



FOR IMMEDIATE RELEASE

The Center for Automotive Research (CAR) and Velodyne Lidar Join the International Alliance for Mobility Testing & Standardization (IAMTS)

Alliance Focuses on the Standardization and Certification of Advanced Mobility Systems and Services

WARRENDALE, Pa. (August 8, 2019) – The International Alliance for Mobility Testing & Standardization (IAMTS) today announced that the Center for Automotive Research (CAR) and Velodyne Lidar, Inc. have joined the alliance as Core Members on the Technical Leadership Committee. IAMTS is a global, membership-based alliance of stakeholders in the testing, standardization and certification of advanced mobility systems and services.

“Both CAR and Velodyne are leading the charge as the automotive industry moves into higher levels of automation, and we are excited to have them take leading roles within IAMTS,” said John Tintinalli, director of innovation for SAE International and secretariat for IAMTS. “The global experts from these two organizations will help drive the alliance’s mission to new heights.”

CAR is one of the most influential automotive industry thinktanks in North America. The organization conducts independent research and analysis to educate, inform and advise stakeholders, policymakers and the general public on critical issues facing the automotive industry, and the industry’s impact on the economy and society.

“Global companies and communities realize the need to improve the lives and safety of their citizens, hence why they want to quickly adopt advanced mobility technologies once validated. However, the roadmap to validation is unproven and requires a global view of facilities and capacities,” said Carla Bailo, president and chief executive officer for CAR. “CAR is pleased to partner with IAMTS to accelerate worldwide implementation of advanced mobility services and automated vehicle technologies.”

Velodyne provides smart, powerful lidar solutions for autonomy and driver assistance. Known worldwide for its portfolio of breakthrough lidar sensor technologies that have revolutionized perception and autonomy for automotive, new mobility, mapping, robotics and security. Velodyne’s high-performance product line includes a broad range of sensing solutions, including Puck™, Ultra Puck™, Alpha Puck™, the ADAS-optimized Velarray™, and software for driver assistance, Vella™.

“We’re very excited to join IAMTS as the logical, powerful next step in our sustained efforts supporting the standardization of the testing and validation activities in the automated vehicle and ADAS space,” said Mircea Gradu, SVP of quality and validation for Velodyne Lidar. “We believe this initiative will greatly benefit the overarching goal of a safe, secure deployment of the technologies involved.”

The announcement of CAR and Velodyne joining IAMTS coincides with the CAR Management Briefing Seminars (CAR-MBS) in Traverse City, Mich., and IAMTS’s second global working session hosted at [IAMTS-member CATARC’s](#) headquarters and Automotive Data Center in Tianjin, China.



For more information about IAMTS, including membership, please visit: <http://iamts.org> or contact info@iamts.org.

About The International Alliance for Mobility Testing & Standardization (IAMTS)

IAMTS is an SAE ITC (Industry Technologies Consortia) program (<http://www.sae-itc.com>). The SAE ITC team specializes in establishing and managing consortia by providing proven processes, tools and resources. ITC enables public, private, academic and government organizations to connect and collaborate in neutral, pre-competitive forums thus empowering the setting and implementation of strategic business improvements in highly engineered industries globally. Learn more at <https://www.sae-itc.com/iamts>.

About The Center for Automotive Research (CAR)

The Center for Automotive Research (CAR) produces industry-driven research and analyses; develops forecasts; fosters dialogue and convenes forums; and publicly disseminates our research through events, our website and the media. As an independent, non-profit, research organization with a multidisciplinary approach, CAR engages with leaders in the global automotive industry to support technology advancements and improve the competitiveness of the U.S. automotive industry. We succeed through close collaboration and strong relationships with automakers, suppliers, industry associations, government, non-profits, labor organizations, and educational institutions. Learn more at www.cargroup.org.

About Velodyne Lidar

Velodyne provides smart, powerful lidar solutions for autonomy and driver assistance. Headquartered in San Jose, Calif., Velodyne is known worldwide for its portfolio of breakthrough lidar sensor technologies. Velodyne's Founder and CEO, David Hall, invented real-time surround view lidar systems in 2005 as part of Velodyne Acoustics. Mr. Hall's invention revolutionized perception and autonomy for automotive, new mobility, mapping, robotics, and security. Velodyne's high-performance product line includes a broad range of sensing solutions, including the cost-effective Puck™, the versatile Ultra Puck™, the autonomy-advancing Alpha Puck™, the ADAS-optimized Velarray™, and the groundbreaking software for driver assistance, Vella™.

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