalition dedicated to raising public awareness and understanding of automated vehicles, announces the appointment of Dr. Matthias Schubert (TÜV Rheinland) as Chair and Ms. Vibeke Harlem (Ruter As) as Vice-Chair of the board, effective January 2026.

The new leadership reflects PAVE Europe's continued commitment to fostering informed public dialogue, trust, and acceptance around automated and connected mobility across Europe.

PAVE Europe's Managing Director, Guido Di Pasquale, announced: "We are proud to announce the appointment of Dr. Matthias Schubert as Chairman and Ms. Vibeke Harlem as Vice-Chair of our Board. Their combined expertise and commitment to innovation will strengthen our efforts to promote automated vehicle education and awareness across Europe. On behalf of PAVE Europe, I warmly welcome both Matthias and Vibeke and thank them for dedicating their leadership and experience to our shared mission".

Dr. Matthias Schubert, Executive Vice President Mobility at TÜV Rheinland, succeeds Dr. Karl Obermair and brings extensive experience in mobility, safety, and innovation. As Chair, he will represent the PAVE Europe partnership and guide its strategic activities at a time when automated mobility is increasingly transitioning from pilot projects to real-world deployment.

"I look forward to representing the PAVE Europe consortium and helping to educate the public about the opportunities and possibilities of autonomous driving," said Dr. Matthias Schubert, Chair of PAVE Europe Board. "It is important that this groundbreaking technology for the future of mobility gains the widest possible acceptance in order to improve safety, efficiency, and sustainability in European transport systems".

Vibeke Harlem, Director of Radical Innovation at Ruter As, the public transport authority for Oslo, joins the PAVE Europe Board as Vice-Chair. With a strong background in public transport innovation and user-centred mobility services, her appointment reinforces PAVE Europe's focus on societal impact and real-world use cases of automated transport.

"Autonomous mobility, when implemented sustainably, can transform society by making cities and regions safer, more efficient, accessible, and freeing up space", said Vibeke Harlem, Vice-Chair of PAVE Europe Board. "I look forward to supporting open, evidence-based discussions about autonomous vehicles across all PAVE Europe's communities".



The new Chair and Vice-Chair of the Board will work closely with PAVE Europe's members and partners to continue developing educational campaigns, stakeholder engagement activities, and collaborative initiatives that support informed decision-making and public trust in automated vehicles.

About the organisations

PAVE Europe (Partners for Automated Vehicle Education Europe) is a coalition dedicated to improving public awareness and understanding of automated vehicles. It brings together industry, public authorities, and civil society to support informed dialogue and foster public trust in connected and automated mobility across Europe.

TÜV Rheinland is a global leader in testing, inspection, and certification services, with long-standing expertise in mobility, safety, and emerging technologies. As a founding member of PAVE Europe, TÜV Rheinland contributes technical knowledge and independent expertise to support the safe and responsible deployment of automated mobility.

Ruter As is the public transport authority for Oslo and Viken, Norway, responsible for planning, managing, and developing sustainable mobility services. Ruter As is at the forefront of public transport innovation, including the deployment and integration of automated and shared mobility solutions.

More information:

<https://pavecampaign.eu>

<https://www.tuv.com/landingpage/en/new-mobility/>

<https://ruter.no/>

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A decorative graphic in the bottom left corner consisting of three stylized, upward-pointing arrows in shades of blue and grey, set against a dark blue background.