



18<sup>th</sup> World Congress on  
Intelligent Transport Systems  
Keeping the Economy Moving  
October 16 - 20, 2011



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## **Bill Ford Jr., Executive Chairman of Ford Motor Company, to Close the 18<sup>th</sup> World Congress on Intelligent Transport Systems**

**Media note: Event updates will be posted daily to the World Congress Press Center as they occur. Download broadcast/print quality video, sound bites, photos & releases from the event at: <http://www.itsworldcongress.org/presscenter.html>**

**Orlando, FL**– The highly successful 18<sup>th</sup> World Congress on Intelligent Transport Systems being held this week in Orlando, FL will reach its climax today as Bill Ford Jr., the executive chairman of Ford Motor Company, takes center stage to share his vision of the future of transportation.

At the closing ceremony for the event, Ford will emphasize how intelligent vehicles and innovations such as smart electrification can help solve emerging transportation issues on roads around the world. Throughout the conference, delegates from more than 65 countries have had the opportunity to experience emerging transportation technologies that will improve our economy and change the way we move people and goods.

With a shared belief that business can be a positive force for social change, Ford co-founded Fontinalis Partners, a Michigan-based investment firm that acts as a strategic operating partner to transportation technology companies around the world. In partnership with Kleiner Perkins Caufield & Byers, a leading international venture capital firm, and the Intelligent Transportation Society of America (ITS America), Fontinalis offered an investor matching program at this year's World Congress. The special event was designed to match innovative transportation technology companies with potential investors that could possibly lead to the creation of new jobs.

This potential infusion of capital into the economy, sparked by the investor matching sessions, is consistent with recent findings by a federally commissioned report developed by ITS America and IHS Global Insight on the intelligent transportation industry. The report, released in August, found intelligent transportation to be a fast growing sector and suggested it will outpace other industries in job creation and revenue growth through at least 2015. The report also indicated that cities and states with drastically reduced budgets are turning to technology solutions to maximize existing highway capacity. It is now available on the [ITS America website](#).

The World Congress featured a stellar lineup of speakers throughout the week including U.S. Transportation **Secretary Ray LaHood**, House Transportation and Infrastructure Committee **Chairman John Mica**, General Motors Vice President of Global R&D **Alan Taub**, National Transportation Safety Board (NTSB) **Chairman Deborah Hersman**, National Highway Traffic Safety Administration (NHTSA) **Administrator David Strickland**, and Florida **Governor Rick Scott** among others.

In addition to the featured speakers, the World Congress offered more than 300 sessions and provided attendees with an array of tailored session tracks focused on a variety of topics. Attendees perused the 350,000 square foot exhibit hall which featured more than 200 companies displaying the latest innovations in the ITS industry. There were also four Technology Showcases that were demonstrating

the latest safety, mobility, sustainability and pricing technologies. These showcases featured 25 live demonstrations that allowed the U.S. Department of Transportation (U.S. DOT) and a host of private sector companies, including General Motors and Toyota, to display the realm of possibilities for “Connected Vehicles” and other technologies on Central Florida’s Connected Vehicle Test Bed and beyond that will lower driving costs, reduce traffic congestion, improve travel safety and reduce emissions.

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#### ***About World Congress***

*The World Congress on Intelligent Transport Systems is an international meeting and exhibition that rotates among three major geographic regions (Americas, Europe and Asia Pacific) annually. Only held in the United States once every three years, the 18th World Congress on Intelligent Transport Systems, combined with ITS America’s 2011 Annual Meeting & Exposition, will come to Orlando, Florida on October 16-20, 2011, and the world’s leading transportation policy makers, technology, and business professionals will gather in Orlando with a goal of bringing greater levels of safety, reliability and accessibility to transportation systems worldwide.*

*Co-sponsored by ITS America, ITS Asia-Pacific, and ERTICO-ITS Europe, the 18th World Congress is expected to draw more than 10,000 delegates from more than 65 countries, including legislators, ministers of transportation, transportation officials, international standards experts, engineers, manufacturers, and other ITS stakeholders.*

#### ***About the Intelligent Transportation Society of America***

*ITS America was established in 1991 as a not-for-profit organization to foster the use of advanced technologies across America’s surface transportation system. As the leading advocate for transportation technology development and deployment in the United States, ITS America has several hundred member organizations including private companies and industry leaders, government agencies at all levels, universities and research laboratories. For more information, visit [www.itsa.org](http://www.itsa.org).*