

TORC MEDIA KIT

November 2024



DRIVING THE FUTURE OF FREIGHT

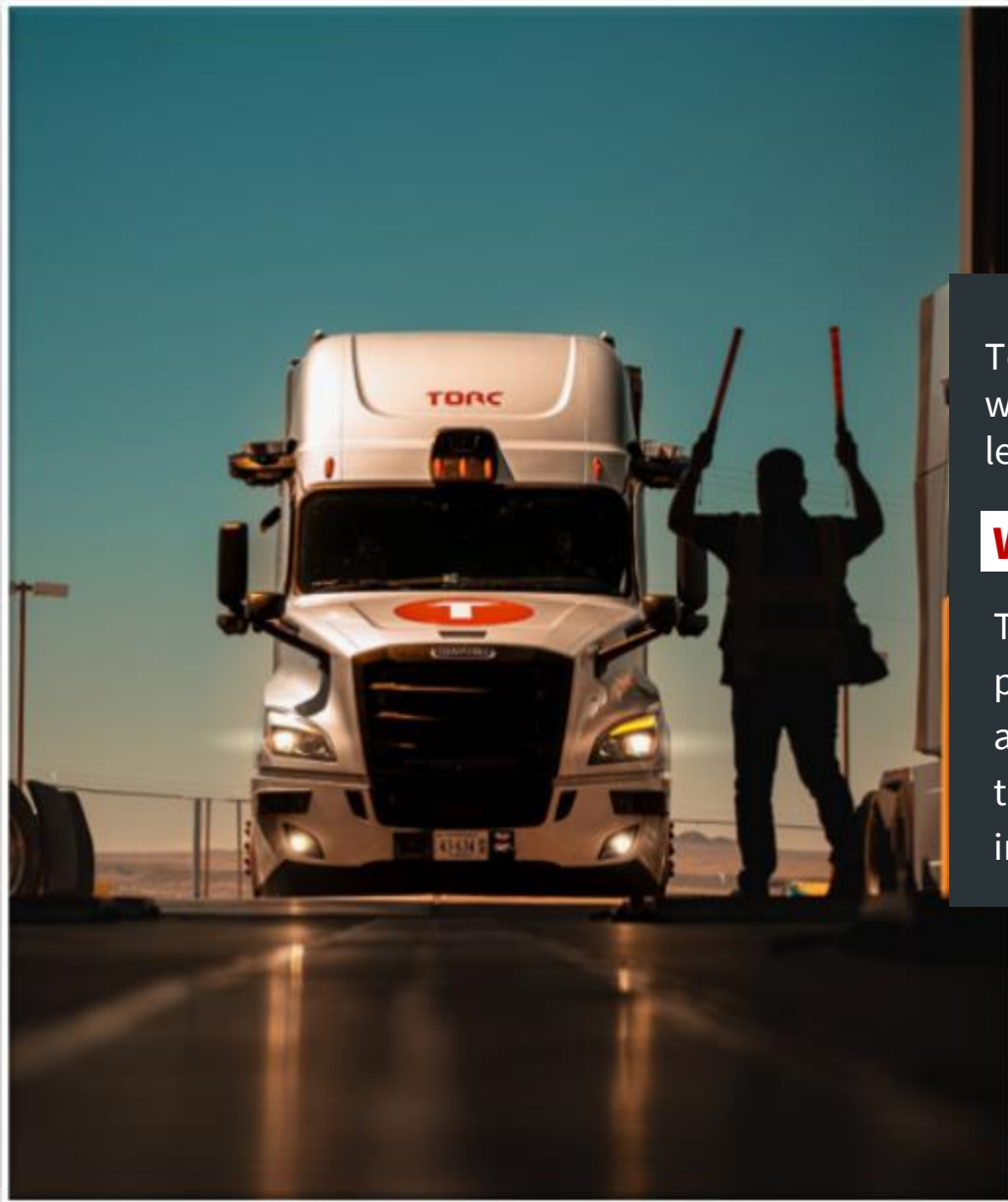
TORC

ABOUT US

Torc Robotics (Torc) is a pioneer in autonomous vehicle technology. Since 2019, we have operated as an independent subsidiary of Daimler Truck AG, the world leader in commercial truck manufacturing and innovation.

WHAT WE DO

Torc is dedicated to making Level 4 autonomous long-haul trucking a scalable, profitable reality. By focusing on safety, reliability, and operational efficiency, we aim to lead the industry in delivering commercially viable autonomous solutions that transform logistics. Our safety protocols, data, testing, and product roadmap indicate product launch in 2026, with scalable market entry in 2027.



MISSION

Torc Robotics' mission is to build a safe, reliable, and scalable autonomous trucking solution, grounded in their "Torc Pyramid" philosophy: safety as the foundation, supporting pillars of quality, autonomy, and efficiency. This structure drives each innovation, prioritizing robust safety standards and commercial viability, as Torc and Daimler Truck aim for a 2027 launch of their SAE Level 4 autonomous, hub-to-hub trucking model.

We are driving the future of freight, and safety dictates our timeline. For autonomous trucks to be widely adopted, they must be safe, economically viable for major fleets, and produced and maintained at scale. Torc is working on all three. Our safety protocols, data, testing, and product roadmap indicate product launch in 2026, with scalable market entry in 2027.

TORC

OUR PURPOSE
DRIVING
THE FUTURE
OF FREIGHT

OUR VISION
TO BE THE WORLD'S
LEADING AUTONOMOUS
TRUCKING SOLUTION

OUR SUCCESS FORMULA
EMPOWER EXCEPTIONAL PEOPLE
DELIVER A FOCUSED, HUB-TO-HUB
AUTONOMOUS TRUCK PRODUCT
PROVIDE CUSTOMERS WITH THE SAFEST, MOST RELIABLE
AND COST-EFFICIENT SOLUTION ON THE MARKET

OUR VALUES
WE DO THE RIGHT THING • WE DELIVER RESULTS
WE CARE FOR OTHERS • WE STAY CURIOUS • WE DRIVE TO WIN

TIMELINE



- Company Founded: Established in Blacksburg, Virginia

2005

- DARPA Urban Challenge
- First Major Public Demonstration

2007

- Safety Systems Implementation
- Autonomous Ground Vehicle Projects

2008-2012

- Safety-Critical Systems Development.
- Development of autonomous mining vehicles

2012-2018

- Daimler Truck AG Acquisition
- Becomes Independent Subsidiary
- Pioneering OEM-AV Developer Partnership

2019

Product launch in 2026

2026

- Scalable market entry in 2027.

2027



MONTRÉAL, CANADA



ANN ARBOR, MI
(OPENING IN 2025)



ALBUQUERQUE, NM
(CLOSING IN 2025)



BLACKSBURG, VA



DALLAS-FORT WORTH, TX
(OPENING IN 2025)



AUSTIN, TX

STUTTGART, DE
(CLOSING IN 2025)



TORC OFFICES

LEADING WITH EXPERIENCE

- **Operational Reach & Industry Pioneering**

Torc's autonomous fleets run multiple shifts daily across public roads in **Virginia, New Mexico, Texas, and Arizona**, emphasizing our commitment to real-world testing and continuous improvement.

- **Two Decades of Autonomous Innovation**

Backed by **nearly 20 years of expertise** in delivering safety-critical autonomous solutions, Torc stands at the forefront with a customer-focused approach to autonomy.

- **Building the Autonomous Future**

Leading the development of autonomous driving systems, Torc is also defining the infrastructure necessary for safe, scalable deployment. By harnessing Daimler Truck's proven chassis technology and extensive freight industry relationships, we are strategically positioned to achieve transformative success in autonomous transport.



Torc Robotics plans to begin its self-driving truck commercialization in Texas before expanding to the north, west, and east in later phases starting in 2027.

- PHX: Phoenix
- ABQ: Albuquerque
- OKC: Oklahoma City
- STL: St. Louis
- MEM: Memphis
- ATL: Atlanta
- DFW: Dallas Fort Worth
- SHR: Shreveport
- HOU: Houston
- SAT: San Antonio
- LRD: Laredo
- ELP: El Paso

WHY TRUCKING?

Trucking plays an essential role in our economy. Our goal is to forward sustained innovation in critical use-cases to support an efficient freight network in a safe manner.



INDUSTRY IMPACT

72%

Of U.S. freight moved by trucks

\$800B+

Annual truck freight value

80%

Of consumer goods delivered by trucks



INDUSTRY CHALLENGES

100K+

Driver shortage by 2024

90%

Annual driver turnover rate

20%

Long-haul routes unfilled



AUTONOMOUS OPPORTUNITY

30%

Potential Efficiency Increase

10%

Fuel Saving Potential

45%

Market Growth by 2027



24/7 OPERATIONS

Autonomous trucks can operate around the clock, maximizing fleet utilization



DRIVER COLLABORATION

Supporting drivers by handling long-haul routes, enabling focus on local operations



"We're developing complementary technology for long-haul trucking, the area with the most capacity need."



COST EFFICIENCY

Reduced operational costs through optimized routing and fuel efficiency



LONG RANGE & WIDE-VIEW LIDAR

- Creates 3D detailed map of the environment.
- Performs regardless of light/shadows.
- Long-range lidar is important for semi-trucks, which require longer stopping distances than passenger cars.

CAMERAS

- Used to detect objects meant for human eyes.
- Machine learning is used to classify traffic lights, pedestrians, etc.

RADAR

- Tracks velocity & speed of objects around vehicle
- Strong performance in weather rain/snow

MEET THE LEADERS



PETER SCHMIDT
CHIEF EXECUTIVE OFFICER

Former Daimler leader, Peter is driving Torc's mission to make autonomous long-haul trucking a commercial reality by 2027, with a focus on scalability and industry needs.

[BIOGRAPHY](#)



ANDREW CULHANE
CHIEF COMMERCIAL OFFICER

Andrew oversees strategic partnerships and market growth, helping Torc expand its influence in autonomous trucking.

[BIOGRAPHY](#)



CJ KING
CHIEF TECHNOLOGY OFFICER

CJ leads technology development, ensuring the autonomous driving stack meets rigorous safety standards for complex environments.

[BIOGRAPHY](#)



FELIX HEIDE
SVP, ENGINEERING

Felix leads engineering, advancing Torc's software and hardware solutions for reliable, real-world autonomous operations.





PARTNERS IN TECHNOLOGY

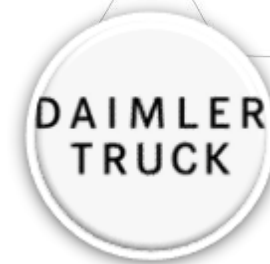
DAIMLER TRUCK

In 2019, Torc and Daimler Truck created an extraordinary relationship with the goal of helping improve road safety and deliver goods more efficiently.

Daimler Truck has been at the forefront of trucking innovation for over a century – from the first truck to driver-assist technology. It's a unique partnership with a trucking leader and one of the most experienced providers of autonomous vehicle software.

AEVA

Aeva supplies Aeva Atlas™ automotive grade 4D LiDAR technology to enable SAE Level 4 autonomous vehicle capabilities on the Class 8 Freightliner Cascadia truck platform.





INDUSTRY PARTNERS

SCHNEIDER

As one of Torc's partners, Schneider provides freight loads for Torc's pilot operations and unique insights on truckload freight that will help guide the development and ongoing commercialization of autonomous trucks for long-haul applications.

C.R. ENGLAND

Through our pilot with C.R. England, we provide select customers with temperature-controlled capacity and world-class service. Working together, we're able to improve long-haul trucking safety for one of the premium service providers and largest refrigerated carriers in the nation.



SOCIAL MEDIA IMPACT

Impressions Growth



264%

Year-over-Year Increase

Audience Growth



79%

Expanded Reach

Click-through-Rate



3.05%

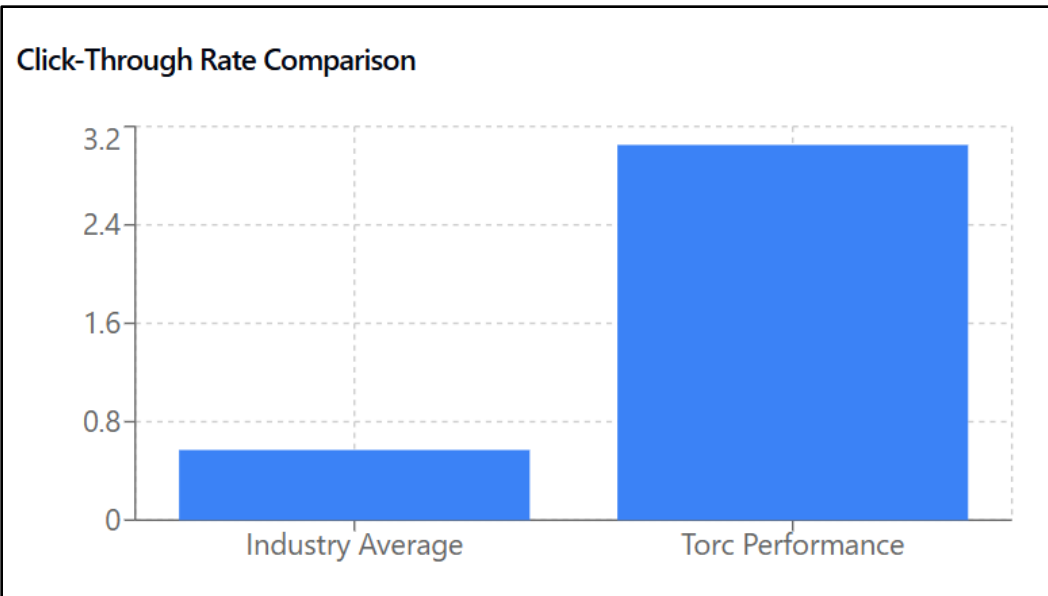
5.3x Industry Average

Engagement Growth



99%

Year-over-Year Increase



Recent Awards & Recognition

PR Daily's Social Media & Digital Awards

Winner - 2024

Recognition for excellence in social media strategy and digital communication

PR and Marketing Excellence Award

Winner - 2024

Recognized for PR firms, marketing agencies and creatives who have driven substantial growth for brands around the world.



LATEST ARTICLES

[READ MORE](#)

[Daimler Truck subsidiary Torc Robotics achieves Driver-Out Validation Milestone](#)

Oct 29, 2024

[Driving the Future: Spotlighting the Torc Machine Learning Frameworks Team](#)

Oct 18, 2024

[Torc to Present Nine Papers at CVPR 2024](#)

May 31, 2024

[Lane-Keeping in Self-Driving Trucks: Precision and Trust](#)

May 29, 2024

HI-RES IMAGES



Contact press@torc.ai to receive high resolution images.

THE FUTURE OF FREIGHT



FOLLOW OUR JOURNEY

As veterans of the self-driving industry, we know that revolutionary change does not happen overnight. Commercializing self-driving vehicles is a marathon, not a sprint. Follow our journey as we transform transportation. We're also happy to answer your questions.



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torc.ai



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press@torc.ai