



PRESS RELEASE

For Immediate Releases

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New Trade Association Seeking Members to Advance Collaboration across Vehicle Communication Industry

Detroit, Michigan, May 13, 2005 – A new international, non-profit business league has been formed to infuse collaborative opportunities and equal representation across the vehicle communications industry, which is in a state of massive transformation.

The Connected Vehicle Trade Association (CVTA) is seeking participation from a wide and diverse audience of stakeholders who will be directly impacted by new developments and technological advancements that are occurring daily within the vehicle communications environment.

A full application package (including bylaws, articles of incorporation, a membership agreement and application) is available at www.connectedvehicle.com.

Domestic auto manufacturers are working closely with state and federal government agencies to deploy a nationwide vehicle-to-vehicle and vehicle-to-roadside communications infrastructure. The project, which is being organized by the Vehicle Infrastructure Integration (VII) Consortium, the American Association of State Highway and Transportation Officials (AASHTO) and ITS America, will have a sweeping effect across numerous industry segments, including:

- Automotive suppliers (tiers 1, 2 and 3)
- Telematics companies



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- Telecommunications firms
- Information service companies (application service providers, content providers)
- Computer and communication infrastructure companies (software, hardware, equipment manufacturers, network service providers)
- System integrators
- Physical services companies (roadside responders and operators)
- Other collateral stakeholders (legal firms, financial institutions, insurance companies)
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“We are urging all affected parties to become members,” said CVTA President Scott McCormick. “The CVTA provides an open and impartial forum for stakeholders to collectively participate in and influence the formation of next-generation connected vehicle systems.”

The CTVA will act as a neutral, third-party administrator, communicating the strategic viewpoints and priority recommendations of its members to the automakers and government entities spearheading the VII project. The organization will hold structured meetings, forums and workshops to gather the viewpoints of its members and facilitate consensus-building. Each Member company is entitled to cast one vote on CVTA business-related matters.



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While the VII project is of great importance to the CVTA, it is not the organization's only focal point. The trade association will facilitate collaboration on many other important issues affecting the vehicle communications industry. One important topic to address is how public entities can effectively reutilize existing and planned wired and wireless infrastructures and networks in the context of the planned architectures.

One of the initial goals of the organization is to assist in the development of a comprehensive set of national policies addressing safety, security, liability and privacy issues for connected vehicle communications, as well as provide input on rights-of-way.

About the CVTA

The Connected Vehicle Trade Association (CVTA) is an international, non-profit business league for all manufacturing and development stakeholders in the connected vehicle sector. The primary goal of this organization is to support its members by: Keeping them informed of industry and government developments and opportunities; providing a means for members to collectively influence developing in-vehicle connectivity standards; and, providing a means for identifying and building relationships with partners, suppliers and customers.

For more information about the CVTA and membership benefits, call (734) 354-0546 or visit the organization's web site at www.connectedvehicle.org

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