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MEDIA ADVISORY – May 17<sup>th</sup>, 2016

## SIEMENS AND NXP TO HOST LIVE CONNECTED VEHICLE DEMONSTRATION IN DOWNTOWN AUSTIN

Austin, TX – On May 17<sup>th</sup>, Siemens and NXP Semiconductors will host a live Connected Vehicle demonstration in downtown Austin. Participants will be driven around the half-mile course to experience how Connected Vehicle and Vehicle-to-Infrastructure (V2X) technologies work in a real-world setting.

The demonstration vehicles, provided in partnership with Electric Cab of Austin, will exhibit how Connected Vehicle technology helps drivers navigate stationary vehicles, construction zones, and pedestrians and will also include a security scenario. The full demonstration is 15-20 minutes.

Siemens' V2X technology powers the demonstration's roadside infrastructure units and NXP's V2X technology is installed onboard the vehicles. Together, these systems enable the vehicles to communicate with the roadside infrastructure as well as with other V2X-enabled vehicles, demonstrating the life-saving and traffic flow benefits of V2X technologies.

**WHO:** Marcus Welz, President of Siemens Intelligent Traffic Systems  
Dave Miller, Head of Siemens Connected Vehicle  
Patrick Morgan, VP/GM of ADAS Product Line for NXP's Infotainment & Driver Assistance  
Jan-Philipp Gehrmann, Strategic Marketing Manager for NXP

**WHEN:** Tuesday, May 17<sup>th</sup>  
1:00 PM CT

**WHERE:** JW Marriott Austin  
110 E 2<sup>nd</sup> St., Austin, TX 78701

### INTERVIEW OPPORTUNITIES AND VISUALS:

Media will have opportunity to participate in the demonstration ride-along, capture visuals, and will have access to Siemens and NXP spokespeople for interviews.

### MEDIA REGISTRATION & LOGISTICS:

- Media planning to attend must RSVP to Annie Satow at [annie.seiple@siemens.com](mailto:annie.seiple@siemens.com) or (202) 316-0219 or Jack Taylor at [J.Taylor@nxp.com](mailto:J.Taylor@nxp.com).

### About Connected Vehicles

A 2014 UN report found that by 2050, the number of people living in cities is expected to double. With the average commuter stuck in traffic an estimate 38 hours every year, equal to 5.5 billion hours in lost productivity, cities cannot plan to manage population growth and ensure economic success without relying on intelligent



technology. Connected Vehicle systems can revolution driving by allowing the vehicle, traffic infrastructure, pedestrians, and bicyclists to communicate with one another. Vehicle-to-Infrastructure technology is the key and can provide data to warn drivers when pedestrians or bicyclists are detected in the road and advice optimal speeds to pass through an intersection during a green light. According to the U.S. DOT, Connected Vehicle programs can help reduce unimpaired vehicle crashes by 80 percent, making travel safer and more efficient for drivers.

#### About Siemens USA

Siemens Corporation is a U.S. subsidiary of Siemens AG, a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 165 years. With 348,000 employees in 190 countries, Siemens reported worldwide revenue of approximately \$86.2 billion in fiscal 2015. Siemens in the USA reported revenue of \$22.4 billion, including \$5.5 billion in exports, and employs approximately 50,000 people throughout all 50 states and Puerto Rico. To receive expert insights sign up for Siemens' U.S. Executive Pulse leadership blog. Follow us on Facebook and Twitter at: [www.twitter.com/siemensUSA](http://www.twitter.com/siemensUSA).

#### About NXP Semiconductors

NXP Semiconductors N.V. (NASDAQ: NXPI) enables secure connections and infrastructure for a smarter world, advancing solutions that make lives easier, better and safer. As the world leader in secure connectivity solutions for embedded applications, NXP is driving innovation in the secure connected vehicle, end-to-end security & privacy and smart connected solutions markets. Built on more than 60 years of combined experience and expertise, the company has 45,000 employees in more than 35 countries and posted revenue of \$6.1 billion in 2015. Find out more at [www.nxp.com](http://www.nxp.com).

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