

**VIDEO SPEECH/10/**

**Speech: Cooperative Mobility Showcase 2010  
Opening speech of Mrs Kroes**

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Es gilt das gesprochene Wort~~

**Cooperative Mobility Showcase Conference 24-26 March 2010,  
Amsterdam**

Dear Ladies and Gentlemen,

I would like to welcome you to this milestone showcase on behalf of the European Commission. I regret that I was unable to come to Amsterdam personally.

In the next three days you will see the future of cooperative mobility. It really is a quantum leap ahead of what I used to deal with as Transport Minister for the Netherlands in the 1980s – it is very exciting.

For the first time we are testing systems on ordinary roads in Europe that allow cars to communicate with each other and with the infrastructure. This promises huge benefits when it is rolled out on a large scale. It will help reduce the number of accidents, increase network capacity and traffic flow, and decrease the carbon emissions of road traffic.

COOPERS, C.V.I.S. and SAFESPOT, three European large-scale research projects, have made this major step forward possible. Thanks to their work, and European research funds of more than €52 million, we are a step closer to our sustainability and safety goals in the transport domain. I would therefore like to thank everybody involved in these projects for their excellent work.

But let's keep looking forward. For example – we have to agree European and even global standards in the transport field. In October last year, my services mandated the European Standards Organizations to develop standards for car-to-car and car-to-infrastructure communication. Standards are needed for the technology to work across all

brands of carmakers and equipment suppliers. This vision should become reality by the end of 2013.

Let me also offer a word of encouragement to the automotive industry here. That industry was a frontrunner of globalisation long before anybody used this word. And it is still aware that a global harmonisation of standards is needed to really grow the market for cooperative mobility systems. To support these efforts my services are working with the U.S. Ministry of Transport and the competent Japanese ministries.

In conclusion, let me say that safer and sustainable mobility is within our reach. And with the right technology Europe can pave the way globally.

The European Commission will support you every step of the way through the framework of the Intelligent Transport Systems Action Plan.

So – I hope this week you are getting a full update on the latest developments in cooperative mobility. And that you get to experience for yourself the benefits of these new systems. Enjoy the ride!

Thank you