

LEADING MOBILITY

The Michigan Mobility Initiative strives to maintain the state's position as the global center for automotive and showcase the strategic opportunities in smart technology and next generation mobility. The initiative, led by MICHauto, in partnership with Business Leaders of Michigan, Michigan Department of Transportation, Michigan Economic Development Corporation and University Research Corridor, will work together to leverage Michigan's assets and grow opportunities in smart mobility in the industry.



PARTNERS



SMART MOBILITY PROJECTS:

Detroit Innovation District *Municipal*

A cluster of innovation resources, including NextEnergy, for the benefit of the region, the Detroit Innovation District is envisioned to harness collective power to accelerate job growth, commercialize new technologies and enhance quality of life for people and businesses.

Detroit Test Bed *Federal*

The Detroit Test Bed is the only urban test bed environment in the United States providing features such as an "urban canyon" and building tunnels, both of which will challenge existing technologies.

FCA US LLC Headquarters and Technology Center *Automotive OEM*

Fiat Chrysler Automobile headquarters is the only automotive facility that brings together cutting-edge scientific research, industry-leading creative design, vehicle development, engineering, manufacturing, marketing and corporate leadership.

Ford Motor Co. Research and Innovation Center *Automotive OEM*

The Ford Motor Co. Research and Innovation Center uses advanced technologies to better understand and improve driving habits. Its research focuses on advanced electronics, human-machine interface, materials science, big data and analytics.

General Motors Co. Technical Center *Automotive OEM*

General Motors Co. is leading intelligent mobility efforts in Michigan with the first V2V-equipped car – the 2017 model year Cadillac CTS.

Hyundai America Technical Center Inc. *Automotive OEM*

Designers and engineers apply design and development technology at the center to create the next generation of safer, more efficient vehicles.

NextEnergy *Public and Private Partnership*

NextEnergy Center hosts vehicle-to-X program development within the \$20 million living laboratory in midtown Detroit, additionally offering incubation spaces and testing services to energy and transportation startups and project teams.

Nissan Technical Center North America *Automotive OEM*

Nissan Technical Center North America's headquarters is responsible for blending technology and engineering to create cars that deliver total customer satisfaction.

Southeast Michigan Connected Vehicle Test Bed *Federal*

The most extensive test bed in the nation provides companies the capability to test safety, mobility, environmental applications and components, led by the U.S. Department of Transportation's vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) research program.

The Smart Corridor *Public and Private Partnership*

Expected to be in place by 2017, General Motors Co. is joining forces with the Michigan Department of Transportation, the University of Michigan's Mobility Transformation Center and other automakers to create V2I-enabled corridors on 120 miles of metro Detroit roadways, the largest deployment of V2I technology in the United States.

Toyota Technical Center *Automotive OEM*

Responsible for North American engineering design and development, and research and development, including the Collaborative Safety Research Center (CSRC).

University of Michigan's Mobility Transformation Center *Public and Private Partnership*

The \$6.5 million connectivity test facility developed with the Michigan Department of Transportation has a 32-acre track, allowing researchers to test connected and autonomous vehicles in a simulated urban environment. The MTC is set to transfer results to a 20,000-vehicle demonstration system in Ann Arbor and two other locations in Southeast Michigan by 2021.

Willow Run Proposed Testing and Research Center *Public and Private Partnership*

This is the proposed home for a technologically advanced connected vehicle research center, a project that could become a hub of research and development and a catalyst for jobs in innovative automotive research.

MICHIGAN: GLOBAL CENTER OF MOBILITY

Mapping the future of smart mobility is easy – it starts in Michigan. Home to unrivaled automotive R & D and advanced manufacturing assets, Detroit and Michigan are positioned as the global center of connected vehicle technology. The research, design, testing and infrastructure development that is revolutionizing mobility, connecting the automobile and reshaping the world happens here.

Michigan is the place to be for emerging opportunities in smart mobility.



GET INVOLVED BY VISITING: michauto.org/smartmobility

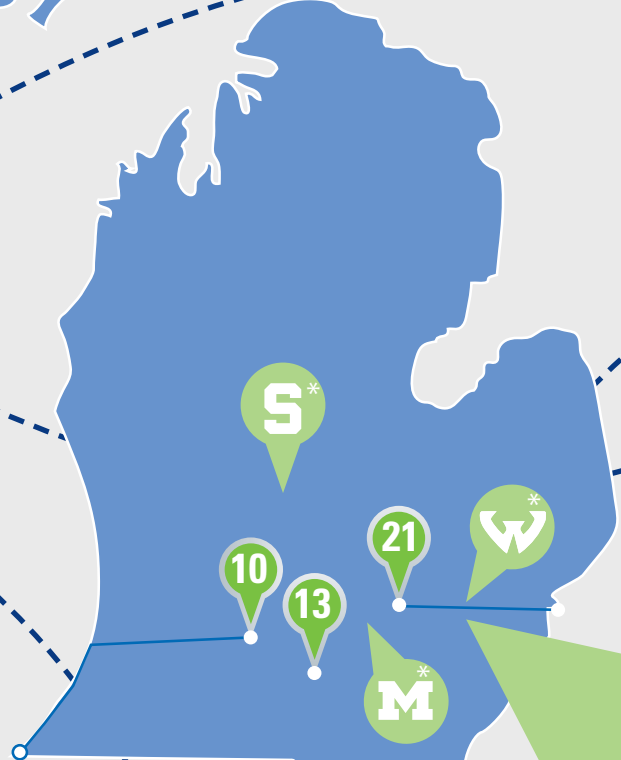
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Michigan is the strategic location for emerging technology in connected and autonomous vehicles. It boasts the largest deployment of video imaging for traffic management and most extensive system of test beds worldwide. Home to more than 89,000 engineers, Michigan ranks first in the nation for its concentration of engineering talent. It offers the second largest system of adaptive traffic signals in the United States. Michigan powers innovation like nowhere else.

THE MOBILITY STATE

LOCATIONS:

1. Center for Advanced Automotive Technology (CAAT) - Macomb Community College
2. Coleman A. Young International Airport
3. Connected Vehicle Trade Association (CVTA)
4. Detroit Innovation District
5. Detroit Test Bed
6. FCA US LLC Headquarters and Technology Center
7. Ford Motor Co. Research and Innovation Center
8. General Motors Co. Technical Center
9. Hyundai America Technical Center Inc.
10. I-94 Truck Parking Information and Management System (TPIMS)
11. Joint Ground Robotics Enterprise - TACOM
12. Lawrence Tech University - Autonomous and Interconnected Vehicles Lab
13. Michigan International Speedway Vehicle Testing Facility
14. Michigan Tech Research Institute
15. Michigan Tech Transportation Institute
16. Monroe, MI PrePass
17. NextEnergy
18. Nissan Technical Center North America
19. Oakland County Connected Car Task Force
20. Roush Building (Google Driverless Cars)
21. The Smart Corridor
22. Southeast Michigan Connected Vehicle Test Bed
23. Southeast Michigan Transportation Operations Center (SEMTOC)
24. Toyota Technical Center
25. U.S. Army Tank Automotive Research (TARDEC)
26. University of Michigan's Mobility Transformation Center
27. Volkswagen Group of America Inc.
28. Willow Run Proposed Testing and Research Center



The **University Research Corridor universities** play a direct role in automotive innovation by spending over **\$60 million** annually on auto-related R&D.
* URC universities

Ranked **No.1** nationally for the number of advanced automotive industry jobs (**67,825**) and businesses (**462**), the Southeast Michigan area is positioned to lead the nation in connected and autonomous vehicle research and technology.

In 2014, Michigan led the United States in connected vehicle projects (**45**), followed by California (**31**), a growth of **50 percent** over the previous year.

The region's freeways are instrumented with **450** closed circuit TV cameras, **200** dynamic messaging signs and **500** microwave vehicle detector sites.

