

## Road safety, efficiency & sustainability: PTV Group at TRB Annual Meeting in Washington, D.C.

[Gabriel Sanchez joins top management / Highlights at worldwide transportation congress](#)

**Karlsruhe/Washington, 14.01.2019. The annual meeting of the Transportation Research Board (TRB) will be the place to be for scientists, researchers and entrepreneurs from the fields of transport, traffic and intelligent transportation systems (ITS) from 13 to 17 January. PTV Group's mobility experts will attend the international meeting to present new case studies and functionalities of their software solutions for optimising transportation and transport logistics. They help cities, companies and people to save time and money, to enhance road safety and minimise the impact on the environment. Gabriel Sanchez, who recently joined PTV's top management as Regional Director, will be responsible for the expansion of PTV Group's business in The Americas.**

With offices in Arlington, Virginia and Portland, Oregon in the United States, Mexico City, Mexico, and Sao Paulo, Brazil, the Group continues to grow in the Americas, mindful of the enormous potential of the region. In addition to the established transport planning and traffic simulation business, new mobility solutions such as Mobility as a Service (Maas), ITS (Intelligent Transportation Systems) and Urban Logistics will be offered to agencies and system integrators in the near future.

As part of this effort, Gabriel Sanchez has joined the PTV Group team in January 2019; with his extensive market experience and network in the mobility and ITS sectors, he will be leading a group of subject area experts as PTV expands in this region. Prior to joining PTV, he worked as an international ITS business and strategy consultant for many years, providing advisory services to companies such as Trafficware, Eberle Design, Swarco, Econolite, Iteris, Wavetronix, SAIC, and to public agencies such as the US Trade & Development Agency and the Abu Dhabi Municipality (UAE). Before that, as Executive Vice President of the International Road Federation (IRF), and (earlier) as Director of International Business of ITS America, he was responsible for international relations and business development on behalf of the Road and ITS industries, respectively.

**Inspiring ideas: Practical case studies**

A number of outstanding achievements of PTV customers will be presented for the first time at the TRB event: Mariló Martin-Gasulla, a doctoral researcher at the University of Florida, for example, used the simulation software PTV Vissim to investigate the penetration rate at which traffic with autonomous vehicles become more efficient. Dr. Neil Thorpe from the University of Newcastle, who specializes on road safety, used the transport planning tool PTV Visum to develop a new approach for identifying black spots. Pedro Alves Nave from the City of Lisbon has found new ways for making urban transport more sustainable by making it more accessible for pedestrians.

Additional papers can be submitted at the PTV booth #601, where a selfie spot offers event visitors a great opportunity to get involved in a fun and memorable way. For more details go to <https://iamigniting.com/>.

**Safe, efficient and sustainable**

CEO Vincent Kobesen explains: "As a software supplier with its own local branch offices, we want to shape the North and South American markets with our comprehensive and innovative mobility solutions even more effectively in the future".

In keeping with this year's TRB Annual Meeting's theme of 'Transportation for a smart, sustainable, and equitable future', PTV Group's mobility experts will be discussing with researchers and scientists from all over the world how transportation of the future can be shaped using the advanced technologies of today. PTV software is used globally and has been setting the standard for quality and innovation for four decades – as more than 1,200 scientific papers that reference PTV software presented at this event in the last five years prove. All of this year's contributions are available online at <https://discover.ptvgroup.com/trb2019>.

627 words. Author's copy kindly requested.

**Image material**

Gabriel Sanchez joins the top management of PTV Group as Regional Director of PTV America.



TRB Annual Meeting 13-17 January, Washington D.C., Photo: TRB



Mariló Martin-Gasulla, PhD at the University of Florida is one of the shared use cases at <https://lamigniting.com> Photo: PTV

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**PTV The Mind of Movement.**

PTV Group takes a holistic approach that integrates all aspects of traffic, transport and logistics to create and promote sustainable mobility. Recognised as global market leader, PTV develops intelligent software solutions for transport logistics, traffic planning and traffic management. Thus cities, companies and people save time and money, enhance road safety and minimise the impact on the environment. Based on its unique expertise in every facet of mobility, PTV ensures that people and goods arrive at their destinations safe and sound, and on time.

More than 2,500 cities deploy PTV products. Trips and routes for over one million vehicles are planned with our software. The European transport model, which encompasses all passenger transport and freight movements in Europe, is developed using PTV software. We currently have more than 800 colleagues worldwide committed to driving the high performance of our products. The company's headquarters located in the heart of the Karlsruhe technology region houses its centre of development and innovation. From here, PTV plans and optimises everything that moves people and goods worldwide – it's the idea which has accompanied the Group since its foundation in 1979.

The PTV business is managed worldwide in six regions: Nordics, Central and Eastern Europe, Southern Europe, MENA (Middle East, Africa, India), Asia Pacific, Americas.