



2017 ESV Ride and Drive Event

During the conference on **Tuesday, June 6, and Wednesday June 7**, attendees will have the opportunity to participate in ride and drive demonstrations at the Wayne State University Detroit campus. Wayne State conducts automotive research for government and industry programs.

To participate in the Ride and Drive Event, ESV attendees need to sign up at the Conference. Sign-up for the Ride and Drive will be available at the NHTSA booth, inside the Exhibit hall. Please sign up early for the best selection of available scheduled time slots on both days. The sign-up is available starting at 16:00 on Sunday, June 4 through Wednesday, June 7 and is first come first served.

The following companies are providing vehicles and showcasing technologies at the ride and drive event:

- **BMW:** BMW will provide shuttle transportation using a fleet of 2017 BMW 5 Series Sedans for participants signed up for the ESV Ride & Drive Event at the Wayne State University. During the drive, experts will present the latest BMW driver assistance technology currently available and explain the philosophy behind its development. In addition, the BMW vehicles will also be available for individual demonstrations and shuttles. Please inquire at the BMW demonstration area at Cobo Center for more information.
- **Rosco:** Rosco will provide return transportation from Wayne State University to the Cobo Hall Convention Center using their technology bus. During the return trip, riders will be given an in-depth look into the driving environment of large transit buses. Many of us cannot appreciate the complexities that come with operating a 40' or larger vehicle and maneuvering around Vulnerable Road Users (VRUs) in a busy urban environment. These complexities multiply when the vehicle is turning; blind zones widen and the probability of collisions increase. Jump onto Rosco's technology bus and learn how the Mobileye Shield+ Collision Avoidance System uses smart technology to eliminate blind zones and reduce collisions.
- **Continental:** Continental will be demonstrating Rear Cross Traffic Alert (RCTA) using Short Range Radar technology. This system indicates to the driver that it is dangerous to continue

backing up because of either a moving licensed vehicle, or other moving road users (bicycles, small motorcycles, pedestrians) intersecting the predicted reverse path of the vehicle. The system operates at 0-10 mph while in reverse, and helps to prevent or reduce accidents while backing. Continental will also demonstrate several Safety Applications using Dedicated Short Range Communication (DSRC). A V2X application unit is used to transmit Basic Safety Messages (BSMs) to other surrounding vehicles and infrastructure over DSRC. With this information, the system can give advance warnings to the driver when dangerous situations occur even when not visible to the driver. Continental will be demonstrating the following vehicle to vehicle (V2V) safety applications: Electronic Emergency Brake Light, Lane Change Warning, Stationary Vehicle Warning, and Emergency Vehicle Warning applications.

- **Delphi:** Delphi will be demonstrating its first-to-market vehicle-to-vehicle (V2V) system that enables cars to talk to each other. This system launched on the 2017 Cadillac CTS features a variety of warnings to the driver to augment existing active safety technologies. Delphi will be demonstrating the following V2V safety applications: blind spot warning, forward collision warning, an intersection collision warning and a stopped vehicle warning. V2V complements active safety technologies by providing the driver with important warnings of potential traffic hazards before the driver can see them. This is especially helpful in areas where visibility is limited due to a curve in the road, hills, tunnels or buildings that block the driver's view.

- **ZF:** ZF will be demonstrating cyclist automatic emergency braking – this collision avoidance system utilizes a forward-looking camera and/or forward radar system to capture accurate and real-time object data (in this case a moving bicyclist form) to command vehicle level braking from the Electronic Stability Control system to avoid striking the object.
