

## **Advisory Board to guide work on bicycle-to-vehicle safety standards**

Founding Advisory Board members Tome, Trek and Ford moving to make roads safer for cyclists

**INDIANAPOLIS** – May 2, 2018 – With a shared mission to rapidly bring to market innovative solutions that will improve road safety for cyclists, Tome, Trek and Ford Motor Co. recently announced the formation of the Bicycle-to-Vehicle (B2V) Executive Advisory Board at the Places for Bikes Conference. The new B2V board will leverage the expertise of cycling and automotive leaders to bridge the gaps between groups by creating cross-industry safety standards.

Less than a year ago, Tome Software, Trek Bikes and Ford Motor Co. began work on proof-of-concept technology solutions designed to reduce the number of bicycle-vehicle collisions. Tome engineers have focused their efforts on mapping and infrastructure, using artificial intelligence to evaluate and identify safety measures at specific vulnerable roadway locations, and are working with automotive industry engineers and smart city stakeholders, to develop industry standards, like C-V2X, that work to keep cyclists safe on the road.

The formation of this advisory board marks the first time leaders from the automotive and cycling industries have united to form a cross-industry coalition.

### **Founding members of the B2V Executive Advisory Board include:**

Accell North America, Bosch, DOREL Sports, Ford Motor Co., Giant Bicycles Inc. USA, Orbea, Shimano, Specialized, SRAM, Stages Cycling, Tome Software, Trek Bikes, Quality Bicycle Parts (QBP)

The B2V Executive Advisory Board will tap decades of automotive and cycling leadership to bridge the gaps between groups by creating cross-industry safety standards.

The board will commence work immediately, taking steps to identify and include additional interested stakeholders. Interested automotive, cycling and smart city collaborators will direct the development of an additional technical working group to dive in further on solutions R&D. Board members will also have direct opportunities to steer co-development, pilot programs and shared technical exploration.

### **Supporting Quotes**

“Putting the automotive and cycling industries together to work on identifying opportunities for safer roads has grown with support from Ford and Trek,” said Jake Sigal, CEO for Tome Software. “The formation of the B2V Executive Advisory Board is another milestone in our collective effort to create long-term industry standards to keep cyclists safe. I’m honored to work alongside the brightest teams in automotive and cycling and look forward to leveraging the expertise of our board members to continue innovating for safety.”

“Bicycle and automotive safety innovation extends beyond any single company, city or technology. In the [City of Tomorrow](#), a mobility system will see all modes of transportation speaking a common language and working together,” said Jim Holland, vice president, Vehicle Components and Systems Engineering, Ford Motor Company. “Assembling this advisory board of industry leaders and business competitors underscores how important the work to get there is and highlights the support and organization that will be needed to set the cross-industry standards for years to come.”

“Trek is dedicated to actively seeking innovative ideas and working with like-minded partners on easily-accessible solutions that will enhance the safety of cyclists and pedestrians,” said Scott Kasin, electronic products manager for Trek Bikes. “Working with the automotive leaders and bicycle industry competitors is a momentous step in forming a bipartisan advisory board that will oversee the development of bicycle-to-vehicle (B2V) safety solutions. We’re excited that both the cycling and automotive industries have seen the value and potential that B2V has and will be collaborating to bring it to life.”

“Bosch is dedicated to providing solutions that enhance mobility options and safety throughout the world,” said Tim Frasier, regional president of Automotive Electronics for Bosch in North America. “The B2V Executive Advisory Board provides an excellent opportunity for the industries to come together and encourage safety solutions. We look forward to contributing our expertise as a leading automotive and cycling global supplier and partner.”

### **About Tome Software**

From their office nest in metro Detroit, Tome’s wise, challenge-hungry owls live to take on the world most-intriguing tech puzzles. Led by serial entrepreneurs Jake Sigal and Massimo Baldini, Tome operates in the Internet of Things tech space, specializing in the development of full-stack mobility IoT software solutions. Tome manages the end-to-end product lifecycle to conceive, craft, pilot and launch solutions to real-world problems. Sigal and Baldini founded Tome in 2014 after Ford acquired their first startup, Livio. Visit [www.tomesoftware.com](http://www.tomesoftware.com) for more information.

### **About Trek Bicycle**

Trek Bicycle is a global leader in the design and manufacture of bicycles and related products. Trek believes the bicycle can be a simple solution to many of the world's most complex problems and is committed to breaking down the barriers that prevent people from using bicycles more often for transportation, recreation, and inspiration.

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