



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



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## **Future of Transportation to be Showcased in Orlando**

### **18<sup>th</sup> World Congress on Intelligent Transportation Systems to Highlight Cutting Edge Technological Advances to Reduce Traffic Crashes, Congestion and Costs**

**Orlando, FL** -- In what promises to be the world's largest transportation gathering of 2011, approximately ten thousand of the world's leading transportation officials, political leaders, businesses and innovators will meet in Orlando, FL this October to showcase new and next generation technologies designed to make transportation safer, more convenient, cheaper and more environmentally friendly.

The 18<sup>th</sup> World Congress on Intelligent Transportation Systems (ITS) will be held October 16 - 20, 2011 and the timing could not be more critical. With gasoline prices soaring to unprecedented highs, American roads and bridges deteriorating after decades of neglect, shrinking budgets, and a Presidential commitment to preserve and improve transportation for future generations, Americans are acutely aware of the problems facing our infrastructure. The cutting edge technologies on display this October in Orlando represent solutions that enable us to do more with less and to propel our transportation network into the modern age.

The world's largest automakers including Ford, General Motors and Toyota in partnership with the U.S. Department of Transportation (DOT) will showcase "Connected Vehicle" technologies that allow cars to avoid crashes by communicating with each other and roadway infrastructure. Using GPS, WiFi sensors and a special Federal Communications Commission approved short-range radio frequency, vehicles will be able to share safety information in real time and drivers will receive safety warnings when there is a risk of a crash or other safety driving hazard. The U.S. DOT estimates that these technologies have the potential to address a staggering 81 percent of all unimpaired driver related crashes.

But safety is only one aspect of the advanced technologies to be displayed at the World Congress. The gathering will also showcase congestion and cost saving systems that reduce driving time, help commuters find more efficient routes or alternate travel options, improve emergency response times, and cut down on vehicle emissions.

Held once every three years in the United States, the [18<sup>th</sup> World Congress on Intelligent Transportation Systems](#) will feature the cutting-edge of transportation with industry leaders and decision makers from across the globe. In addition to over 250 sessions focused on transportation technology trends, a 350,000-square-foot exhibit hall will highlight the latest global ITS solutions.

The event is hosted by the [Intelligent Transportation Society of America](#), in collaboration with ERTICO-ITS Europe and ITS Asia Pacific.

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**Reporters note:** We would happy to organize interview and photo opportunities and work with you on stories in advance of the World Congress.