



ITS WORLD CONGRESS 2017

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Next Generation Integrated Mobility: Driving Smart Cities

Dear Members of the Media,

First, let me welcome you to the ITS World Congress in the beautiful City of Montreal. We are very pleased to have you attend.

This is a very exciting time when it comes to Intelligent Transportation. The transportation industry is dramatically evolving as advances in technology and the deployment of intelligent transportation systems change the future of mobility and provide enormous benefits to society, particularly in terms of safety. Intelligent transportation will dramatically lower the number of injuries and deaths caused by vehicle accidents around the world.

The numbers are truly staggering. It is estimated vehicle related deaths worldwide number 1.3 million lives each year, that's more than 3,500 people per day. More than half of all road traffic deaths occur among young adults ages 15-44. Crashes rank as the 9th leading cause of death and account for 2.2% of all deaths globally. 94% of all accidents are somehow caused by driver error.

Intelligent transportation provides us a unique opportunity to increase productivity and to save lives. The technology being developed and tested now to bring autonomous vehicles to our highways and roads will make being in a vehicle safer, resulting in fewer fatal accidents and injuries, keep traffic moving more efficiently and decrease the negative environmental effects of transportation on society. Autonomous vehicles will also provide more mobility options for young people, senior citizens and people with disabilities.

ITS America is the nation's largest organization dedicated to advancing the research, development and deployment of intelligent transportation systems. We are the only group that has brought together automotive and original equipment manufacturers, Federal and State Department of Transportation leaders, as well as officials from counties and cities. ITS America is also proud of the fact that numerous universities, doing much of the groundbreaking research on autonomous vehicles are members.

The Smart Cities Pavilion is the center piece of the World Congress, and it will highlight how technology is addressing many of the challenges cities face as they grow, and as the demands for services increase and evolve.

The exhibit floor will showcase technology at the core of intelligent transportation, autonomous and connected vehicles, and infrastructure improvements that have IT as a focal point.

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Again, welcome to Montreal. Our staff at ITS America, along with our partners at the ITS World Congress, ITS Canada, Ertico/ITS Europe and ITS Asia-Pacific will do all we can to make your time in Montreal worthwhile and productive.

Sincerely,



David St. Amant
President and CEO

ITS America

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