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**INDUSTRY EXPERTS WILL DISCUSS THE FUTURE OF ‘TALKING’ CARS AND THE
DIGITAL HIGHWAY AT THE 2007 MANAGEMENT BRIEFING SEMINARS**

Session Attendees Will Also Gain Insight on Michigan’s New Connected Vehicle Proving Center

ANN ARBOR, Mich. (August 1, 2007) – A bevy of established leaders in the transportation, manufacturing and automotive safety sectors will assemble at the 2007 Management Briefing Seminars (MBS) on **Tuesday, August 7** to discuss the future of vehicle interconnectivity on U.S. roadways.

The session “Cooperating on the Connected Vehicle and Digital Highway” will examine advancements in the areas of safety, mobility, vehicle performance and wireless communication, and how these innovations enable vehicles to communicate with each other, as well as the infrastructure. The program is being moderated by Steve Underwood, Director, Transportation and Information Systems Program at the Center for Automotive Research (CAR).

The Management Briefing Seminars are the automotive industry’s week-long traditional summer event, and are sponsored by the Center for Automotive Research. The event takes place Aug. 6-10, 2007 near Traverse City, Mich. More than 1,000 attendees are expected to participate in targeted sessions, senior-level executive panels and highly valued networking opportunities. An up-to-date listing of speakers and sessions is available on CAR’s Web site: www.cargroup.org.

Confirmed speakers in the connected vehicle session include:

- Shelley Row, Director, ITS Joint Program Office, Research and Innovation Technology Administration, U.S. Department of Transportation
- Kirk Steudle, Director, Michigan Department of Transportation
- Steve Speth, Director, Vehicle Safety Office, Chrysler

- Bob Lange, Executive Director, Vehicle Structure and Safety Integration, General Motors Corporation
- Chuck Gulash, Vice President, Research & Materials Engineering, Toyota Technical Center, Toyota Engineering & Manufacturing North America, Inc.
- Mike Shulman, Technical Leader, Active Safety Research and Advanced Engineering, Ford Motor Company
- Harry Voccola, Senior Vice President, Government and Industry Relations Group, NAVTEQ

“We’re excited to have such an esteemed group of experts involved in our program, said Underwood. “They’re not only knowledgeable on the subject of vehicle interconnectivity, but some of our panelists are on the front lines of product development and technical advancement.”

The session will also allow the group to discuss the prospects and promise of a new Connected Vehicle Proving Center set to open in Ann Arbor this October. The center is a cooperative venture between CAR and the Connected Vehicle Trade Association (CVTA). The facility is being funded by a \$3.1 million state grant, provided by the Strategic Investment and Commercialization Board.

With the support of the Michigan Economic Development Corporation (MEDC) and the Michigan Department of Transportation (MDOT), the center will research connected vehicle systems by integrating connected vehicles, smart roadway infrastructure and a broad range of telecommunication technologies.

Once operational, the Connected Vehicle Proving Center will offer an advanced test and evaluation environment that can be accessed by OEMs, parts suppliers, transportation agencies and communications companies. Ultimately, the center will serve as a catalyst for growing the connected vehicle industry, in turn attracting related technical and engineering jobs to Michigan.

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Note: Steve Underwood of CAR is available for interviews before and at MBS. Media members interested in arranging interviews should contact Curt McAllister, John Bailey & Associates, Inc. Public Relations, at (248) 875-4204 (cell phone) or at cmcallister@baileypr.com.

Journalists may attend at no charge. To register for media credentials, visit the Web site: www.cargroup.org.

