



## MEDIA RELEASE

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FOR IMMEDIATE RELEASE

# MTA Queensland Brings Public Awareness on ADAS with New Introductory Course

Advanced Driver Assistance Systems, also known as ADAS, are now standard in most new vehicles worldwide. From reversing cameras and blind spot warnings to more advanced features such as adaptive cruise control and driver drowsiness detection, almost all modern cars are equipped with some form of this technology.

Yet despite its vital role in minimizing the incidence and severity of a collision, many road users are unaware of how these systems work and when to properly utilise them.

To assist members of the public in gaining a general awareness of the features of their vehicle, MTA Queensland has partnered with Brisbane-based specialist ADAS Solutions Australia to offer a new, introductory training course.

Designed specifically for individuals who have purchased an ADAS-equipped car, participants not only learn about the essential safety technology available but will also have the opportunity to bring along their own vehicle and learn about its unique functionalities.

The following applications are some of the most prominent ADAS in current vehicles, and ones that will be covered in the training:

- Pedestrian detection/avoidance
- Lane departure warning/correction
- Traffic sign recognition
- Automatic emergency braking
- Blind spot monitoring
- Automatic parking

### Motor Trades Association of Queensland

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- Adaptive cruise control
- Glare-free high beam and pixel light
- Adaptive light control
- Driver drowsiness detection

MTA Queensland CEO Rod Camm said, "Having a vehicle with a selection of ADAS technologies may potentially prevent a collision, minimize its impact, or save money in repairs, so it is important that when looking for a new car, customers should enquire what systems are fitted as standard, and once they have bought a new car, how to properly utilize these features.

"MTA Queensland is proud to partner with ADAS Solutions Australia to bring this general awareness course to the market and encourage all individuals to garner a basic understanding of the systems helping keep their family safe."

ADAS Solutions Australia CEO Adrian Parkes said, "The increase of ADAS features that support safety critical systems such as braking and steering, make the proper and effective function of ADAS even more critical. Now that so many of our cars make use of these ADAS technologies, drivers who understand the full functionality of their vehicles will save time, money and most importantly, lives."

The ADAS Introduction course will commence in October 2022 at the Sir Jack Brabham Automotive Centre of Excellence in Eight Mile Plains. For more information and to register, visit <https://www.mtaq.com.au/adas-introduction-course/>

\*\*\*ENDS\*\*\*

**For more information:**

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**Background:**

The Motor Trades Association of Queensland (**MTA Queensland**) is the peak body representing the interests of employers in the retail, repair, and service sectors of Queensland's automotive industry. MTA Queensland has been performing its vital representative role for the automotive industry since 1929. In Queensland there are some 16,000 automotive businesses employing more than 90,000 people, that generate more than \$7.24 billion to the state economy annually. The automotive industry is estimated to contribute \$37 billion to the Australian economy each year. The Association represents and promotes issues of relevance to all levels of government. In 2019 MTA Queensland was announced as an ABA100 winner in The Australian Business Awards and a finalist in the Lord Mayor's Business Awards, for Business Innovation.

The **MTA Institute (RTO 31529)** is the leading automotive training provider in Queensland offering nationally recognised training, covering technical, retail and the aftermarket sectors of the automotive industry. The MTA Institute is the largest independent automotive training provider in Queensland,

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employing experienced trainers who are geographically dispersed from Cairns to the Gold Coast and Toowoomba to Emerald. In the last year, the MTA Institute delivered accredited courses to more than 2,000 students. The MTA Institute is the first trade RTO in Australia to be approved under the ITECA Industry Certification Program and was the winner of the Small Training Provider of the Year at the 2019 Queensland Training Awards.

**MTAiQ**, Australia's first automotive innovation hub established by MTA Queensland in 2017, is an ecosystem that supports innovation and research for the motor trades.

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