

**San Francisco Chronicle | SFGate.com**  
**53rd Annual International Auto Show**  
 Presented by **AutoTrader.com**

## MEDIA RELEASE

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### **SAN FRANCISCO CHRONICLE|SFGATE.COM INTERNATIONAL AUTO SHOW TO FEATURE 2011 VEHICLES WITH DRIVER-ASSIST TECHNOLOGY**

SAN FRANCISCO, CA (November 17, 2010) – The San Francisco Chronicle|SFGate.com 53rd Annual International Auto Show presented presented by AutoTrader.com, November 20-28, at Moscone Center will feature the 2011 model vehicles with driver-assist technology.

Show exhibitors such as Ford, Toyota, Hyundai, Nissan, Honda, and General Motors, all have produced vehicles designed to help drivers steer clear of accidents.

“This is clearly the direction the automobile industry is taking,” said Hyundai spokesman Jim Trainer.

Driver-aids in Hyundai’s 2011 Sonata include a rearview camera with the view displayed on the touch screen, along with guidelines to help the driver in tight spots and to take the guesswork out of reversing. Hyundai technology enables drivers to search for nearby businesses, ATMS, or restaurants and get a clear picture of traffic with hands-free oral commands or through the central in-dash interactive touch screen.

“It connects the driver more to the world around him and allows him to concentrate on his driving,” Trainer said.

Ford touts its trademarked Sync, the voice-activated command system developed in conjunction with Microsoft.

“It lets drivers keep their eyes on the road and their hands on the wheel,” said Jim Clinard, Ford’s regional communications manager. “It makes drivers better and safer.”

And Ford’s MyKey technology makes teenage drivers safer. Debuted as standard technology on the 2010 Ford Focus, MyKey gives a measure of comfort to parents facing that scary rite of passage that puts their teenagers behind the wheel of the family car. The key can be programmed to limit speeds to 45, 55 or 65 miles an hour, favored by 50 percent of American parents who participated in the online Harris Interactive Survey. Not so much by the teens, who initially opposed the limits when surveyed, but became reconciled when informed that parents would be more inclined to hand over the car keys with the controls in place.

When MyKey is in the ignition features such as Ford’s BLIS cannot be deactivated. BLIS, the acronym for the company’s Blind Spot Information System, warns drivers with an orange illumination in the corresponding side-view mirror when a vehicle enters their blind spot. An audible signal similar to the beep-beep heard from reversing trucks will alert drivers to oncoming cross traffic when they are backing out of a parallel parking space or a driveway. Any vehicle moving at least five miles per hour within 45-foot---about five parking spaces---on either side will trigger the audible. . Technology can also program Ford or Lincoln vehicles to steer the car when sleepy or inattentive drivers are heading for trouble. An audible alert sounds if objects are near and increases in frequency as the objects get nearer.

The Lexus pre-collision system also has an audible alert that sounds if the driver gets too close to the car in front. If the alert is ignored, the car will brake itself, although it won't completely stop forward progress, said Bill Kwong, spokesman for Toyota's luxury marque. And Lexus technology will even help a driver parallel park, using sonar sensors on the back and front bumpers. Lexus drivers can also communicate with their vehicles through Bluetooth technology called "Voice Command Casual Language Voice Recognition."

"You use to have to say 'restaurant;' now you can say, "I'm hungry," Kwong said. "It will even recognize misspelled words like Masy's for Macy's. There are also more points of interest and the maps are better."

Hungry Infiniti drivers can get recommendations from the Zagat Survey® Restaurant. If they forget where they were going, technology available on the 2011 M will remind them of the last used audio, navigation and climate control settings, as well as linking them to seat, steering wheel and side view mirror positions through the dual occupant memory system.

"The 2011 Infiniti M embodies all of our best thinking, design and quality to date," said Ben Poore, vice president, Infiniti Business Unit. "It builds on the strengths of the previous generation, delivering a performance luxury experience crafted to a higher standard."

The company claims Infiniti's Blind Spot Intervention technology is the world's first system to use selective braking to help drivers return their vehicles toward the center of their travel lane and away from the intrusion into the blind spot. Driver-aids are available on Nissan models, including the all-new JUKE.

Honda's Satellite-Linked Navigation System is available on Civic EX, EX-L, Si and Hybrid models. It features more than seven millions points of interest. Voice activation can control the menus and the audio system, along with entering city and street names. The system includes a wireless telephone interface that works with compatible Bluetooth-enabled mobile telephones for hands-free operation via steering wheel-mounted controls.

General Motors's driver-aids include the "intelligent" cruise control that adjusts speed depending on the vehicle ahead and maintains it. Radar also sweeps an 11-by-16-foot-zone to alert drivers to obstacles. A lane departure warning system is operated by a camera located between the windshield and the rear view mirror, using road markings to identify the travel path. Straying drivers are jolted back to attention by lights and a chime, disabled when the turn signal is used.

The San Francisco Chronicle|SFGate.com 53rd International Auto Show presented by AutoTrader.com is supported by the California New Car Dealers Association. It is the largest auto exposition in Northern California and the only one held regionally that attracts the dazzling high-tech displays from the world's major manufacturers. This year's show will be highlighted by the new 2011 models vehicles from 36 manufactures. In addition to the 2011 models, alternative fuel and hybrid models the Auto Show will feature the popular Academy of Art University Classic Car Collection, the Aftermarket Alley with tricked-out vehicles, Dominator Street Rods and racecars. The Show will also have an auto accessory booth area and much more.

Show hours are:

Saturday, November 20 – Saturday, November 27: 10:00 a.m. – 10:00 p.m.

Sunday, November 28: 10:00 a.m. – 8:00 p.m.

Admission is \$9 for adults with children 12-years and under free when accompanied by an adult. Tickets can be purchased at the door. For more information visit [www.sfautoshow.com](http://www.sfautoshow.com).

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