



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



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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>

Largest Transportation Technology Event of 2011, the 18th World Congress on Intelligent Transport Systems, Begins Sunday

More than 8,000 world transportation officials will gather in Orlando from October 16-20 to see the latest "Connected Vehicle" technologies and hear U.S. Transportation Secretary Ray LaHood, Bill Ford

Orlando, FL– In what promises to be one of largest transportation technology gatherings of 2011, approximately eight thousand of the world's leading transportation officials will meet on Sunday in Orlando, FL to participate in the 18th World Congress on Intelligent Transport Systems that is being held from October 16-20, 2011.

Held once every three years in the United States, this international exhibition will feature cutting-edge transportation solutions and is expected to draw delegates from more than 65 countries, including legislators, ministers of transportation, transportation officials, international standards experts, engineers, manufacturers, and other ITS stakeholders. They will all gather with the goal of bringing greater levels of safety, reliability and accessibility to transportation systems worldwide.

The World Congress will also feature a stellar lineup of speakers from the transportation industry on the following days:

- Sunday, October 16
 - Opening Ceremony 5:00-6:30 p.m.
 - Florida **Governor Rick Scott**
 - General Motors Vice President of Global R&D **Alan Taub**
- Monday, October 17
 - Plenary I: ITS Strategies: Spurring Economic Growth through High-Tech Transportation Solutions 9:30-11:00 a.m.
 - House Transportation and Infrastructure Committee Chairman **John Mica** (R-FL)
 - Florida Department of Transportation (FDOT) **Secretary Ananth Prasad**
 - ITS America Annual Meeting: Safety Plenary 3:30-5:00 p.m.
 - NTSB **Chairman Deborah Hersman**
- Tuesday, October 18

- U.S. Transportation **Deputy Secretary John Porcari**
- Wednesday, October 19
 - Plenary II: Ingredients for Implementing ITS Policies to Keep the Economy Moving 10:15 a.m.-12:00 p.m.
 - U.S. Transportation **Secretary Ray LaHood**
 - Alcatel-Lucent Executive Vice President and President of the Americas **Robert Vrij**
- Thursday, October 20
 - Closing Ceremony 3:30-5:00 p.m.
 - Ford Motor Company Executive Chairman **Bill Ford**

In addition to the featured speakers, the World Congress will offer more than 300 sessions and provide attendees with an array of tailored session tracks focused on topics such as Traffic Congestion and Management, Highway and Vehicle Safety, Next Generation Traveler Information and Consumer Applications, Performance Measurement, Sustainability, Mobility and Operations and many others.

Attendees can also peruse the 350,000 square foot exhibit hall which will feature more than 200 companies displaying the latest innovations in the ITS industry. There will also be four Technology Showcases that will demonstrate the latest safety, mobility, sustainability and pricing technologies.

These showcases will feature 25 live demonstrations that will allow 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.

Connected Vehicle technologies allow cars to avoid crashes by communicating with each other and the roadway infrastructure. Using GPS, WiFi sensors and a special Federal Communications Commission approved short-range radio frequency, these vehicles share safety information in real-time and drivers receive safety warnings when there is a risk of a crash or other safety hazard. The U.S. DOT estimates that these technologies have the potential to address a staggering 81 percent of all unimpaired driver-related crash scenarios.

These next generation solutions are examples of a growing industry that is helping to improve our nation’s infrastructure while promoting economic recovery and development.

The 18th World Congress on Intelligent Transport Systems is hosted by the [Intelligent Transportation Society of America](#), in collaboration with ERTICO-ITS Europe and ITS Asia Pacific.

Media wishing to register for the World Congress may do so onsite at the Press Room which is located in room S221 inside the Orange County Convention Center.

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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.