



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



For Immediate Release
October 16, 2011

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

General Motors Vice President of Global R&D Alan Taub and FL Governor Rick Scott Kick-Off the 18th World Congress on Intelligent Transport Systems

Speakers emphasize the need for intelligent transportation to improve infrastructure and promote safety, economic recovery

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— Yesterday in Orlando, FL, thousands of the world's leading transportation officials began meeting at one of the largest and most important transportation technology gatherings of 2011, the 18th World Congress on Intelligent Transport Systems, being held from October 16-20. General Motors Vice President of Global R & D Alan Taub, Florida Governor Rick Scott and the U.S Department of Transportation's (U.S. DOT) Research and Innovative Technology **Acting Administrator Greg Winfree**, kicked off the opening ceremony as many of the evening's speakers addressed the need for intelligent transportation systems (ITS) as a way of improving our nation's infrastructure while promoting safety, economic recovery and development.

Patrick McGowan, Chairman of the 18th World Congress on Intelligent Transport Systems, opened the ceremony by welcoming attendees and emphasizing its theme of intelligent transportation being a key to keeping the economy moving. McGowan said, "Our cities need to become smarter cities if we are going to compete in a global economy. Transportation technologies are clearly part of that future, and the solution to keep pace of the growing demand."

The international exhibition has drawn over 8,000 delegates from more than 65 countries, including legislators, ministers of transportation, transportation officials, international standards experts, engineers, manufacturers, and other ITS stakeholders. Held once every three years in the United States, these leaders are gathering with the goal of bringing greater levels of safety, reliability and accessibility to transportation systems worldwide.

U.S DOT's Research and Innovative Technology **Acting Administrator Greg Winfree** took the stage and said of the occasion, "This event offers our industry a crucial opportunity to work together globally to help make ITS and Connected Vehicle technology an international reality. We all have the same goals to save lives, make travel more convenient, ease traffic congestion and help to improve the environment. He later added, "The next three years are critical because this is when we will see the real results of our substantial work and make key decisions about the future of Connected Vehicle technology."

Many of the demonstrations at this year's World Congress are focused on Connected Vehicle technologies that allow cars to avoid crashes by communicating with each other and the roadway infrastructure. The U.S. DOT estimates that these technologies have the potential to reduce accident fatalities by a staggering 81 percent in all unimpaired driver related crash scenarios.

During his address, General Motors Vice President of Global R & D Alan Taub spoke about the growth of connected vehicles and emphasized that “this is not something imaginary.” He envisions a future of vehicles that are electric, connected and autonomous on demand. “The fact is, we have to pull all of these technologies together and our goal should be to get this done in terms of technology by the end of the decade.”

The World Congress continues to feature a stellar lineup of speakers throughout the week including U.S. Transportation **Secretary Ray LaHood**, Ford Motor Company Executive Chairman **Bill Ford**, House Transportation and Infrastructure Committee Chairman **John Mica** and NTSB **Chairman Deborah Hersman** among others.

In addition to the featured speakers, the World Congress is offering more than 300 sessions and providing attendees with an array of tailored session tracks focused on a variety of topics. Attendees can peruse the 350,000 square foot exhibit hall which features more than 200 companies displaying the latest innovations in the ITS industry. There are also four Technology Showcases that are demonstrating the latest safety, mobility, sustainability and pricing technologies. These showcases feature 25 live demonstrations that 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 that will lower driving costs, reduce traffic congestion, improve travel safety and reduce emissions.

###

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.