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ADVI WEBINAR

PEOPLE & CAVS WITH PROF NICK REED

**HOW TO GET HUMAN
FACTORS RIGHT WITH
EMERGING TECHNOLOGY?**

**Wednesday 14 October
4:30pm to 5:30pm (AEDT)
Free Event**



Prof Nick Reed
Founder of Reed Mobility

While driverless vehicles don't need a human at the wheel, people are fundamental to their successful, safe introduction. Professor Nick Reed is an expert on the human factors side of automated vehicles. He'll discuss work happening in the UK, and ways to get the human factors right with Emerging Technologies.

Prof Reed is the founder of Reed Mobility, which provides expert independent consultancy on future mobility to all relevant sectors. He has 15 years' transportation research experience in the fields of psychology, human factors, road safety and CAVs. He was previously Academy Director at TRL, the UK's leading transport research centre, and Head of Mobility R&D at Bosch.

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PEOPLE & CAVS WITH PROF NICK REED

FOUNDER OF REED MOBILITY

Prof Nick Reed
Founder Reed Mobility



Prof. Nick Reed has worked at the cutting edge of transportation research for more than fifteen years. From early studies using driving simulators to examine driver behaviour, he has since been instrumental in connected and automated vehicle projects in the UK to the value of more than £50m, including leadership of the GATEway project in Greenwich and the creation of London's Smart Mobility Living Lab. Nick was Academy Director at TRL (the UK's Transport Research Laboratory) before becoming Head of Mobility R&D at Bosch, the world's largest automotive supplier. He has since founded Reed Mobility – an independent expert consultancy on future mobility topics working across the public, private and academic sectors including projects for the European Commission, TfL, BSI and RSSB.

Rita Excell
Executive Director ADVI



Rita is the Executive Director of the Australia and New Zealand Driverless Vehicle Initiative (ADVI) Centre of Excellence and is responsible for delivering ADVI's contribution to the safe and successful introduction of driverless vehicle technologies into Australia.

Her prior roles include Regional Manager of Australian Road Research Board's South Australian office. Rita managed key strategic policy projects for State Road Authorities and organisations that manage public and private road infrastructure.

Rita is a qualified Civil Engineer with over 20 years' experience, which has included roles in Local Government which included being the Transport Expert on Planning Assessment Panels. She also has 13 years with the Royal Automobile Association of South Australia where she worked on strategic transport planning, road safety and advocacy.

She is also currently the President of IPWEA Australasia, the peak association for the professionals who deliver public works and engineering services to communities in Australia and New Zealand.

Rita is nationally and internationally recognised for her expertise in the automated vehicle sector having served as a member of Connected and Automated Vehicle Industry Reference Groups in New Zealand, Australia, Canada, Singapore and the US.

Webinar Details

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Topic: People & CAVs with Prof Nick Reed

Price: Free

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