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*For Immediate Release*

## **THEA Connected Vehicle Pilot Is Recruiting New Participants to Test the Next Generation of Connected Vehicle Technology**

**August 30, 2021 (Tampa, Fla.)** – The Tampa Hillsborough Expressway Authority (THEA) Connected Vehicle (CV) Pilot is recruiting drivers who commute into downtown Tampa for its next project phase. Tampa residents who drive Acura, Honda, Hyundai, Kia, or Toyota and want to save up to \$550 in toll rebates on the Selmon Expressway may be eligible to participate in the cutting-edge CV Pilot. The THEA CV Pilot began in 2015 with an \$18 million grant from the USDOT to test the efficacy of connected vehicles to reduce crashes and improve safety and mobility.

Vehicles that qualify for the CV Pilot will schedule an installation for connected vehicle equipment that will communicate to roadside units along the Selmon Expressway. Vehicle drivers will receive safety alerts while the program runs and will save up to \$550 in tolls. Safety alerts include wrong-way entry warnings, pedestrian in the crosswalk alerts, and collision avoidance messages.

Along with these alerts, two crucial life-saving applications were added for the next phase of the CV Pilot. Now, participants will also receive a red light violation warning and a traffic signal countdown that provides drivers with the predicted time to green or red light.

“The collaboration with auto manufacturers is among the first of its kind and we are excited to spearhead the development and creation of new rules and regulations in the whole connected vehicle space,” said Bob Frey, Innovation Director and THEA CV Pilot Manager.

Another innovative part of the Pilot is a unique partnership with two local dealers, Brandon Honda and Maus Acura of North Tampa that will conduct CV equipment installation at their dealerships.

“This is the first time our dealership participates in such an interesting project. We cannot wait to see how connected vehicles technology is going to reimagine the automotive industry and assist drivers on a daily basis,” said Tom Mitchell, Regional Manager at Maus Acura at North Tampa.

Vehicles enrolled maintain their driver privacy and are only monitored as a “dot” on a screen. Interested participants can take a brief survey to see if they qualify for the program, click here for survey. For more information about the CV Pilot program and the nearly four years of program, visit <https://theacvpilot.com/>.



The advertisement features a background image of a highway with a white car in the foreground and a red car further ahead. Overlaid on the image are digital graphics, including a grid of dots and yellow dashed lines forming a path. The text is prominently displayed in white and yellow.

**Do You Want to Save Up To \$550 on Toll Rebates on the Selmon Expressway?**

**IF YOU DO, WE NEED YOU!**

**THEA**  
CONNECTED  
VEHICLE PILOT

TAMPA HILLSBOROUGH  
**EXPRESSWAY**  
AUTHORITY

*THEA CV Pilot Is Recruiting New Participants*



*THEA CV Pilot Added a New Feature, a Traffic Signal Countdown*

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### **About THEA CV Pilot**

In 2015, the United States Department of Transportation awarded \$18.5 million in federal grant monies to Tampa to conduct an innovative Connected Vehicle Program. The Tampa Hillsborough Expressway Authority (THEA) Connected Vehicle Program employs state-of-the-art technology that allows vehicles to communicate to roadside infrastructure and other vehicles about traffic, hazards, and other potential factors affecting pedestrian, vehicle, and bicycle safety.