

**Advanced Automotive Safety USA 2014** (8-9 July, 2014, Novi, MI) is the most focused business conference for intelligent transport communication and ADAS technologies that are shaping the road safety revolution.

With the Department of Transport announcing their key mandate decision this year, the tech is preparing to move from test-beds to reality and transform safety on the roads. Keeping up with this rapidly moving industry and forming new partnerships is crucial to capitalizing on this unprecedented market growth.

Hand-picked top level speakers who will provide the most relevant insight include **General Motors, NHTSA, Toyota, Denso, Honda, ITS America and Hyundai**. The independently researched agenda unites players from all areas of the advanced safety ecosystem to offer in-depth expertise across all the hottest market issues. Dedicated sessions discuss NHTSA regulations, autonomous vehicles, liability and insurance and addressing market penetration, amongst other key industry topics.

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