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Vehicle-to-Vehicle Technology Could Transform Highway Safety, says Expert Panel Watch full event [[Video](#)]

WASHINGTON, DC, OCTOBER 2, 2014 – Global Automakers convened an expert panel to discuss how [Vehicle-to-Vehicle \(V2V\)](#) communications could potentially save lives, time and the environment.

Global Automakers President and CEO, [John Bozzella](#), who moderated the event said, “There is a lot of excitement about V2V communications. Today we want to explore the innovation, societal benefits and policy implications surrounding this technology.”

As part of the [Washington Automotive Press Association’s](#) monthly speaker series, the panel included a research analyst, technology company, major automotive supplier and vehicle manufacturer.

Ravi Shanker, Executive Director for Research Morgan Stanley, discussed the overall societal impacts referenced in Morgan Stanley’s Blue Paper on Autonomous Cars, monetizing the annual cost savings associated with crash avoidance and fuel savings. Shanker told the audience that the “Cost savings alone makes it necessary for V2V and automated cars to be on the road as soon as possible.”

Muhammed Jawad, Global Key Account Director for NXP Semiconductors, highlighted the opportunities V2V could provide from a tech company perspective. Jawad said “We are talking about safety critical systems that have to have long range communication capability ...these solutions are ready to be designed in and developed by the Tier 1s.”

Doug Patton, Senior Vice President, Engineering Division for DENSO International America, explained the technology behind V2V and Vehicle-to-Infrastructure. “V2V technology involves important communication between each car as to what is happening ahead. That is something no other technology out there can provide you today,” said Patton.

Kevin Ro, Director/Corporate Manager, Technical & Regulatory Affairs for Toyota Motor North America, presented an automakers perspective on V2V. According to Ro, “At Toyota we think V2V technology is ready.” However, Ro explained that before deployment can occur some key decisions are needed on regulating V2V technology and sharing the spectrum that these systems rely on to communicate.

Bozzella concluded that, “As the pace of technology and innovation is accelerating, automakers are moving ahead of regulation. It’s important for us to harness the power of this innovation and use our knowledge to support policymakers working to develop the rules of the road for emerging technologies like V2V communications.”

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The Association of Global Automakers represents international motor vehicle manufacturers, original equipment suppliers, and other automotive-related trade associations. We work with industry leaders, legislators, and regulators to create the kind of public policy that improves vehicle safety, encourages technological innovation, and protects our planet. Our goal is to foster a competitive environment in which more vehicles are designed and built to enhance Americans’ quality of life. For more information, visit www.globalautomakers.org.

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