

[Insert Company Logo JPEG]

FOR IMMEDIATE RELEASE

CONTACT: [Name, Title]

[Email Address]

[Phone Number]

[INSERT NAME] to Speak at ITS World Congress 2017, the Western Hemisphere's Premier Event for Intelligent Transportation Systems

[Company City, State, Country] [Press release date] - [Insert Company Title Name] will present on [Insert Topic] at ITS World Congress 2017, held October 29 – November 2 at the Palais de congrès in Montréal. The [ITS World Congress 2017](#), produced by ITS America in conjunction with ITS Canada and co-organized by ITS Europe and ITS Asia-Pacific, brings together global leaders in intelligent and transformative transportation to showcase and evaluate the latest innovative concepts, active prototypes, and live systems.

[Speaker Name] will be present [session title] on [insert date] alongside more than 240 planned sessions. The session will highlight [insert session description]. [Use paragraph for news about the presentation and speaker bio]

The progressive curriculum at ITS World Congress will include technical and scientific content as well as innovative special interest sessions focused around key industry trends, challenges and opportunities including: Connectivity and Autonomy; Infrastructure; Data, Security and Privacy; Smart(er) Cities and New Business Models. The event will also feature plenaries, interactive roundtables, exhibits, networking, live demonstrations and Smart Cities Pavilion.

Attendees can register for ITS World Congress 2017 [here](#). For more information on the Smart Cities Pavilion, educational program, exhibitors and live demos at ITS World Congress 2017, visit <http://itsworldcongress2017.org>

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About ITS World Congress

The ITS World Congress 2017, produced by ITS America in conjunction with ITS Canada and co-organized by ITS Europe and ITS Asia-Pacific, brings together global leaders in intelligent and transformative transportation to showcase and evaluate the latest innovative concepts, active prototypes and live systems. Academics, researchers, policymakers, businesses, entrepreneurs, investors, implementers and the media—thousands of people from the transport, automotive, telecommunications, and technology sectors—will engage in robust discussions and spirited debates as to how this rapidly changing and ever-expanding industry is addressing the very real

challenges facing our mobile, connected societies today and in the future. ITS World Congress 2017 is held October 29 - November 2 at the Palais des congrès in Montréal. Twitter: @ITS_America #THISisITS | Facebook: [ITSofAmerica/facebook](#) | [LinkedIn](#)

About ITS America

ITS America is the nation's leading advocate for the technological modernization of our transportation system by focusing on advancing research and deployment of intelligent transportation systems (ITS). ITS America facilitates collaboration between private companies, public agencies, research institutions and academia while educating the public about the importance of intelligent transportation systems. The advocacy work of ITS America translates business objectives into policy that reinvents transportation and creates markets that develop into business opportunities; through legislative and regulatory initiatives, grassroots coalition building and educational efforts, events, policy aligned conferences and programs, and standards development. ITS America is the only national organization of private companies, researchers, academia, and public agencies that meet collectively, at the same table.

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About

[INSERT SPEAKING COMPANY]
[INSERT COMPANY BOILERPLATE/DESCRIPTION]