The changing trends in personal transportation, environmental concerns, quality of life, and safety are all converging on a worldwide increase in walking, cycling, and motorcycling as means of transportation. The increasing exposure of motorcyclists, bicyclists, and pedestrians (i.e., vulnerable road users: VRUs) to road traffic raises the concern for the safety of the VRU. The significant improvements in the safety of car occupants that have been achieved in most countries over the past decades have not been paralleled in the safety of the VRUs: with injury rates of motorcyclists, bicyclists, and pedestrians have actually increasing in many countries. Thus, combining mobility and safety of VRU is a critical emerging issue in both developed and developing countries.

The goal of this conference is to bring together the latest scientific information, best practices, and policies from different countries with different cultures and experiences. The conference will cover research, countermeasures, and programmatic implementation, and will host invited plenary talks and parallel sessions with over 100 presentations and posters from experts representing governments, academia, research institutes, and industry in over 20 countries.

The conference is being held in the historic city of Jerusalem - a city with a unique history, a melting pot of cultures and architecture, and home to three quarter of a million residents of various religions coexisting in harmony. Late May is the perfect time to visit Israel, with late spring being rain-free with moderate temperatures. The conference venue, the Inbal Hotel, is a modern 5-star hotel in walking proximity to major sites, attractions, and scenic views of the old city of Jerusalem. In addition to professional tours, the conference also offers special pre- and post- conference tours of Jerusalem and other major sites in Israel.

Hope to see you in Jerusalem
David Shinar, Ph.D
Chief Scientist

KEYNOTE SPEAKERS AND LECTURES:
Professor Narelle Haworth from Queensland University of Technology, Australia:
"Powered Two Wheelers in a Changing World - Challenges and Opportunities"

Charles V. Zegeer P. E. from University of North Carolina Highway Safety Research Center, U.S.A.:
"Pedestrian Crashes and Treatments from Around the World"

Professor Fred Wegman from Dutch National Road Safety Research Institute (SWOV), the Netherlands:
"How to Make More Cycling Good for Road Safety!?"

IMPORTANT DATES AND INFORMATION:
Registration is now open on the conference website: www.rsa.gov.il/conference
Deadline for early (discounted) registration is March 31, 2010 through the conference website.
Blocks of rooms have been reserved at discounted rates at a 5-star conference hotel and at nearby 4-star and 3-star hotels. To guarantee a room, we recommend early online reservations through the conference website.
A detailed list of topics and additional information is available on the website.
The conference program will soon be available at the conference website.

For Further information, contact Gitit Bar-On at gititb@rsa.org.il or Reut Karmy-Wizel, the Conference Secretariat, at: reutk@d-u.co.il

The conference is sponsored by The Israel National Road Safety Authority in cooperation with the U.S. Transportation Research Board (TRB) and the Forum of European Road Safety Research Institutes (FERSI).