

# PODCAR CITY: STOCKHOLM

presenting *Tomorrow's Lifestyle Today!*

**Safe, Sound & Sustainable**

[podcarcity.org/stockholm](http://podcarcity.org/stockholm)

September 6-8, 2011



How does one suggest we begin *living* **"Tomorrow's Lifestyle Today"...**

By first recognizing and accepting the fact that we've built and established an extremely un-sustainable way of living in our contemporary fast-paced hi-tech world, we can then challenge ourselves to turn the page and begin drafting a new chapter in our story.

With abundant creativity, vision, knowledge and will-power prepared to work at repairing the damage done to our homes and environment, we sense that the next big "boom", the next large scale job creator, economic driver and mega development inertia will be sparked by dedicated investment into fixing the biggest problems that *we've created* —**Now**; and our Energy, Transportation and Housing infrastructure is a prime place to start.



In regards to building and operating tomorrows' cities today (zero pollution/waste, energy efficient, attractive, convenient, safe) we feel that the content and focus of our annual event has been consistently at the midpoint of debate, dialog and discovery as to what is possible. If you're interested in, or working on game-changing technology that could work to reshape our cities of the future into progressive hubs of sustainable development, then this gathering is for you.

As we begin preparations for **Podcar City: Stockholm (September 6-8, 2011)** it's easy to get caught up in the immediacy of our organizational duties, yet as we march forward one cannot overlook the impact our conference series has had on the growth and evolution of this burgeoning industry over the past five years.

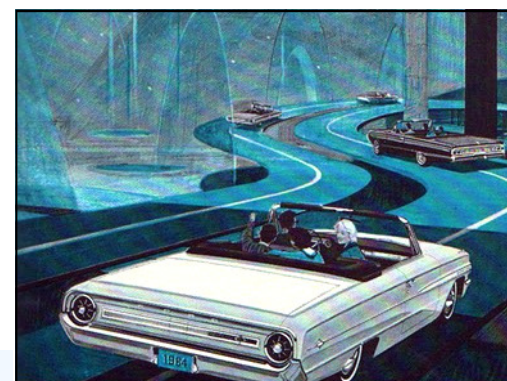
Since launching the inaugural event in Uppsala, Sweden in 2007, we have provided an ever-expanding platform for experts from around the globe to present, discuss and debate the merits of Personal Rapid Transit (PRT or Podcars) and how it could fundamentally change the way we build our cities and repair our environment. Although a cutting-edge technology with over 50 years of research and development under its belt, PRT has finally been given an opportunity to show its true promise at this very moment.

Often mocked in transportation circles as far-fetched and unfeasible, contemporary Podcar systems are undoubtedly proving that the most die-hard skeptics and detractors are the ones who are "off beam". Certainly, a good number of technological innovations are born as a sketch on the back of a napkin, a grand idea that must be envisioned before it is assembled — Walt Disney, the captain of creativity, coined the term **"Imagineering"** ... (Continued on Page 2)

## NEWSLETTER #1

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At the 1964 World's Fair, Disney **imagineered** an automated transit system featuring Ford vehicles, leading to another transportation innovation used by Disneyland and WDW guests: the People mover.

## LETTER FROM CHRISTER *Let's consider how renewables can drive us forward*



One of the lesser known effects of PRT technology is the fact that the energy output of the system is so low that it is feasible to run an entire system of millions of travelers each year on renewable energy sources. For those who are technically minded, there exist a number of studies that corroborate this claim. What's attractive for me isn't necessarily the technology of clean energy delivery, per se, but rather what are the rewards and consequences created for the *entire energy sector*?

Ten passenger kilometers will cost a few pounds of CO2 by car, a bit lower with diesel bus and plane. An electrically powered train pulls obviously much less energy from fossil-based production — PRT, however, is not just about a zero emissions solution, but whether clean energy could provide a net contribution to the transit system ...

(Continued on Page 2)

at the point of production. Thus, a solar plant utilizing the space that already exists on the PRT system (beams, stations, etc.) could potentially produce more energy than the system actually consumes.

For every mile we travel in the system and opt out of fossil-based modes, we create more energy for other things. What you also have to remember is that we're talking about Swedish conditions - rain, snow and darkness - not the Sahara or Mediterranean. In such environments, the result is even more striking.

This being said, I am frequently amazed at how little the leading institutions of research and development are concerned about the potential of these new public transport technologies. Over the years, I've had a few friends make fairly unscientific statements about how much R & D funds Sweden has invested in PRT for the past ten years—yet, from where I sit, I can't even account for a million a year. To help put this budgetary figure in proportion, the state aid for fossil-based transport such as cars and aircraft is in the ***tens of billions*** over the past decade.

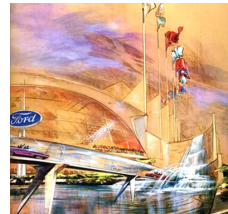
My hope is that more people will wake up and understand that it is time to take this new technology seriously - to really understand the opportunities, risks and courageously carry a hefty bet on the idea that we might not find ourselves at the pinnacle of invention- frankly, as a solution to everyday transportation, the gas powered car might just end up as a parenthesis in history.

***/ Christer***



**WELCOMING MESSAGE Cont.**

to describe this process. His “Highway of the Future” film, for example, was no whimsical children’s cartoon; it was devised as a legitimate blueprint for achieving modern mobility, new urban living and a major lifestyle enhancement. And just like Disney’s cartoon expectations and Davinci’s drawings of helicopters and flying machines, we witness an improbable technology emerge from the drawing board and become actuality.



While our team has followed the trajectory of Podcar development very closely, it still amazes us that in such a short span of time legitimate PRT service has emerged for commercial use in the UK, UAE and South Korea; the antiquated system in West Virginia (US) is being upgraded; and numerous initiatives are being launched to further research, develop and consign PRT in a variety of communities State-side, in the EU, Mexico, India, Asia, the Middle-East & beyond! Indeed, it’s safe to say Podcars are here to stay.

In addition, the overall public awareness of PRT has grown exponentially since our first gathering in Uppsala. As we traveled and presented our program in Ithaca NY, Malmo Sweden, and San Jose California, we were fortunate to attract major media attention to the subject of sustainable transportation and land-use, while also shining a very bright spotlight on PRT suppliers and host cities.

From international front page news via the Associated Press, NY Times, etc., to world-wide television segments produced for Discovery Channel, CNN and MSNBC World Business Report, to a major uptick in buzz generated on web blogs, government sponsored studies, academic papers and research, PRT has become known in the classroom, the board-room, council chambers and around the water-cooler in short time; this is great news for the industry, designers, research institutions and the public.

Featuring informative presentations from leading authorities in investment, public works, transportation, airport and planning directors; engineering and technical professionals; land use and transportation planners; researchers and educators, policy makers and environmental leaders, regulatory officials and energy experts, designers, and architects, our team works to present an ambitious program at each conference that covers areas such as:

- ***PRT’s expanding market in Asia, Europe and the U.S.***
- ***Podcar design, modalities and business models***
- ***Technological advances in control systems and materials***
- ***Integration of Podcars with traditional transit systems***
- ***Achieving green technology, sustainability and smart growth goals***
- ***Technical, financial and policy challenges***
- ***And much more!***



*If this exciting theme is of interest to you or your company/institution, please join us this **September 6-8, 2011** in majestic Stockholm, Sweden to participate in another ground-breaking event. Early-Bird registration rates for attendees, sponsors and exhibitors are set to expire soon - take time to plug in now and let’s make Podcar City: Stockholm the most successful event yet!*

Please take a look at our Program & visit **[www.podcarcity.org/stockholm](http://www.podcarcity.org/stockholm)** to learn more and register online for the conference.

**WELCOME & SAVE THE DATE!**



# TOP STORY: THE POD-PASSENGER EXPERIENCE

All too often, when discussing PRT/Podcars, the focus of discussion settles somewhere between the mechanical technology, the “hardware”, the control system software, planning and aesthetics, or within a myriad of financial and the legal aspects; but now that we have a growing track-record of actual use by Pod-travelers in the UK, Middle East and US, we can begin to take a legitimate look at the more experiential qualities this form of transit has to offer.

For this newsletter, we asked folks at 2getthere, ULTra and WVU PRT to help give us a sense of what people are saying about their time on board ~ How’s the feedback been? What’s the buzz like during the ride? Any criticism or dislikes?

*Here are their replies:*

## 2getthere (Masdar City, UAE)



A clean-tech, sustainable lifestyle, living laboratory emerges like a mirage out of the Arab desert. Featuring a pedestrian and bike friendly street-scape, almost entirely powered by renewable energy, cooled by natural breeze oriented corridors, and served by a subterranean automated Personal Rapid Transit system, Masdar City was designed by Foster + Partners to become a model eco-City.

While construction continues on the larger urban-scaled project, a small fleet of all-electric, driverless pod cars have been whisking workers and visitors along a magnetic guide-way *under* Masdar since the new year; and has quickly generated a great amount of excitement for many people seeking solutions to urban safety, health and mobility.

According to 2getthere representatives:

*“The reactions after riding the PRT system have been very, very positive. Whether it is professionally interested engineers (that really, really want to ride the system to simply experience it), kids (sheer enthusiasm) or the general public commenting in reactions varying from ‘exciting’ to the most often heard ‘cool!’”*

*“Another note-able comment was given from professor Maureen Sheehan Paparella (Director of Information Technology) of The International Council on Innovation in Higher Education (ICIE). Paparella believes that one of the most enticing reasons to want to live in a place like Masdar City **is the PRT** system itself...”*

*Paparella recognized (2getthere) as a sustainable mode of transportation that is economical, aesthetically & environmentally attractive, and delightfully comfortable; he further added that ‘the experience of riding in the personal rapid transit car was **right out of the Jetsons**’.”*

*“Actor Clive Owen commented that Masdar ‘**really is the city of the future**’ when riding the system; and professional poker player Adam Levy compared the 2getthere PRT technology with the Burj Khalifa (highest building in the world), adding that the Burj Khalifa, however, is **not nearly as cool as the PRT system**.”*



Brian Merchant, Blogger for Treehugger online magazine, recently posted:

***“The (2getthere) PRT is sleek, low-carbon, and pretty damn fun to ride!.. It was a short (trip) but it amply demonstrated the comfort, smoothness, and general I-feel-like-I’m-in-the-future-ness one would expect from riding (it).”***

## Morgantown Personal Rapid Transit (W. Virginia, US)

When the ribbon was cut in 1975, the WVU PRT was to usher in a new future of electric transit that would demonstrate a way to move people and goods efficiently, comfortably and most importantly, independent of fossil fuel addiction. 35 years later, the system that hauls over 2 million students, locals and visitors around mountainous Morgantown still stands as a well-oiled, well travelled, and well revered icon of bold thinking in action.

While contemporary Podcar interest has grown exponentially over the past decade, the operators of the 71-car WVU system have been steadfast in providing their ridership reliability, upkeep and maintenance of the system. To Arlie Forman, associate director ...



(Continued page 4)

of transportation, the system isn't just the University's transportation. It's a research station, a working model for designers to copy as they re-imagine the country's transportation options. The WVU system is itself going through a multi-year, multi-tiered upgrade initiative, one that will keep the over aesthetic of the beloved "yellow boxes", yet introduce a modern on-board digital computing network, a new propulsion system and eventually replace the central control system.

Mr. Forman has commented that "upgrading the PRT's onboard computers from analog to digital will bring (WVU PRT) from 1970s technology to current." He also affirms that they are currently involved in a development project to construct a prototype propulsion system for the PRT, which will be tested at their facility over the summer. It is clear that re-investment in the WVU transit system is a top priority for the PRT operators and the local officials who appreciate its valuable service to the community.

Regarding the ridership experience, the following is a statement given by **West Virginia University** representatives:

*"The Morgantown Personal Rapid Transit (MPRT) system has been in operation since 1975 and is a critical part of the mobility option for residents of Morgantown and persons needing access to and around the West Virginia University campuses. The MPRT provides passenger choice destinations to five stations along the guide-way. Annually, the MPRT provides over 2.3 million passenger trips. The MPRT vehicles have a seated capacity of eight and a total capacity of 20 passengers."*

*Passengers entering the Station platform select their destination after paying \$.50 or using their WVU ID card. All stations are equipped with elevators to provide access for persons with a mobility impairment. After their destination choice has been selected, the dispatching computer logs in the destination and set a wait time no more than five minutes. Should more than 15 passengers on the platform have the same destination choice, the dispatching computer will immediately assign a vehicle for the requested trip. When the vehicle arrives, a message board above the loading gate illuminates the assigned destination and passengers may board at that time.*

*While waiting on the platform the audio system that provides passenger information and communication at times of emergency plays radio broadcasts of the campus radio station or WVU radio broadcasts. Additional, information boards on the platform provide messages on MPRT status, advertisements on other transportation services of the University, and general information on University events."*



A PRT car holds 12-16 comfortably. Uncomfortably? Up to 97, according to the all-time PRT cram record!

Part of Mountaineer Week activities, the PRT cram challenges student groups, like these members of Kappa Kappa Gamma sorority, to pack as many people as possible into a modified PRT car.

## ULTra (BAA/Heathrow, London UK)



On January 11, 2011 ULTra PRT undertook a Heathrow system capacity trial and remarked:

*"Our target was to complete 160 vehicle journeys in one hour. This involved 18 people continuously traveling back and forth, selecting journeys. Upon arrival at their destination, travelers exited the vehicle before selecting a return journey at the station's Destination Selection Panel. **We exceeded our target** - completing a total of 164 vehicle journeys between the car park stations and Terminal 5 using a fleet of 18 vehicles. This would be the **equivalent of moving 656 passengers an hour on the 1.9 kilometer journey each way**, assuming occupancy of four people in each vehicle. All systems performed well and no issues were reported."*

Comments BAA, "Testing is going very well. A full public service is now expected to follow in the coming weeks as confidence in the system continues to build, with the **21 pod vehicles operating 22 hours a day.**"

ULTra admits that feedback has been overwhelmingly positive, ranging from:

**"Loving the pod!"** to **"It's a fantastic idea, it really does promote not only a great image of Heathrow adopting cutting edge technology but is also fast and convenient!."**

With 21 vehicles travelling at a max speed of 25 mph (40 kph) connecting the Business Car Park and Terminal 5 at London's Heathrow Airport, covering approximately 1.2 miles (1.9km) in a 5-6 minute trip, the ULTra PRT system is primed for commercial operations this summer.

Some **more comments** include: **"Geek transportation par excellence!"**



*"Used the Heathrow Pod at Terminal 5 on Tuesday and Wednesday of this week. I was delighted with it. The staff were helpful and obliging, the Pod call station was very easy to use, the instructions in the Pod itself were very good and clear. The whole process was quick and efficient, it was much easier than taking the bus, and quicker."*

*"Just rode the "Heathrow Pod" It's awesome!!"*

*"Landed and used the very cool #heathrowpod ... and they're even better to use - quicker, easier and greener than the buses to/from the car park"*

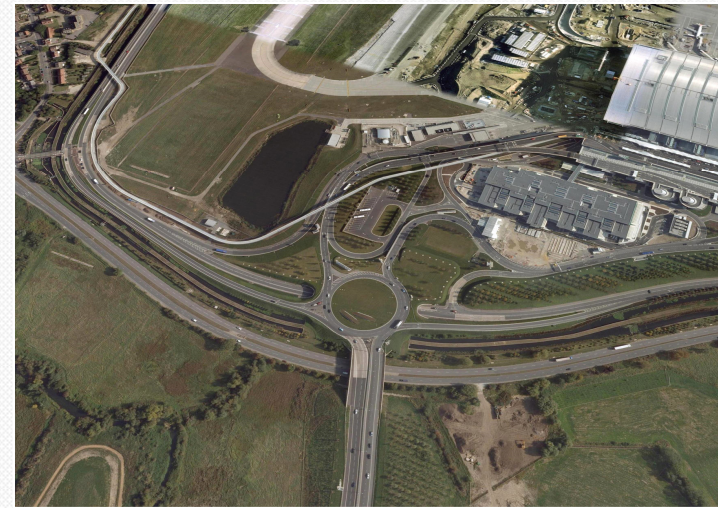
*"On personal Heathrow Pod - parking to T5. Awesome sci-fi system."*

*"I am in a pod. A bit like the cab on Total Recall without the mad driver! ..FAST though! ..almost like a real life scalextric ;-)"*

*"The pod makes Heathrow fun again"*

*"I would characterize the ride smoothness as better than a bus, not as good as light rail, similar to a car. It would be easy to read while riding. The overall experience far exceeds the shuttle buses the system will replace."*

- Peter Muller, PRT Consulting, Denver.



## EYE ON STOCKHOLM | A SMORGASBORD OF CIVIC DESIGN

by Lawrence J. Fabian, Trans.21, [www.airfront.us](http://www.airfront.us)

Stockholm is Sweden's capital, an architectural gem with civic and cultural centers of understated elegance. Like many Swedes personally, the urban landscape may at first seem a bit reserved and cool. Don't be fooled. This silent strength does not mean that thoughtful opinions and warm friendship aren't present. Far from it – Swedes care for order and efficiency in their living environment, especially their capital and home of national life.

Stockholm is scattered across islands and peninsula interspersed with ever-present blue inlets and the Baltic Sea. It is a city where brain surgeons have strong opinions on public transport policies. Bus drivers and store clerks debate architectural style. There are multiple political parties and countless environmental and professional organizations of international import. Everyday people articulate opinions about sustainability and urban design. Most people know a lot about different modes of transit, including personal rapid transit (PRT). Yes, many of them today call them podcars or *Spårtaxi*. (The little circle atop A mean Swedish is pronounce o as in "for", so it is pronounced "spore-taksi")

A map of the Stockholm region resembles a galaxy - curved radial corridors of built-up districts spin out from a dense core intertwined with blue and green. American planners and many Europeans too, look to Sweden with a mixture of awe and envy: the citizenry and elected officials care so much about their environment to empower good urban design and regional planning. Get ready for large doses of urban excellence when you come to Stockholm next September for PCCC5.

(Continued on Page 6)





## International Perspectives

Being a country of nine million people speaking a language known by very few outside its borders, Swedes are almost automatically international with an ardent dose of modern technology. A recent global survey put them Number One in the world in use of technology (the United States was #5)! Furthermore, Swedes eagerly engage in conversations on topics and projects from all over the world.

No country in the world has studied PRT more than Sweden. Ingmar Andreasson, professor at Stockholm's prestigious Royal Technological Institute and Vice President of ATRA ([www.advancedtransit.net](http://www.advancedtransit.net)), estimates that some twenty cities have completed PRT feasibility studies. Many have been intermodal – comparing and combining PRT alternatives to buses, trams, no-build, etc. and calculating benefit/cost ratios. *Kompass* is a wide network of engaged, PRT-informed municipalities.

An hour north of Stockholm is a PRT test track because Koreans trust Swedish standards as valued in world markets, in diplomatic and professional circles, and among industrial designers. So the Vectus test facility is in Uppsala, where earlier a home-grown APM once had a track. Also in Sweden are *SkyCab* and *Beamways* both with substantive work in PRT software and visualizations. Mr. Andreasson's *Logistik-Centrum* and its simulation software inspire strategies for PRT/podcar applications around the Sweden and beyond.

## Aligning to 2012

This year is one of consolidation of the many gains in PRT development and awareness so intertwined with the Podcar Cities conference series. It will all come together again this September in Stockholm. Recent starts of service at Masdar in Abu Dhabi (2getthere), at London's Heathrow Airport (Ultra) and La Rochelle in France (Robosoft) have increased interest among public officials and private investors.

The conversations exchanged and new networks established at PCCC5 will raise expectations and shape the global mobility transformations of 2012 and beyond.



Top: In the 1990s Uppsala transit officials make early probes into modern mobility. Middle: the Vectus PRT facility in Uppsala, today. Bottom: Ingmar Andreasson (2nd row, 2<sup>nd</sup> from left) smiles with other mobility experts after a lively TRB Workshop in Washington, DC last January. Organizers Shannon McDonald (far left) & Susan Shaheen (far right).

## SPEAKER PROFILE: 5 Q'S FOR MAGNUS HUNHAMMAR

(Magnus is the President of the Institute for Sustainable Transportation, IST)

### Tell us about your professional background.

I studied civil engineering at the Faculty of Engineering at Lund University and architecture and urban planning at the Royal Institute of Technology in Stockholm as well as the development of broadband implementations in Sweden and Japan.

### What interests you about the potential of podcars?

Podcars represent a new paradigm for people's mobility, allowing a more equal mobility to young and old, able and disabled, male and female, at all hours of the day. This new form of transportation is attractive since land is scarce in existing cities, so that elevated infrastructure has special advantages fitting in with buildings and other urban elements. In addition, we must face the challenges as the era of cheap oil ends.

### What did you find most positive about the San Jose conference?

The introduction of any new transportation into cities involves many different issues, and last year conference in San Jose was a good opportunity to explore these issues, and network with a variety of people and professionals. It enabled an immense push for all of us when we returned to our usual work. Also, meeting the Californian openness to new, green thinking and utilizing new technology was refreshing and inspiring.

*What are your hopes for the Stockholm conference?*

I hope that it will help move us from studying these issues to real implementations. In Sweden we have studied podcars for many years, and the time for moving forward is now. A full-scale podcar system in a real city is now within sight. With the benefit of sharing international experiences, we can be emboldened to move forward.

*Which sites in Stockholm are most worth visiting?*

You can choose the historic areas of Old Town and walk through pre-industrial pedestrian streets. Or you can visit newer town districts such as Hammarby Sjoestad where many renewal energy innovations are in place. You can take a boat ride to nearby islands such as Djurgarden or Fjaederholmarna with locals and visitors alike.

**GET TO KNOW:**

**Opening speaker: Catharina Elmsäter-Svärd**

**Minister for Infrastructure of the Kingdom of Sweden**

As former Chairperson of the Environment and Agriculture Committee of Parliament, the former Commissioner of Finance of Stockholm County Council, and carrying a degree in Business and Management Studies (RMI-Berghs), Minister Elmsäter-Svärd has a clear vision of where to lead Sweden’s progressive infrastructure policy and we’re eager to learn how Podcars fit into the plan.



**INDUSTRY PROFILE**



Since 1942, Rejlers Ingenjörer has been providing technical consultancy services. Their home market is Sweden, from Luleå in the north to Malmö in the south.

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when you are looking  
for technical expertise”***





## PODCARS IN MILTON KEYNES?

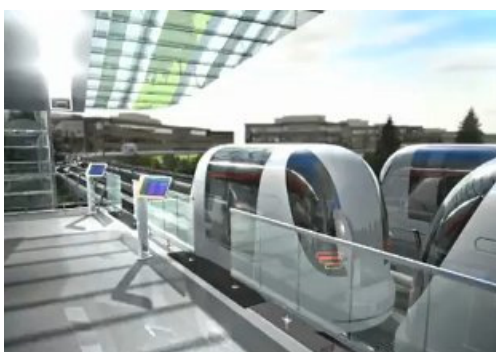
According to the Citizen Newspaper (UK), officials have agreed to begin an investigation into the possibility of installing a network of Personal Rapid Transit, throughout the entire urbanized area of Milton Keynes, a town located in the south east of England, about 49 miles (79 km) north-west of London.

This year, while drafting its transport strategy for the next 20 years, Milton Keynes Council commissioned a report by Professor Stephen Potter from the Open University. He states from his findings that **“Car-orientated urban designs such as that of Milton Keynes, far from being exemplar, are viewed professionally as environmentally irresponsible, economically extravagant, risky and socially diverse.”** The professor, who describes existing bus services as “poor”, says a (PRT) could provide a high quality, low carbon service to suit the needs of residents.

He estimates a city-wide system would cost around £700 million to build. But he also suggests work could be carried out in stages, starting with the most popular routes. Most interesting, however, is that *the city was already built for it* – literally. The original plans for the city 40 years ago included a monorail, as it was a favored choice by planners, who then designed the entire grid road system with that possibility in mind.

In the 1960s, the UK Government decided that a further generation of new towns in the South East was needed to relieve housing congestion in London. Milton Keynes, sometimes abbreviated MK, was formally designated as a new town in January 1967, with the design brief to become a 'city' in scale. It's the administrative centre of the region and was deliberately located equidistant from London, Birmingham, Leicester, Oxford and Cambridge with the intention that it would be self-sustaining and eventually become a major regional centre in its own right.

In regards to a major transit upgrade - **“It is viable to build a small network that would connect CMK destinations to the railway station and key car parks,”** Potter asserts.



## MOMENTUM for ULTra in INDIA

With travel modes dispersed over foot, bike, motorcycle, private cars, taxis, cycle rickshaw, auto rickshaw, and other larger vehicles, many urban areas in India average traffic speeds below 15 kph (9.5 mph) – often dropping below 5 kph (3 mph). The environment is often so built-up that there is no more room for surface-level transit, necessitating new elevated (or below-ground) systems.

ULTra reports that Haryana Chief Minister Hooda feels confident that Podcars will improve public transport immensely in the city. Having little space left on the ground for infrastructure, it seems to be the best possible option for a packed area being that elevated PRT tracks require less space than elevated Metro.

Delhi Chief Minister Sheila Dikshit has publically stated:

*“PRT will definitely supplement existing modes of public transport and will serve as an alternative to personal vehicles—Further it will be economically viable as far as the commuters are concerned. The average fare of the pod will come to be around Rs. 6 per km”*

Proving to be a very flexible and lowest-cost means of building elevated transit that can connect previously unreachable areas, the government is now vested in establishing pilot projects in areas such as Dwarka, Karol Bagh, East Delhi and Delhi University North Campus.

Ultimately, it looks like Pod-activity is intensifying in India— let's stay tuned!



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September 6-8, 2011



## CONFERENCE PROGRAM

### GUEST SPEAKERS *(the list of Guest Speakers will continue to grow in coming months and is subject to change up until the event)*

|                          |                                                                                 |
|--------------------------|---------------------------------------------------------------------------------|
| Alex MacGregor           | Secretary General, International Society of City and Regional Planners          |
| Bo Olsson                | (Director) Swedish Rail / Trafikverket                                          |
| Carl-Johan Engström      | Professor Urban Development, Royal Institute of Technology                      |
| Catharina Elmsäter-Svärd | Minister of Infrastructure, Sweden                                              |
| Christer Lindstrom       | (Director) GTS / IST                                                            |
| David A Muyres           | Mobility Broker, OngoingTransportation / HuntGreen / NewNorth                   |
| Debbie Cook              | Board President Post Carbon Institute, Former Mayor Huntington Beach, USA       |
| Ewa Konradsson           | Södertälje Municipality                                                         |
| Fredrik Jaresved         | Chief Sustainable Development, Swedavia Swedish Airports                        |
| Göran Tegnér             | WSP Analysis & Strategy                                                         |
| Hans Lindqvist           | (former member of Swedish Parliament) - KOMPASS                                 |
| Helene Ljungqvist        | Rejlers Consulting                                                              |
| Ingmar Andreasson        | Royal Institute of Technology Ingmar Andreasson - Royal Institute of Technology |
| Jenny Kihlberg           | Uppsala Municipality                                                            |
| Kjell Dahlstrom          | (former Director General) - SIKA Institute, Sweden                              |
| Magnus Hunhammar         | (CEO) Institute of Sustainable Transportation (IST) / KOMPASS                   |
| Marianne Ogéus,          | Vectus PRT                                                                      |
| Peter Muller             | (President) PRT Consulting, Inc.                                                |
| Ron Swenson              | (Board of Directors) Association for Studies of Peak Oil and Gas (ASPO)         |
| Russel Johnson           | former Environmental Chief IKEA Group                                           |
| Tore Helmersson          | MD Innovatum Technology Park, Trollhättan                                       |
| Ulf Westergård           | Nordiska Investeringsbanken                                                     |

### SCHEDULE *(All scheduled times are subject to change. Registered attendees will receive updates on any changes of Venue or Speaker)*

#### *Example of session & presentation headlines:*

#### **Big picture:**

Design for tomorrow's life styles today  
How to act for post oil era?  
New transport technology - Internet for people and goods  
Be profitable with green construction business  
US initiative – Combine high speed rail and podcars

#### **Towns:**

Planning for new sustainable cities in China and India  
The role of the urban environment to attract creative people and companies  
Case studies of Podcar cities – in Sweden and abroad  
Experience from early podcar implementations – Heathrow, Masdar and Suncheon  
How can podcars complement existing transits with metro, busses and street trams?

#### **Special topics:**

Guidelines for implementers of PRT  
Certification process of PRT  
Construction issues for tram vs podcars  
Financing new infrastructure through private-public-partnership  
Consumer preferences

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