

# PRESS RELEASE



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**Ricardo plc**  
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## **Ricardo shares vision on future cities and transport innovation at SAE's Tech Hub**

**Ricardo is one of the five sponsors of the SAE World Congress Tech Hub – a new forum at which delegates will be introduced to intriguing next-generation technologies from other industries and hear TED style “Tech Talks” on innovative future mobility solutions – and will also provide its own insights on key themes of future transportation**

The first Ricardo presentation will be provided at 8.00am on Wednesday April 22 by the company's chief technology & innovation officer Professor Neville Jackson, in the form of a special IMechE exchange lecture and Q&A. Entitled *'Innovation and Sustainability: The Inspiration for this Century'* the presentation will celebrate innovation and sustainability through the life and innovative characteristics of Sir Harry Ricardo and his company known today as Ricardo plc which is celebrating its 100<sup>th</sup> anniversary in 2015. The lecture will conclude with a fascinating future vision for mobility, energy systems and sustainability in an increasingly environmentally responsible and connected world. Space is limited for this special event and those SAE Congress delegates wishing to attend need to pre-registration by e-mailing [RSVP@sae.org](mailto:RSVP@sae.org).

Professor Jackson's presentation at the Tech Hub will be followed later at 11.30am the same morning with a talk by Sujith Kollamthodi, practice director for sustainable transport at Ricardo-AEA. Entitled *'Future Cities and Transportation: on the Road to Nowhere?'* the presentation will argue that given more than two thirds of the world's population will live in urban areas by 2050, cities need to start planning now for this future by radically rethinking their transportation systems. Kollamthodi will argue that



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wholesale reimagining of city mobility and the removal of the car from the urban environment may be key to dealing with these emerging problems.

Several advanced technologies, including the Mars Rover will be on display in the Tech Hub area. Visitors can see Ricardo technology and capabilities first-hand in this area with CAE modeling simulation, vehicle light-weighting with advanced 3D composites and a connected vehicle concept car integrated by Ricardo demonstrating emerging wireless technology solutions.

“Ricardo is extremely pleased to have played an active part in bringing the Tech Hub to the SAE World Congress,” commented Ricardo Inc. commercial director Karina Morley, one of the select group of industry executives that are organizing the Tech Hub, and also the vice chairman of SAE’s Land and Sea Committee which has responsibility for this year’s SAE World Congress.

“It’s no secret that the challenges facing the auto industry are broader than ever, and that solutions will come in part from sources beyond the traditional supply base. The concept behind Tech Hub is to present and discuss these technologies in a very engaging and interactive manner, and I am pleased that Ricardo has been able to contribute two such high profile and thought-provoking presentations.”

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**NOTES TO EDITORS:**

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