

Auto, cycling and tech innovators launch Coalition for Cyclist Safety based on V2X deployments

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- ▶ 19 leaders in the automotive, bicycle and technology industries have signed on to spur development and expansion of a comprehensive vehicle-to-everything (V2X) ecosystem to improve cyclist safety
- ▶ Communications of connected vehicles using cellular vehicle-to-everything (C-V2X) technology in North America can help avoid collisions and reduce crashes
- ▶ C-V2X seen as holding the potential to help decrease the more than 130,000 injuries (U.S. Centers for Disease Control) suffered by cyclists annually on U.S. roadways

WASHINGTON, DC. – An unprecedented ecosystem of 19 leading innovators in the automotive, bicycle and technology sectors have joined forces to work towards advancing and deploying connected transportation solutions to help reduce the risks facing cyclists and e-bike riders on North American roads.

The new Coalition for Cyclist Safety represents a commitment to develop a comprehensive approach to bicycle safety centered on deployments of vehicle-to-everything technology.

In the last year, the U.S. Department of Transportation has embarked on strategies to unlock the connected V2X ecosystem as a key technological solution to improve road safety for vulnerable road users.

Members of the Coalition believe that V2X has safety benefits, as well as the potential to reduce congestion. The new Coalition is committed to deploying critical components of that roadmap to improve safety for cyclists, and enlist other supporters for this mission.

The Coalition participants intend to work together on integrating bicycles into the future V2X communication ecosystem. By enabling V2X-equipped cars, bicycles and other road participants can recognize each other and create mutual

awareness, thereby raising the possibility of lowering the number of injuries from crash situations.

Additionally, these efforts will benefit from insights and advice provided by cycling, safety and smart-transportation advocates and associations under an Advisory Committee of the Coalition.

According to the U.S. Centers for Disease Control, bicycles constitute one percent of all trips across the United States, but represent two percent of all traffic fatalities. More than 130,000 cyclists suffer injuries a year riding bicycles in U.S. traffic.

Founding members of the Coalition for Cyclist Safety

Many companies from the automotive and bicycle industries as well as the connectivity, chip and software sector have already responded to the call for action and have pledged to support the initiative.

The founding coalition members are: Automotive – Audi, Cariad; Bicycle – Accell, AT-Zweirad, BMC, Bosch eBike Systems, Koninklijke Gazelle, Shimano, Trek Bicycle Corp.; V2X Technology – Autotalks, Commsignia, Qualcomm Technologies, Inc., Spoke Safety; Telecommunication – Deutsche Telekom, TELUS.

The Coalition’s Advisory Committee will include: ITS America, League of American Bicyclists, People for Bikes, and The Governors Highway Safety Association.

V2X technologies may increase safety for cyclists

Cycling can provide many environmental, economic, and health benefits and thus has grown in popularity across the United States and Canada in recent years. With the increase in cycling comes an increased need for cyclists and motorists to share the road more safely. In addition to physical infrastructure to further enable safer cycling, timely safety alerts – powered by connected, V2X technologies – may help to reduce crashes by ensuring that bicycles “digitally” see cars and cars see bicycles.

“The Coalition for Cyclist Safety is making the significant commitment to deploy Vulnerable Road Users (VRU) connected technologies in bicycles and vehicles, along with local government partners. It is time we moved past the question of should we deploy this life-saving technology or who should go first. We are focused on how we do so together, with intentionality and at scale,” said Jarrett Wendt, CEO of Spoke.

“The roadmap to help save lives is clear and Audi’s commitment to deploying C-V2X connectivity is an investment in the future of our transportation ecosystem,” said Brad Stertz, Director of Audi Government Affairs. “Our participation in the Coalition for Cyclist Safety will help accelerate that objective.”

Through internal research, as well as publicly available data, Audi estimates there will be 5.3 million vehicles, work zones, railway crossings, bicycles, and other devices that will be capable of connecting using C-V2X by 2025. By 2030, it is possible that numbers will increase to 61 million connected devices, including as many as 20,000 crosswalks, 60,000 school zones, 216,000 school buses, and 45 million smartphones.

To make road traffic safer and more efficient for all participants, the Bosch Group is committed to expanding its engagement in V2X technologies through the Bosch eBike Systems division to also ensure the integration of bicycles into the V2X ecosystem. “V2X is another important contribution to safer cycling, since it could give cyclists digital visibility for other road users,” said Claus Fleischer, CEO of Robert Bosch GmbH’s Bosch eBike Systems division. “However, this cannot be achieved by one company alone – it requires the cooperation of various players working on the topic across the board so that in the future no road user is excluded from the benefits V2X can provide. We are happy to be one of the founders and to partner on this important initiative.”

To unlock the potential of the V2X ecosystem and to make streets safer for road users, the industry initiative follows a holistic approach and aims to integrate relevant stakeholders and decision-makers. The companies in the initiative are committed to individually develop, implement, and deploy V2X solutions, components and applications. By cooperating with regulators and infrastructure operators at varying governmental levels, the companies aim to ensure that the guidelines for V2X deployment are clear and that the relevant infrastructure requirements are met. The industry initiative advocates for cyclists to be included in V2X developments and will therefore also work closely with other representatives of bicycle and eBike interest groups.

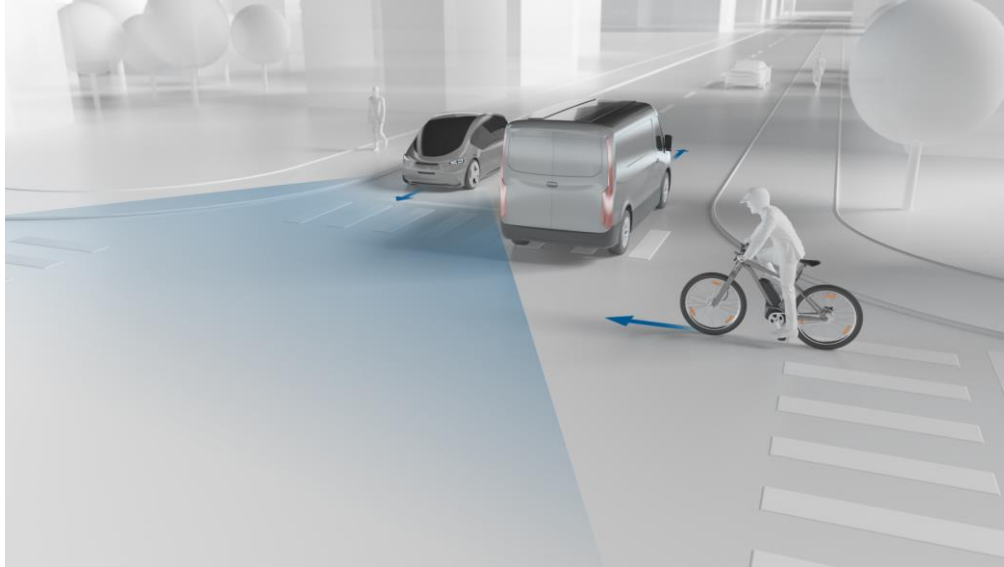
“We applaud these automotive and cycling industry leaders for coming together around innovative solutions to help make our streets safer for people who bike now and in the future,” said Bill Nesper, executive director of the League of American Bicyclists. “Advancing technology to connect road users is a key part of creating a Safe System, alongside building slower roads and safer infrastructure. We trust that the leadership shown by companies in the Coalition for Cyclist

Safety will inspire others to join and commit to delivering a high standard for safety not just for people inside vehicles, but outside as well.”

The V2X Coalition will begin its work in the United States and Canada. To start the topic and to gain early safety benefits, the initiative begins with solutions based on cellular V2X technology (C-V2X). From the United States and Canada, the initiative will explore ways also to bring joint industry approaches to Europe and other regions of the world.

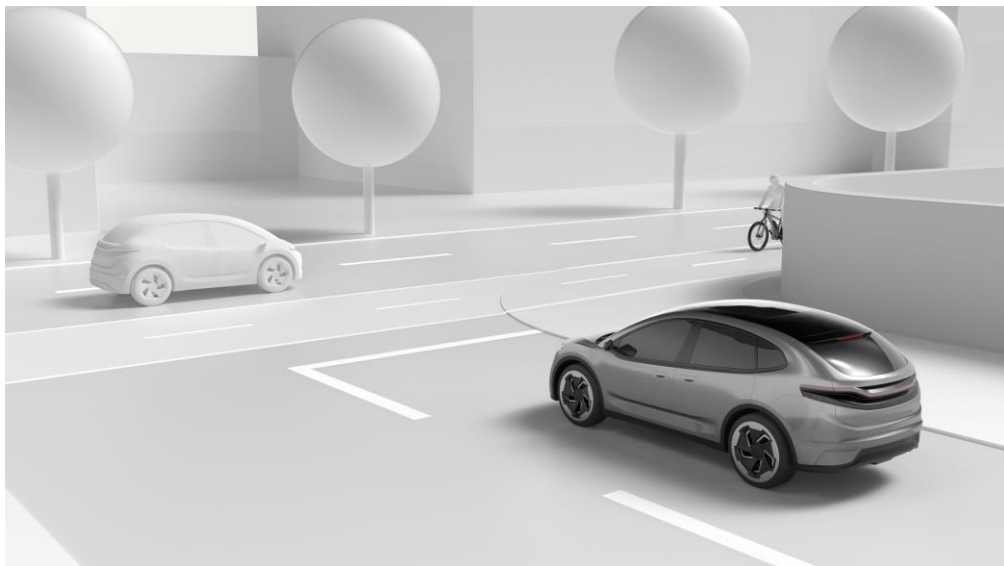
Companies interested in joining the Coalition can reach out via this email address: info@coalitionforcyclistsafety.org

Press photo 1:



Timely safety alerts – powered by connected, V2X technologies – may help to reduce crashes by ensuring that bicycles “digitally” see cars and cars see bicycles.

Press photo 2:



The companies in the Coalition for Cyclist Safety want to work together to integrate bicycles into the future V2X communication ecosystem and reduce the number of accidents.

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The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust.

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