



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



**For Immediate Release**  
**October 21, 2011**

**Contact**  
**Cherie Gibson: (202) 721-4224 / CGibson@itsa.org**  
**Pete Spiller: (407) 683-0045 / PSpiller@HighImpactCom.com**  
**Jarrod Cady: (321) 356-5240 / JCady@HighImpactCom.com**

## **America's Transportation Leaders Agree that Intelligent Transportation is the Future of Travel**

*Unified support for "connected vehicles" on display at the 18<sup>th</sup> World Congress on Intelligent Transport Systems*

**Download broadcast/print quality video, sound bites, photos & releases from the event at:**  
<http://www.itsworldcongress.org/presscenter.html>

**Orlando, FL**– After five days of meeting to discuss the future of transportation in the United States, major policy makers and industry officials agree that intelligent transportation systems (ITS) will be the key to improving travel efficiency and safety, as well as the economy.

During an interview on Wednesday, U.S. Transportation Secretary Ray LaHood said that intelligent transportation is "the next generation for technology and safety." He added, "This will create thousands of jobs when these technologies really become available."

The World Congress showcased "connected vehicle" technology which allows cars to communicate with the roadway and each other. During his remarks to the delegates, Ford Motor Company Executive Chairman Bill Ford Jr. said, "We need to view the automobile as one element of a transportation ecosystem and look for new ways to optimize the entire system. We need cars that can communicate with each other and also with the world around them to make driving safer and more efficient." He spoke about his vision of vehicles being connected to the cloud and said that the "connection revolution has begun."

According to U.S. DOT estimates, "connected vehicle" technology has the potential to address a staggering 81 percent of all unimpaired driver-related crash scenarios. National Highway Traffic Safety Administration (NHTSA) Administrator David Strickland attended the World Congress and in an issued statement said that, "With its potential to save lives and prevent injuries, connected vehicle technology could be a real game-changer for vehicle safety."

House Transportation and Infrastructure (T&I) Committee Chairman John Mica (R-FL) agreed adding, "We've got to look at a whole new way of financing transportation and we've also got to get more bang for our buck. And the thousands of delegates that have come from around the United States and the world with intelligent transportation system(s) are part of the solution, because there are many ways in which you can increase the traffic flow, the efficiency, not only on the ground, but in the air and on rail by using intelligent transportation methods."

Former U.S. Transportation Secretary Mary Peters echoed Mica's sentiments saying, "We shouldn't tolerate our transportation system not serving us well. We're not getting nearly the efficiency and effectiveness out of our system today that we could when we fully implement intelligent transportation solutions."

The World Congress took place in Orlando, FL this week with thousands of manufacturers, government agencies and ITS advocates attending the event to network and identify critical solutions that will help solve the congestion, safety and high-cost of road travel in the United States. Attendees witnessed the future of road transportation through hundreds of exhibits and an outdoor Technology Showcase featuring 25 live demonstrations of “connected vehicles” and other technologies. The event also featured a stellar lineup of speakers including National Transportation Safety Board (NTSB) Chairman Deborah Hersman, General Motors Vice President of Global R&D Alan Taub and Florida Governor Rick Scott.

###

### **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).*