



CAR Breakfast Briefing Series

The Future of Personal Mobility: Advanced Technology on the Horizon

Tuesday, September 29, 2009

7:30-10 a.m.

Ann Arbor Marriott Ypsilanti at Eagle Crest

Ypsilanti, Michigan USA

Fee: \$65.00

Personal mobility is a highly desirable good for people all over the world. As incomes rise, vehicle ownership rates rise, and this brings many benefits to consumers of these vehicles and fuels growing economies. High rates of vehicle ownership, however, also lead to many negative externalities, including costs associated with vehicle crashes, vehicle emissions, and lost time due to traffic congestion. In an age of rising fuel prices and climate change, past habits clearly are not sustainable. These problems often are especially severe in dense urban areas, where even clean, "green," energy efficient vehicles are not sufficient, because high population densities and land-use patterns limit available room for parking and roadways.

As a result of these multiple challenges, vehicle developers, policymakers, planners, engineers, and others are beginning to rethink the relationships between drivers, vehicles, and the surrounding world. Fortunately, new technologies are on the horizon that can lead to the redesign of the vehicle and its place in the urban environment. These emerging technologies address a wide range of vehicle (and sometimes road system) characteristics that have the potential to reinvent personal mobility so that it can adapt and thrive in the future.

You are cordially invited to join the Center for Automotive Research (CAR) for a briefing on developing new technologies for personal mobility. CAR has assembled a distinguished group of technology leaders from the automotive industry and beyond to address the future of personal mobility and to provide a glimpse of what--and how--you might be driving in the next decade and beyond.

Moderator:

Richard Wallace, Senior Project Manager, Center for Automotive Research

Program:

Reinventing the Automobile: Personal Urban Mobility in the 21st Century

Chris Borroni-Bird, Ph.D., Director of Advanced Technology Vehicle Concepts, General Motors

Integrated Vehicle-Based Safety Systems: Real-World Testing of an Integrated Crash Warning System

Dave LeBlanc, Ph.D., Assistant Research Scientist, University of Michigan Transportation Research Institute

Autonomy: A Strategy to Expedite Delivery of Autonomous Vehicle Capabilities to Market

Jeffrey Adik, Chairman and Founder, Intraduce Transit, LLC

The Connected Vehicle: Creating a Personal Drive Style in an Increasingly Public World

Steve Millstein, President, ATX Group, Inc.

Panel of Speakers

For more information and to register: www.cargroup.org or 734-662-1287.