

AUTOMOTIVE

Lamborghini, Ducati test motorbike-to-car sensor technology in support of road safety

September 18, 2023



The two luxury auto brands are trialing features that could offer lifesaving assistance to cyclists. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker **Lamborghini** and Italian motorcycle manufacturer Ducati are coming together to reduce hazardous driving incidents.

The two brands are trialing features that could offer lifesaving assistance to cyclists. Using early-stage "Vehicle to Vehicle" (V2V) sensors, Ducati took part in a demonstration of motorbike-to-car communication technology as one of its models interacted with a Lamborghini Urus at a Lausitzring, Germany event on Sept. 15.

"For Ducati the issue of road safety is really important," said Simone Di Piazza, innovation manager at **Ducati**, in a statement.

"We have already demonstrated this in the past, being the first motorcycle manufacturers in the world to have the entire range equipped with ABS Cornering and the first to introduce Blind Spot Detection," Mr. Di Piazza said. "The work presented today makes us proud and we are convinced that communication between vehicles, when ready enough to be introduced on all motorbikes and cars, will have a fundamental role in reducing the number and severity of accidents involving motorcyclists."

Looking both ways

After analyzing three crash-prone scenarios and reaching the conclusion that heightened communication and the use of onboard sensors between drivers of all vehicles could help alleviate accident rates, Ducati is putting its plans to the test.

Running simulations between its motorcycles and a Lamborghini Urus provided by its partner, the brand showcased Intersection Movement Assist (IMA), Left Turn Assist (LTA) and Do Not Pass Warning (DNPW) capabilities during a Friday affair hosted by mobility safety organization Connected Motorcycle Consortium (CMC), the originators of V2V technology.

This trio of tools was created by Ducati, a CMC member, alongside a number of suppliers taking part in the organization, in the interest of creating safer conditions for cyclists in the event that these drivers are obscured from the view of other cars on the road, or are experiencing limited visibility themselves.

Lamborghini and Ducati present a new safety concept

IMA, LTA and DNPW will ultimately show up on a dedicated screen, allowing bikers to see warnings with ease, gaining the ability to better determine whether it is safe to move in a certain direction or not. These features also alert nearby car operators of cyclists' movements, sending a caution alert to vehicle dashboards.

V2V communication has been explored by developers for years, though largely without crucial motorcycle data. In a move that could standardize the technology for drivers of all kinds, Ducati and Lamborghini are backing the collective advocacy and research efforts.

Though the aforementioned tools remain in the prototype stage, the mobility companies, which collaborate on projects often ([see story](#)), continue to usher in a safer era of road safety through this work.

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.