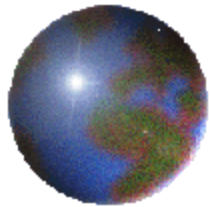


# **ITS: Green Car Green Driver Green Route**

**Neil Schuster  
President & CEO  
ITS America**



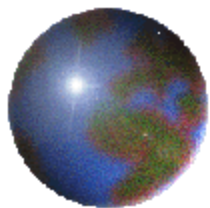
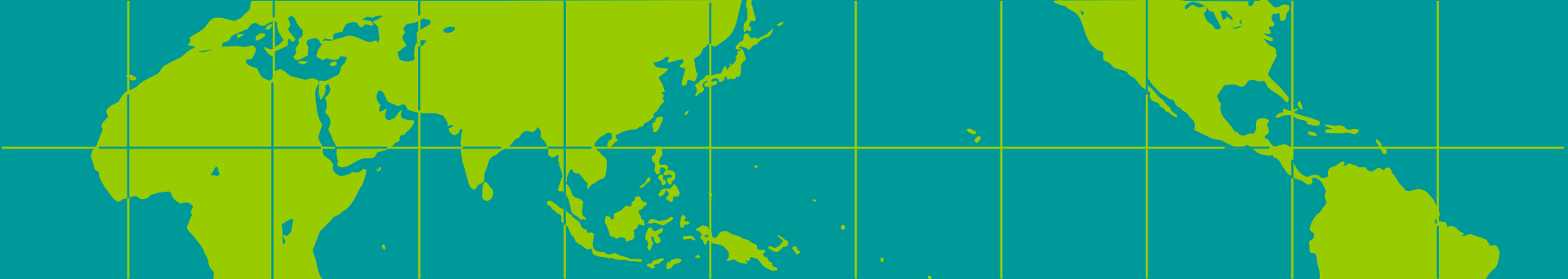


# The \$300 billion challenge

43,000 fatalities per year

40 hours a year delay per person

billions of gallons of fuel wasted



# The ITS Solution

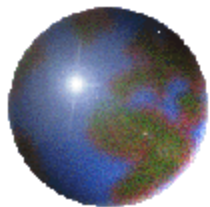
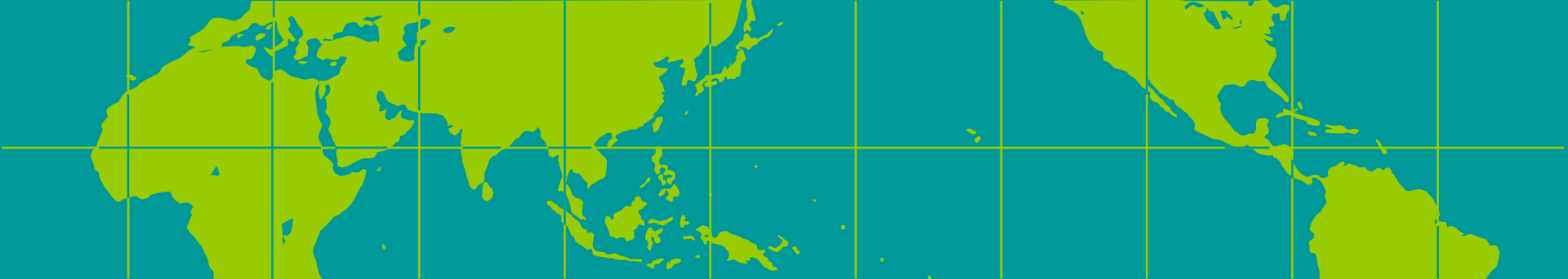
Our Vision - Zero Fatalities, Zero Delays

Advanced crash notification and avoidance

Real-time data for operators and travelers

Effective incident management



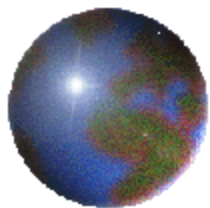
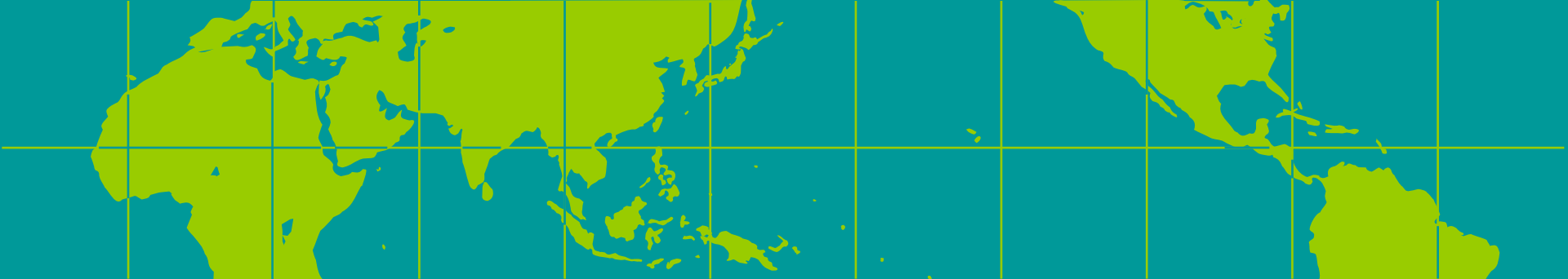


# ITS and Hybrids

Green navigation routing

Optimal vehicle performance

Refueling management



# Vehicle-Infrastructure Integration

A communications link  
to integrate the  
roadway, the vehicle,  
the driver, the  
passenger, the cargo in  
real time.



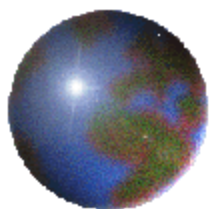
ITS  AMERICA



ITS World Congress - Nov. 2005

ITS  AMERICA





# Tech Demos

A hands-on showcase of the  
safety and mobility applications  
VII enables

Local support  
Media coverage  
New stakeholders



ITS  AMERICA



Signal Priority



Work Zone



Signal Violation

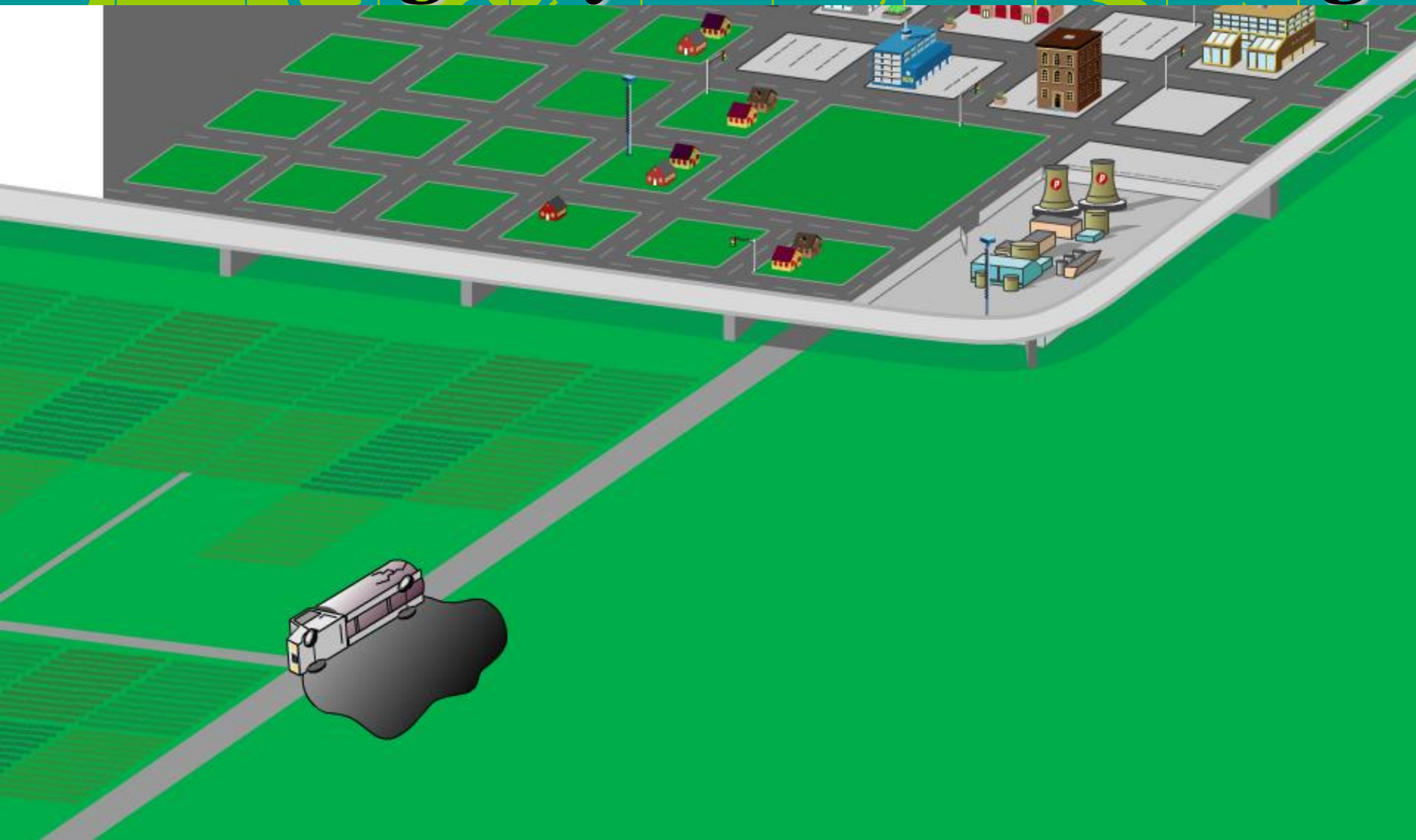


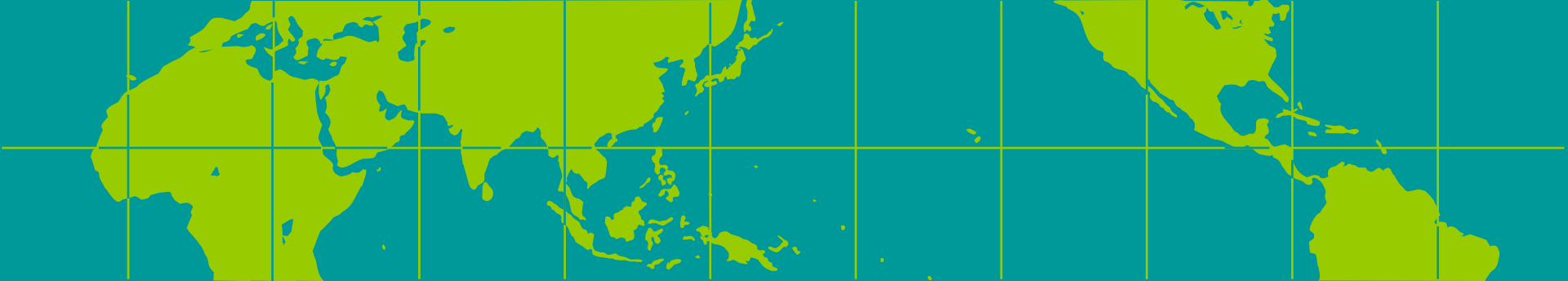


# Vehicular Mesh Networking



# Multi-Agency Mesh Networking



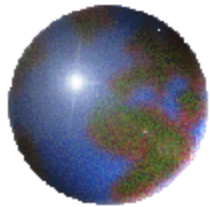


# When?

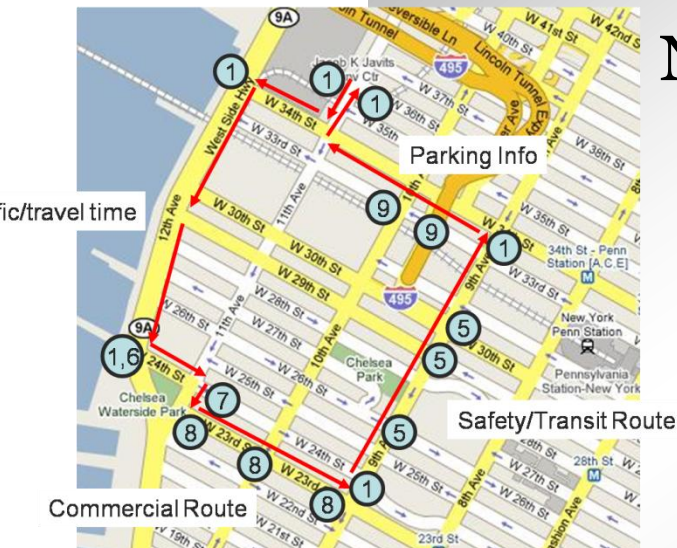
2007 – 2008 Demonstrate, prove VII

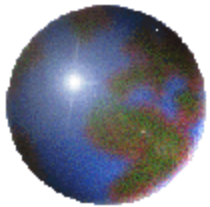
Nov. 2008

Viability decision and full-scale, real-world demonstration at the ITS World Congress



## Southern Route



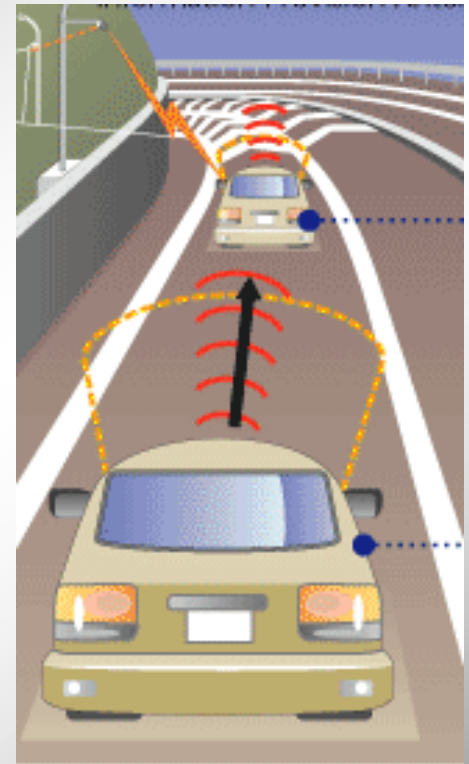
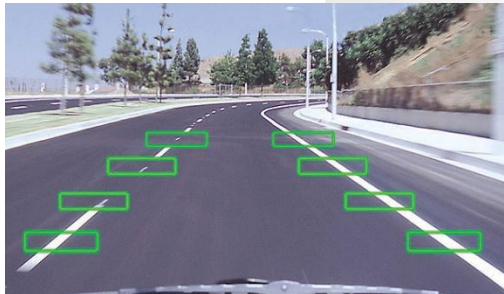


**2009**

Legislation

Funding

Roll out



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