Snyder and Michigan tout American Center for Mobility’s rapid growth, success at NAIAS

Michigan’s newest proving ground for connected and automated vehicles announces Subaru as first sponsor

DETROIT; Jan. 16, 2018 – Governor Rick Snyder and Lt. Governor Brian Calley joined leaders from the American Center for Mobility (ACM), state officials and industry experts at the North American International Auto Show to highlight the transformation of the historic Willow Run site in Ypsilanti Township into a world-class testing hub for connected and automated vehicle (CAV) technologies.

In addition to ACM’s founders – AT&T, Visteon Corporation, Toyota, Ford and Hyundai America Technical Center Inc. – the Center also announced it has secured a $2 million private investment from Subaru of America, Inc.

“It has been an exciting year for ACM and we are pleased to start 2018 welcoming Subaru as a sponsor as we continue to solidify ACM as the global destination for testing CAV and mobility technologies,” said John Maddox, president and CEO of the Center. “Thanks to the support and hard work from our founders and sponsors, automotive technology leaders and the State of Michigan, ACM is on the leading edge of getting self-driving cars safely on the world’s highways and roads.”

“Michigan’s commitment to driving the future of mobility is on full display this week with all the eyes of the world on the North American International Auto Show,” Snyder said. “The American Center for Mobility is not only revolutionizing the mobility industry, but it also reinforces Michigan’s place as the center of automotive and technology innovation helping to accelerate new job growth across the state.”

“The advancements in technology and quality of life for many that will be made as a result of the testing being done at The American Center for Mobility secures Michigan’s leadership in revolutionizing the global transportation landscape,” said Calley. “The leadership and innovation from a diverse group of stakeholders is at the core of the success of ACM and what is setting our state apart in this sector.”

Just over a year after breaking ground on the 500-acre site that once housed a World War II bomber plant, the long-awaited ACM opened its doors for testing last month with Visteon testing its DriveCore™ autonomous driving platform and Toyota Research Institute engineers kicking off their orientation and driver training.

Subaru was at ACM for training last week and plans to test on the track later this week. Hyundai and Ford are also scheduling time at the Center.

The federally designated proving ground provides myriad real-world environments with the ability to test under a range of driving conditions and infrastructure that includes a 2.5-mile...
highway loop, a 700-foot curved tunnel, two double overpasses, intersections and roundabouts. In November, ACM announced Intertek as its operations and maintenance partner to make sure the necessary and unique AV protocols, procedures and operations are implemented to enable safe testing.

As an ACM sponsor, Subaru is committing a $2 million strategic investment and will hold a position on the Center’s Industry Advisory Board (IAB). The IAB includes representatives from Founder and Sponsor levels. Board members work together to provide ACM leadership expert advice on emerging business needs and strengthen the Center’s ability to meet market demand.

“The U.S. market has long been a very important part of the success of Subaru, and as so, it is a major goal of ours to create a product that will be appealing to the U.S. customer,” said Kaminaga Shirakawa, vice president of Subaru Research and Development. “We are looking forward to working with ACM in the future development of the facility, and using this impressive resource to provide the highest quality product possible.”

To date, ACM has secured $110 million to construct the first phase of the $135 million proving grounds and facility. Construction on the next phase of the facility is slated to begin spring 2018 and will feature an urban driving environment, followed by ACM headquarters and a tech park.

In October, ACM signed a memorandum of understanding with 15 colleges and universities in Michigan to collaborate on creating educational pathways to train and prepare students to support automate vehicle testing and implementation.

The Center is a joint initiative with the State of Michigan founded in partnership with the Michigan Department of Transportation (MDOT), the Michigan Economic Development Corporation (MEDC), the University of Michigan, Business Leaders for Michigan and Ann Arbor SPARK.

ACM is part of PlanetM, a collaboration that represents Michigan’s unique and vast ecosystem, connecting resources and opportunities for its consortium of members. Made up of private industry, government and institutions of higher learning, partners in PlanetM share the common goal of leading the development of smart solutions that will change the way people and goods are transported across all modes of transportation.

To learn more about how Michigan is leading the transportation revolution or to become a member, visit PlanetM. To learn more about ACM, visit www.acmwillowrun.org.

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Editor’s Note: Please find additional comments from ACM Founders listed below with approved attribution.

“The cross-industry collaboration at ACM will pave the way for innovations that change how we think about driving,” said Mike Troiano, vice president, Internet of Things Solutions, AT&T. “As the exclusive cellular network provider at ACM, we are in a prime position to support automated vehicles through today’s network and the evolution for tomorrow.”

**Mike Troiano, Vice President, Internet of Things Solutions, AT&T**

“We are proud to be associated with what promises to be the premiere national facility for mobility and advanced automotive testing and product development,” said Sachin Lawande, president and CEO, Visteon. “The Center is ideally positioned to fulfill the need to further develop, test and validate new connected and automated vehicle (CAV) technologies that offer great promise for the nation’s transportation system. Teaming with ACM will help advance our own autonomous driving platform while bringing significant benefits to consumers, transportation users and transportation operators.”

**Sachin Lawande, President and CEO, Visteon**

“Toyota’s partnership with ACM will allow us to further research our mission of safer mobility for all. We now have a fully developed Research and Development operation in the heart of the auto industry in southeast Michigan which will allow for deep collaboration with ACM and other industry partners to reinforce this commitment.”

**Shinichi Yasui, R&D Executive Vice President, Toyota**

“We are very proud to partner with the ACM to help ensure safe testing and product development for future mobility,” said Jim Hackett, president and CEO of Ford Motor Company. “Our goal at Ford is to have a fully autonomous vehicle in operation by 2021. By partnering with the ACM, we are moving the needle with our Ford Smart Mobility plan to be a leader in autonomy, connectivity and mobility for our consumers. We want to make sure our autonomous vehicles adhere to the highest quality and safety standards. Partnering with the ACM will help Ford to achieve this goal through safe, rapid testing and deployment of this transformative technology that will inevitably save thousands of lives.”

**Jim Hackett, President and CEO, Ford Motor Company**

“Hyundai’s investment supporting ACM strengthens our long-term commitment to the advancement of safety and mobility through automated vehicle technology. Working together with industry, academia and government provides a collaborative environment to support new and innovative mobility solutions,” said Andy Freels, president, Hyundai America Technical Center Inc. (HATCI). “We are excited to be a founding member of the government-industry team at the neighboring ACM facility. As a founding member, we will help set the direction for CAV standards and test advanced technologies in a safe environment for the North American customer.”

**Andy Freels, President, HATCI**
“The American Center for Mobility is generating worldwide excitement as the automotive industry demands automated vehicle testing, and we’re proud to support this important work. Our team is already on-site and committed to ensuring the first phase of the facility is complete and opened for testing.”

*Ralph Buckingham, Director Connected/Autonomous Technologies, Intertek*