

Brussels, 19 March 2014

## **iMobility Challenge: Latest vehicle technologies need smart deployment to benefit society**

On 18 March, the iMobility Challenge featured cutting edge developments for vehicle technologies in Brussels. This EU funded project carries out demonstration events throughout Europe to raise public awareness and create synergies among policymakers, industry and stakeholders for the roll-out of intelligent transport systems (ITS).

European Commission Vice President Neelie Kroes said: “Our economic and environmental future depends on smart solutions for transport: we need to seize every technological opportunity we can get”.

The event featured a technology demonstration of the newest technologies that are ready to come to market.

“The technology needed to bring connected cars to consumers is already here,” said Thierry Willemarck, President of project coordinator, FIA Region I. “However, we cannot only think about creating new technologies. The FIA supports smart deployment, which means carefully considered policies and full awareness and consent from motorists. This is why today’s event is so important: it is a chance for all interested parties to come together and reflect on all aspects needed to effectively bring the benefits of new technologies to road users.”

Jean-Marc Gales, the CEO of CLEPA gave some introductory remarks, stating “what you will experience today is a number of energy efficiency and safety technologies developed and made in Europe. Their main benefits are to improve air quality, increase the capacity of transport infrastructure and save lives. But they have also another benefit: they contribute to maintaining the technological leadership of the European automotive industry, creating value and jobs”.

The event included speeches and a panel discussion from top tier automotive suppliers presenting latest vehicle technology innovations in the field of safe, efficient and connected mobility. Throughout the day, there was the opportunity to experience new technologies such as, active safety systems, autonomous driving and in-vehicle infotainment. The event offered the opportunity for the exchange of information and expertise between iMobility technology providers, consumer organisations and policy-makers working on relevant legislative frameworks.

At the event’s cocktail Dr Hermann Meyer, CEO of ERTICO – ITS Europe said “We face the same challenges worldwide in the context of increasing urbanisation and mobility demand meeting increasingly scarce resources and space limitations. Deployment of ITS is the cheapest and most effective measure to sustain mobility, save lives and protect the environment.”

## **NOTES TO EDITORS:**

### **iMobility Challenge**

This EU funded project by DG Connect of the European Commission is designed to demonstrate the benefits of efficient, safe and smart mobility through new Intelligent Transport System (ITS) solutions. The FIA is leading the coordination of the project, working with partners ACEA (European Automobile Manufacturers' association); CLEPA (European Association of Automotive Suppliers), ERTICO (European Road Transport Telematics Implementation Coordination Organisation) and VTT (Technical Research Center of Finland).

<http://www.imobilitychallenge.eu/>

### **CLEPA is the European Association of Automotive Suppliers.**

110 of the world's most prominent suppliers for car parts, systems and modules and 25 National trade associations and European sector associations are members of CLEPA, representing more than 3 thousand companies, employing more than 5 million people and covering all products and services within the automotive supply chain. Based in Brussels, Belgium, CLEPA is recognized as the natural discussion partner by the European Institutions, United Nations and fellow associations (ACEA, JAMA, MEMA, etc).

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### **Fédération Internationale de l'Automobile (FIA) Region I office**

FIA Region I represents 112 Touring and Motoring Clubs in Europe, the Middle East and Africa from its Brussels office, which total more than 38 million members. The FIA represents the interest of these members as motorists, public transport users, pedestrians and tourists.

The FIA's primary goal is to secure a mobility that is safe, affordable, sustainable and efficient. With these aims in mind, our work focuses on Road Safety, Consumer Protection, Environmental Protection, and the promotion of Sustainable Motoring.

<http://www.fiaregion1.com/>

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