

AUTOMOTIVE

Jaguar looks to relieve traffic headaches with new tech

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Image credit: Jaguar Land Rover

By SARAH RAMIREZ

British automaker Jaguar Land Rover is helping its drivers avoid sitting in traffic through vehicle-to-infrastructure (V2X) technology.

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Jaguar's Green Light Optimal Speed Advisory (GLOSA) system allows cars to communicate with traffic lights and inform drivers what the optimal driving speed is to help free up congestion. Automakers are finding innovative solutions for vehicles and infrastructure in hopes to make a more sophisticated driving experience.

"This is part of [Jaguar Land Rover's] green initiative to reduce greenhouse gases," said Lauren Fix, automotive expert, the **Car Coach**, Lancaster, NY. "Idling vehicles is wasted wasted fuel consumption.

"By connecting cars with the traffic network, traffic will flow better, thus improving stress and wasting fuels," she said.

Ms. Fix is not affiliated with Jaguar Land Rover, but agreed to comment as an industry expert. **Jaguar Land Rover** was reached for comment.

Stop and go

Many drivers have a habit of speeding up in attempts to beat out traffic lights. However, harshly accelerating can adversely affect brakes and increase air pollution.

Jaguar and Land Rover models already have a suite of Advanced Driver Assistance features. The new GLOSA technology is currently being tested on an F-Pace and builds off existing Jaguar systems.

The automaker is also developing other features that can reduce the time drivers spend stalled in traffic.



Jaguar is allowing its cars to talk to infrastructure. Image credit: Jaguar Land Rover

Intersection Collision Warning alerts drivers if another vehicle is approaching from a different road, while Intersection Priority Management suggests what order cars can drive at a crossing. Emergency Vehicle Warning can notify drivers when an ambulance, fire truck or police car is approaching, and Collaborative Parking provides drivers with information about available parking spaces.

Another promising safety feature is Electronic Emergency Brake Light, which gives advanced warning to drivers when cars ahead of them brake suddenly. Finally, In-Vehicle Signage displays information about road conditions, traffic congestion and other incidents.

Previously, Audi launched a program that will keep drivers informed about traffic lights and infrastructure on their route. The traffic light monitor, a part of the Audi connect system, first rolled out in Las Vegas for certain Audi vehicles made after June 2016 ([see story](#)).

These innovations have the potential to get traffic moving faster and also improve conditions for self-driving vehicles in the near future.

Smooth rides

Jaguar Land Rover is also aiming to make car travel more comfortable for passengers by rolling out technology that personalizes cabin and driving settings to prevent motion sickness.

Following research, Jaguar Land Rover has developed an algorithm that can assess a rider's wellness and adjust accordingly to reduce nausea. A number of the company's vehicles are already outfitted with solutions to combat motion sickness, but this first phase of research will lead to further innovations in Jaguar Land Rover cars ([see story](#)).

The automaker is making a push for accessibility by developing a solution to an emerging problem created by the rise of quieter electric cars.

Despite the environmental benefits associated with electric vehicles, the faint noise made by the motors makes it more difficult for the visually-impaired to be aware of cars approaching while they are near roadways. Jaguar worked with the United Kingdom's Guide Dogs for the Blind to develop a warning system for pedestrians that works with its nearly-silent I-Pace ([see story](#)).

"This is advanced technology," Ms. Fix said. "That is part of the Jaguar Land Rover DNA."