



Alliance
Internationale
de Tourisme

Chemin de Blandonnet 2
P.O. Box 111
CH-1215 Geneva 15 Switzerland
Tel.: +41 22 544 45 00
Fax: +41 22 544 45 50
E-mail: ait@aitgva.ch
Internet: <http://www.aitgva.ch>

FOR IMMEDIATE RELEASE

AIT/FIA FOUNDATION BOARD FUNDS FIRST-EVER STUDY OF THE EFFECTS OF IN-CAR TELEMATIC DEVICES ON DRIVERS

The Foundation for Mobility and Society of the Alliance Internationale de Tourisme and the Fédération Internationale de l'Automobile is funding a first-of-its-kind study of in-car telematic devices which began in December 2000. The objective of the study is to develop a standard method for measuring the effects of vehicle telematic devices on drivers in Europe, Asia and the United States. Telematic devices include cellular telephones, electronic moving maps and global positioning systems. The results of the telematic testing will be compared with common driving distractions such as tuning a radio, talking with a passenger and travelling with a small child.

The study will be performed by the Centre for Advanced Transportation Systems Simulation at the University of Central Florida in Orlando, Florida, USA, under the auspices of Mark Edwards, Ph.D., president of the AIT/FIA Foundation. The Centre brings together researchers and educators from a wide range of disciplines to apply computer simulation, driving simulators, virtual reality, wireless communication and other advanced technologies to enhance the planning, design, operation, management and safety of transportation systems.

Begun in December 2000, the study's results should be available in less than a year, with testing centres operational within nine to twelve months. Testing capabilities may be developed in North America, Europe, and Asia and operated by AIT/FIA affiliated clubs. The information obtained through the study will be used to assist motorists in choosing appropriate devices and to encourage manufacturers to develop devices that require the least amount of driver attention.

The study is being funded by the Foundation for Mobility and Society of the Alliance Internationale de Tourisme (AIT) and the Fédération Internationale de l'Automobile (FIA). The AIT is a worldwide non-profit, non-governmental organization representing the interests of 141 affiliated open-air, touring and motoring associations around the globe. The FIA is the worldwide governing body of motor sport and a non-profit federation which brings together some 162 national motoring organizations on five continents – families included, the AIT/FIA membership network reaches more than 300 million individuals worldwide.

Geneva, January 2001

For further information on the AIT please consult our Internet site:

<http://www.aitgva.ch>

Chemin de Blandonnet 2
CH-1215 Geneva 15 - Switzerland
Tel : + 41 22 544 45 00 - Fax : + 41 22 544 45 50