

ROBERT STRASSBURGER
PRESIDENT & CEO
AUTOMOTIVE COALITION FOR TRAFFIC SAFETY, INC.

Robert Strassburger is President and CEO for the Automotive Coalition for Traffic Safety, Inc. (ACTS). Strassburger has been associated with ACTS since 2003, first as Board Chairman, and since 2014 as its President and CEO. ACTS, which was established in 1986, is a 501(c)(4) nonprofit corporation that represents seventeen of the world's leading automakers – BMW Group, Fiat Chrysler Automobiles, Ford Motor Company, General Motors Company, Honda Research & Development, Hyundai, Jaguar Land Rover, Kia, Mazda, Mercedes-Benz USA, Mitsubishi Motors, Nissan, Porsche, Subaru, Toyota, Volkswagen Group of America and Volvo Car USA.

ACTS is focused on the advancement and improvement of traffic and motor vehicle safety. Currently, ACTS oversees the Driver Alcohol Detection System for Safety (DADSS) Program. DADSS is one of the most important public-private partnerships in recent years that is researching and developing noninvasive vehicle-integrated technology aimed at eliminating drunk driving.

Strassburger is also Vice President, Vehicle Safety & Harmonization for the Alliance of Automobile Manufacturers, Inc. (Alliance), a national trade association of twelve car and light truck manufacturers and has been affiliated with the automotive industry in various capacities for over 38 years. Previously, Strassburger was Director of Government Affairs for Nissan North America. Prior to joining Nissan, Strassburger held several safety, engineering and vehicle emissions positions at Mazda North American Operations.

In 2004, Strassburger was appointed by Governor Bill Richardson (D-NM) to the governor's Task Force on Ignition Interlock Technology and Deployment.

Strassburger served on MADD's National Board of Directors between 2007 and 2013, the last two years as the Chairman of the Board.

In 2008, Strassburger was appointed by Governor Martin O'Malley (D-MD) to the governor's Quiet Vehicle and Pedestrian Safety Task Force. Strassburger also served on New Mexico's Quiet Vehicle Task Force.

In 2011, Strassburger was presented the Distinguished Service Award by the National Federation of the Blind for his leadership in championing the enactment of the federal Pedestrian Safety Enhancement Act.

Strassburger earned a Bachelor of Science degree in Mechanical Engineering at the University of Michigan.