



## Waymo Style Guide

### Waymo descriptors

#### Waymo is:

- Waymo, a subsidiary of Alphabet Inc.
  - Waymo, a self-driving technology company at Alphabet Inc.
  - Waymo, formerly the Google self-driving car project
  - Waymo, the self-driving technology company that graduated from Alphabet's X
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### Waymo boilerplates

#### Short boilerplate

Waymo is a self-driving technology company with a mission to make it safe and easy for people and things to move around. We're determined to improve transportation for people around the world, building on software and sensor technology developed in Google's labs since 2009.

#### Long boilerplate

Waymo is a self-driving technology company with a mission to make it safe and easy for people and things to move around. We're determined to improve transportation for people around the world, building on software and sensor technology developed in Google's labs since 2009. In October 2015, we achieved the world's first fully self-driving trip on public roads, in a car without a steering wheel or pedals. We refine Waymo technology through one billion miles of simulation testing each year, and our cars have self-driven over two million miles on public roads across four U.S. cities.