

MEDIA RELEASE
Thursday 10 March

Honda, TAC headline ITS World Congress as new International drawcards are announced for Melbourne

Today, ITS Australia has announced leading car manufacturer Honda as the latest premier exhibitor to come on board for the 2016 ITS World Congress in Melbourne, 10-14 October.

Honda will join leading experts in mobility as up to 7,000 delegates from around the world come to the world's most liveable city to discuss leading-edge global mobility solutions, connectivity and the future of transport across road, rail, sea and air.

Leaders in automotive manufacturing and technologies announced

Honda is set to unveil its latest automotive technology at the Congress and take advantage of the opportunity to align itself with some of the world's most influential developers, manufacturers, authorities and transport visionaries at the event.

Also joining the stage at the Melbourne Exhibition and Conference Centre in October 2016 will be Forum8 - another Japanese company and leaders in transport simulation and modelling.

Safety and accident prevention on the agenda, TAC announced as official Victorian Government sponsor

The Transport Accident Commission (TAC), the Victorian Government owned organisation, has also today been announced as the major Government sponsor for the World Congress.

Providing support to people injured in transport accidents through treatment and services for recovery, the TAC promotes road safety in Victoria and works with its road safety partners to reduce the incidence and severity of road trauma.

ITS Australia CEO Susan Harris welcomes Honda, Forum8 and the TAC to the event and says Australia's technological landscape is ready for what these companies will introduce to the Australia market.

"ITS Australia could not be more thrilled that just over seven months left until the Congress, we have secured some of the world's leading transport and mobility partners to join us, bringing their wealth of knowledge and advanced technologies to the Australian stage.

"We believe Melbourne will be a milestone event for Australia and solidify our place as one of the world's most advanced and adaptive intelligent transport system markets," Ms Harris said.

With 80% of exhibition space already sold, ITS Australia is quickly gearing up for October. Official registration for the congress opens in April. For further details, visit <https://www.its-australia.com.au/events/2016-its-world-congress-melbourne/>

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About ITS Australia

Intelligent Transport Systems Australia (ITS Australia) promotes the development and deployment of advanced technologies to deliver safer, more efficient and environmentally sustainable transport across all public and private modes – air, sea, road and rail. Established in 1992, ITS Australia advocates the application of communication, data processing and electronic technologies for in-vehicle, vehicle-to-vehicle, vehicle-to-infrastructure and mode-to-mode systems to increase transport safety and sustainability, reduce congestion, and improve the performance and competitiveness of Australia’s networks. ITS Australia is an independent not-for-profit incorporated membership organisation representing ITS suppliers, government authorities, academia and transport businesses and users. Affiliated with peak ITS organisations around the world, ITS Australia is a major international contributor to the development of the industry.

Visit: <http://www.its-australia.com.au/>

ITS Australia will host the 23rd ITS World Congress in Melbourne from 10 to 14 October, 2016. In recognition of Melbourne’s reputation as the world’s most liveable city, the 2016 Congress theme will be “*ITS – Enhancing Liveable Cities and Communities*”. The Congress will bring together 7,000 global ITS professionals for a comprehensive program with hundreds of speakers, an exhibition, equipment demonstrations and technical tours. ITS Australia organised the successful 2001 ITS World Congress in Sydney.

Visit: www.itsworldcongress2016.com

