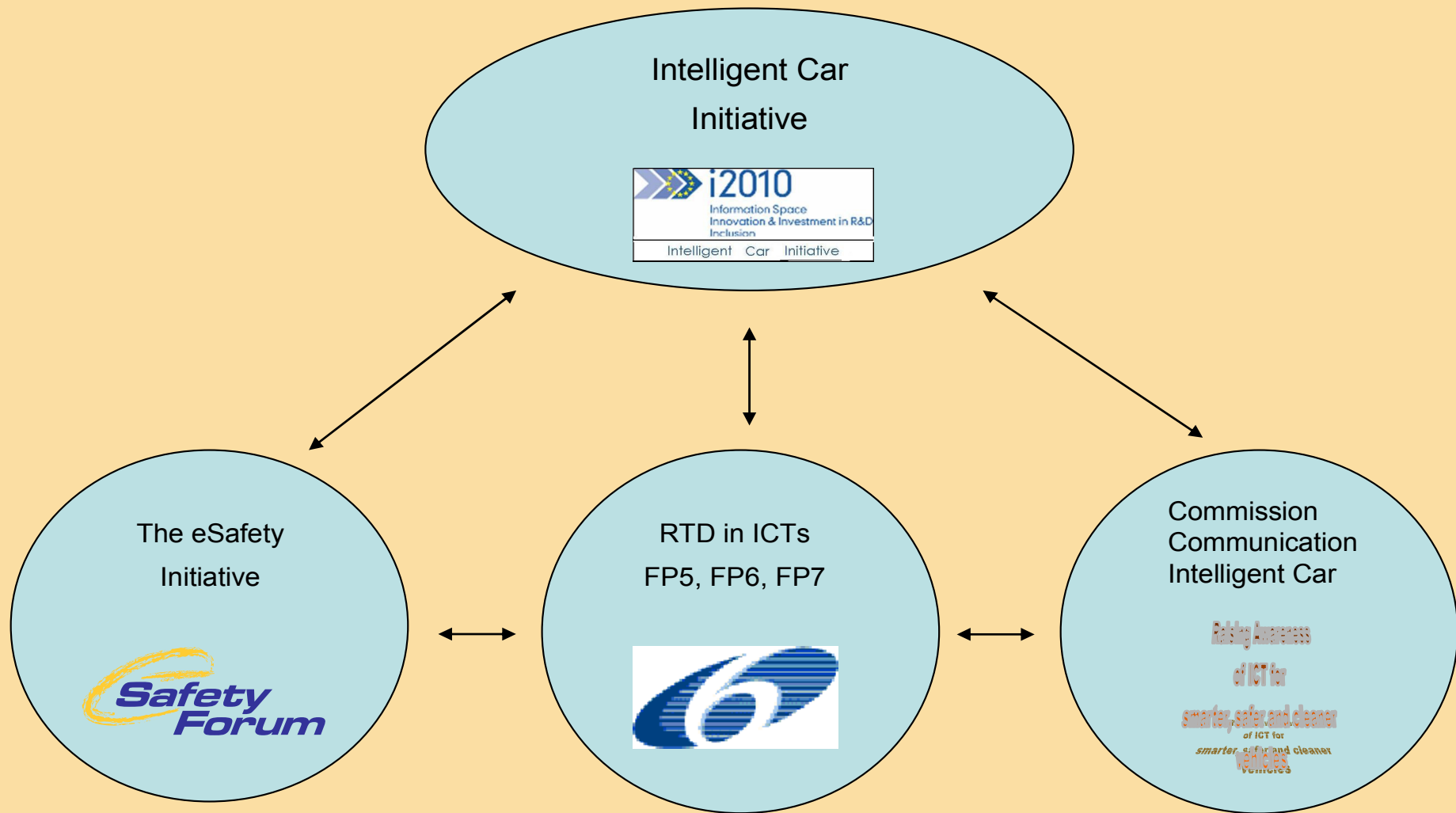


Future Activities: Intelligent Car Initiative



Launched In i2010 to raise the visibility of the contribution of ICT to the quality of life,

As a powerful tool to:

- Contribute to overcome some of the transport sector problems
- Boost Information and Communication technologies' take up
- Improve the quality of life
- Improve the European industry competitiveness.

Targets:

- The citizen, who cannot be expected to invest in technology unless its benefits and use are clear.
- The EU Member States to provide political support for technology take-up, dissemination and deployment campaigns.
- The industrial players to improve their competitiveness.



Objectives of the Intelligent Car Initiative

- Coordinate and support the work of relevant stakeholders, citizens, Member States and the Industry. → **eSafety**
- Support research and development in the area of smarter, cleaner and safer vehicles and facilitate the take-up and use of research results. → **ICT for Transport - FP7 -**
- Create awareness of ICT based solutions to stimulate user's demand for these systems and create socio-economic acceptance → **Awareness Action ECommunication**

It will be presented in a EC Communication

Main actions:

- HMI Recommendations
- Enhance research into IVSS and co-operative Systems
- Bring the results of the research and development projects to the citizens
- Facilitate the deployment of mature technologies and systems in the initial phase of market penetration
- Assess the impact of advanced ICT-based systems for smarter, safer and cleaner vehicles on the quality of life through extensive field operational tests & Performance testing
- Raise user awareness through best practice and pilots for extensive and targeted media campaigns.

It will be deployed through FP7 and other targeted actions

