



## Michigan Transportation and Mobility Leaders Lend Expertise to ITS sessions

**Lansing, Mich., Oct. 27, 2017** – A delegation of transportation and mobility leaders representing public, private and education sectors from Michigan will present at this year’s Intelligent Transport Systems (ITS) World Congress beginning Monday, October 30.

Governor Rick Snyder leads the delegation and will speak with both government officials and business executives during panel discussions on the evolution of transportation within society and the myriad of business opportunities in shaping the next generation of mobility.

Other Michigan speakers include:

- Kirk Steudle, director, Michigan Department of Transportation (MDOT)
- John Maddox, CEO, American Center for Mobility (ACM)
- Huei Peng, director, University of Michigan’s Mcity
- Kevin Kerrigan, senior vice president, MEDC Automotive Office

Conference attendees can expect to learn how Michigan, the epicenter of 21st century mobility, is using unique partnerships with the community, private firms and institutions of higher education to remain at the forefront of research, development and deployment.

“In Michigan, we believe public-private partnerships are keys to success,” said Kirk T. Steudle, MDOT director and recipient of the 2016 ITS Lifetime Achievement Award. “The culture of collaboration between government, academia and private industry has our state uniquely positioned to lead the mobility revolution. Be sure to see what PlanetM can do for you.”

Additional representatives from the state include Jeff Mason, CEO, Michigan Economic Development Corporation (MEDC) and Trevor Pawl, group vice president, PlanetM, the University of Michigan’s Transportation Research Institute, Southeast Michigan Transportation Operations Center, the hub of ITS technology applications at MDOT, and members of the SMART Belt Coalition, which was established in June 2016 as a platform for transportation agencies, academic institutions, and others to collaborate on advanced mobility initiatives.

A full list of sessions, including those featuring speakers from Michigan, can be found by visiting [www.itsworldcongress2017.org/Sessions](http://www.itsworldcongress2017.org/Sessions)

For more information on ITS World Congress 2017, visit <http://itsworldcongress2017.org>.

### About PlanetM

PlanetM represents Michigan’s unique and vast ecosystem, connecting resources and opportunities for its consortium of members. Made up of private industry, government and institutions of higher learning, PlanetM partners share the common goal of leading the development and deployment of smart solutions that will change the way people and goods move around. To learn more about how Michigan is leading the transportation revolution or to become a member, visit [PlanetM](http://PlanetM).