

NEWS RELEASE



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Roger Wilson appointed to innovITS ADVANCE commercial role

Key role will oversee the commercial development of flagship international Intelligent Transport Systems (ITS) technical centre, innovITS ADVANCE

The new innovITS ADVANCE technical centre, the first phase of which is currently under construction at the headquarters site of MIRA, West Midlands, UK, will provide a world-class facility for the development, test and validation of future transport technologies. Autonomous vehicles, vulnerable user detection, and collision avoidance and mitigation systems are just some of the many possible innovations that are likely to be developed at the new centre, holding the prospect of reducing accidents and casualty rates, increasing environmental efficiency through improved fuel consumption and reduced CO₂ emissions, while also helping to alleviate traffic congestion.

Roger Wilson joins innovITS from automotive consultancy SBD where he was responsible for international business management. A career business development professional, he has wide-ranging experience of business-to-business sales and marketing across a range of industry sectors. Roger Wilson is aged 40 and lives in Towcester with his wife Linda and their two children.

"I am extremely enthusiastic at having been given the opportunity of taking on the lead commercial role at innovITS ADVANCE," says Roger Wilson. "This new centre is a significant development which will benefit the UK and European automotive, telecoms and ITS industries as well as providing economic benefits to the region. When it opens in spring 2010 it will represent the only single-site R&D facility in Europe which can provide the test tracks, infrastructure and equipment required to reproduce numerous telematics scenarios essential to the development of ITS products and innovations, enabling the telecommunications, automotive and electronics industries, as well as highways authorities and operators, to develop, test, demonstrate and validate future transport technologies in a safe highly controlled environment."



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Commenting on this key appointment, innovITS CEO Phil Pettitt added: “It is with great pleasure that I welcome Roger Wilson to the innovITS ADVANCE team. This new facility is one of the most exciting developments in the UK automotive and ITS industries, and I am confident that Roger’s skills and experience will make a valuable contribution to the commercial success of the venture.”

Ends

NOTES TO EDITORS:

innovITS is the UK ITS (Intelligent Transport Systems) Centre for Excellence for Transport Telematics and Technology for Sustainable Mobility. It was set up by the UK Government’s Department for Business Enterprise and Regulatory Reform (BERR) as a non-profit making organisation in 2005 and has the fundamental objective of achieving a world-class position for the UK ITS industry. innovITS brings together expertise from the Automotive, Highways and Telecommunications industries to build collaborative partnerships, seeking out inventive telematics technologies to integrate on a realistic scale and validate that it delivers value to road users and transport operators. As a result, it acts as a catalyst for the subsequent promotion, deployment and commercial exploitation of these technologies and technology providers on a global scale.

innovITS ADVANCE is the result of a collaboration between innovITS, MIRA Ltd, one of the world’s leading automotive design and development organisations, and TRL, the UK’s internationally recognised Transport Research Laboratory, a leader in research and development of ITS solutions and strategic applications. The facility will be hosted at the Nuneaton headquarters site of MIRA. The entire innovITS ADVANCE project represents a significant investment over five phases, the first of which is scheduled to open for business in the late spring of 2010. The development of innovITS ADVANCE is supported with with £6.5 million funding support provided by Advantage West Midlands, one of the nine Regional Development Agencies in England whose role is to transform the English regions through sustainable economic development.

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