

MARKET · COMPETITIVE POSITION

Metro Atlanta Autonomous Vehicle Landscape & Unykorn Black Positioning

Waymo holds the intown robotaxi geofence. Georgia law opens every public road. 5655 Peachtree Pkwy sits in the gap: perimeter corporate corridors, interstate vectors, and airport loops the software-locked networks do not serve.

1. Atlanta as a live AV testbed

Metro Atlanta is one of the country’s primary live testbeds and commercial deployment zones for autonomous vehicles. Three layers matter for Unykorn Black: a geofenced intown robotaxi network, public-transit shuttle trials, and a statewide statute that already legalizes fully driverless operation on every public corridor.

2. Current landscape

Layer	Who	What it actually covers
Intown robotaxi	Waymo via Uber app (autonomous toggle)	About 65 square miles from Buckhead through Midtown, Downtown, and Capitol View. Roughly 100 retrofitted all-electric Jaguar I-PACE vehicles, SAE Level 4, inside that geofence only.
Transit shuttles	Beep / Cobb County (Karsan e-JEST class)	Automated electric shuttles feeding transit nodes and high-density venue corridors. Public-sector and transit trials, not corporate black-car.
State law	O.C.G.A. § 40-8-11 (SB 219)	Fully driverless operations legal statewide on public roads, highways, and municipal streets. Local governments (including Atlanta City Council) may not cap fleet size, impose a local AV operating permit, or levy discriminatory municipal fees.

Correct citation: O.C.G.A. § 40-8-11 (enacted Ga. L. 2017, SB 219; amended HB 717 / 2018). Prior Unykorn materials that cited “§ 40-8-110 et seq.” were wrong and are superseded by this memo.

3. Market gaps — where Waymo cannot (yet) take the fare

Waymo dominates the intown rideshare software layer with retrofitted third-party crossovers. That is a different product than dedicated commercial transit, high-end corporate transport, and hub-to-hub vectors from a suburban depot.

Corridor deficit. The current Waymo footprint deliberately avoids high-speed interstate segments and airport terminals — including direct loops to Hartsfield-Jackson. Those lucrative commercial vectors still sit with human-driven black-car.

Perimeter / suburban corridor. Intown Atlanta is saturated with testbeds. The business corridors just outside the Perimeter — Technology Park on Peachtree Parkway in Norcross, Alpharetta tech hubs, and the connection down to Buckhead — still run on traditional transport.

Geofence vs private fleet. Public robotaxi networks are locked to their active geofence and do not natively serve Norcross or on-demand airport loops. A private, destination-specific fleet out of 5655 Peachtree Pkwy is not bound by Waymo’s map.

4. Legal permission vs stack capability

Legally, fully autonomous vehicles may drive on public roads, state highways, and municipal streets across Georgia under § 40-8-11. No localized municipal permit or special operating license is required for the driverless act itself. Practically, each corridor still depends on the autonomy stack in the vehicle.

Corridor	Legal (SB 219)	Practical (stack / ops)
I-85, I-285 Perimeter, GA-141 from Norcross to Buckhead / Midtown / downtown venues	Fully permitted. Statewide public-road authorization.	Depends on Tesla AI5 (or equivalent) having cleared high-speed merge and traffic-flow validation. Unykorn runs supervised then unsupervised as those milestones land.
Intown core (Waymo / Uber AV zone)	Open to any compliant ADS under state law.	Waymo's ~65 sq mi geofence is their software limit, not Georgia's. We may legally enter; we do not need their toggle. We do not compete as a general-purpose intown robotaxi.
Hartsfield-Jackson loops	Driverless operation on public approaches is legal.	Airport ground-transportation staging still needs DPS carrier authority and ATL GTID / ground-transport permits. That is passenger-conveyance regulation, not an AV ban.
Corporate & event corridors from 5655 Peachtree Pkwy (Mercedes-Benz Stadium, Buckhead finance, regional nodes)	Local governments cannot restrict routes or cap fleet size.	Private dispatch from the depot. This is the Unykorn Black product: high-yield corporate and event transit that geofenced robotaxis cannot efficiently service.

5. Positioning punchline

A dedicated commercial fleet staged at 5655 Peachtree Pkwy, Norcross, captures perimeter corporate demand, interstate and airport vectors, and event-driven transit that general-purpose, software-locked robotaxis leave on the table. Georgia already said yes. The map Waymo drew is not the map the statute drew.

Companion: Georgia AV Legal Blueprint (corrected § 40-8-11) · Tesla Fleet API configuration note.