

## **Israeli Mobility Startups to visit Detroit, Michigan**

DETROIT - September 12, 2019 – DRIVE TLV Innovation Center visit to Detroit will enhance mobility connections between Michigan and Israel.

In collaboration with PlanetM/The Michigan Economic Development Corporation (MEDC), MICHauto, the Detroit Regional Partnership (DRP) and The Michigan Israel Business Accelerator, DRIVE TLV is bringing a smart mobility-focused trade mission to the United States featuring startups within the transportation sector.

“We’re very pleased to work closely with Michigan as it continues to demonstrate unparalleled commitment and leadership in the global automotive sector by building strong relationships with DRIVE TLV and the Israeli mobility ecosystem, to bring the most innovative technologies to the State and its corporate partners,” said Itay Erel CEO of DRIVE TLV.

DRIVE TLV ([www.drivetlv.com](http://www.drivetlv.com)) is a leading innovation center for smart mobility technologies in Israel. DRIVE provides startups with meaningful market opportunities while partners are provided with early insights into the start-ups’ cutting-edge technology ahead of their competitors.

“We are very pleased to host DRIVE and their technology companies here in Michigan. Our mobility sector here in Michigan is ripe with opportunities for collaboration and we look forward to mutually beneficial partnerships from this delegation trip and beyond” said Scott Hiipakka, CEO of the Michigan Israel Business Accelerator.

The mission will host companies including Enroute, AD Knight, InfiniDome, Moodify, Ottopia, SoftRide, and Voyage 81. The companies will tour Michigan’s testing facilities such as MCity and the American City for Mobility (ACM), and will participate in corporate matchmaking meetings with top mobility stakeholders established in Michigan.

“Our partnership with Israel continues to grow as we host delegations and develop grant programs for Israeli companies to test and pilot their technology in Michigan. Programs like this displays our commitment to providing global mobility solutions and creating pathways to connect new markets,” said Seun Phillips, Managing Director of PlanetM, Michigan Economic Development Corporation

In 2013, Michigan became one of the first states in the United States to pass legislation for driverless vehicles. Since, Michigan’s infrastructure has grown as a leader in mobility through talent, research, testing opportunities and collaboration with private sectors.

“The DRIVE Israel team and its startup community are clear leaders in the global mobility ecosystem. Each year the DRIVE cohort of startups are delivering new innovations into the global automotive industry. Our team and the broader Michigan economic development community are committed to ensuring that Detroit’s automotive sector has access to this Israeli innovation,” said Justin Robinson, SVP Business Development, Detroit Regional Partnership

“As we continue to promote, retain, and grow the automotive industry here in Michigan, connecting the industry to new innovation continues to be critical. This mission is vital to bringing startup mobility technology to the forefront of our industry,” said Glenn Stevens, executive director of MICHauto, and vice president of automotive and mobility initiatives for the Detroit Regional Chamber.

Organizations such as PlanetM/The Michigan Economic Development Corporation (MEDC), MICHauto, the Detroit Regional Partnership (DRP) and The Michigan Israel Business Accelerator work together to establish Michigan as the premier partner for economic development between Michigan and Israel. Companies interested in learning more about mobility focused trade mission opportunities to and from Israel should reach out to The Michigan Israel Business Accelerator by visiting [www.michiganisrael.com](http://www.michiganisrael.com).