Title: Reclaiming the American Dream: Making the Case for the Autopilot Car?
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The autopilot car is an advanced technical and digital innovation that promises a lot of advantages, including increased mobility, urban environmental and road infrastructure improvement, dramatic decreasing traffic fatalities, as the National Highway Traffic Security Administration reports. Moreover, historian Fabian Kroger presented an automated car as the American Dream of the 1960s. McKinsey analysts explain the multiple benefits that will redefine the automotive world. Nevertheless, in 2017, according to the Pew Research Center, 60% of Americans found themselves in opposition to the autopilot cars. The continuous Multilateral Dialogue is the best tool that automation advocates should use to persuade the 60% majority of Americans in the opposition to the automated driverless car by identifying several core concerns of the opposition and the background of their fears. In order to advance the case of self-driving cars, the advocates of automatization, including federal administration, cities and states' administrations, manufacturers, and 40% of Americans who advocate autopiloting cars as beneficial innovation, must create a model of constant communication with the opposition. Due to the conservative background of the opposition, the multilateral dialogue of the key stakeholders with the opposition should be framed under the motto of reclaiming the American Dream, which will help to make the case for the autopilot car. The fears and concerns of the opposition will be dissolved if the automation advocates employ seven key steps of negotiation. The constant engagement in a dialogue should unite the nation in reclaiming American Dream and supporting the American leadership in the automotive and digital industries.

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