

C-V2X Technology Reaches U.S. Milestone with the First “Day One Deployment District” at the ITS World Congress 2025

- **The 5GAA Day One Deployment Guide was instrumental in enabling the largest C-V2X deployment during the “Day One Deployment District” in Atlanta.**
- **5GAA members demonstrated real-world C-V2X applications showing immediate public value and nationwide scalability.**

ATLANTA, U.S. - 3 September 2025 — The U.S. connected vehicle ecosystem took a major step forward as Atlanta became home to the nation’s first “Day One Deployment District” for Cellular Vehicle-to-Everything (C-V2X) technology. The **5GAA Vehicle-to-Infrastructure Communications Day One Deployment Guide** was instrumental as a benchmark for C-V2X roadside infrastructure installations such as those earning the spotlight at the ITS World Congress 2025 for the Georgia Department of Transportation (GDOT) and the permanent enhancements for the downtown district.

5GAA members played a key role in showcasing ready-now applications for C-V2X technology in a live urban traffic environment and the clear potential for deployment in other states and cities.

This milestone comes at a moment when vulnerable road user traffic fatalities remain near the highest levels ever recorded, and with traffic congestion costing the U.S. economy more than \$36 billion¹ annually. With an estimated nationwide deployment cost of \$6.5 billion, as estimated in the ITS America National V2X Deployment Plan, C-V2X offers a powerful solution to enhance road safety.

“Day One Deployment District” also builds a bridge for establishing the C-V2X ecosystem in Atlanta, as OEMs progress from pilot projects toward production-ready architectures. Live demonstrations by 5GAA members and other industry leaders illustrated how C-V2X can offer immediate public value through:

- **Faster emergency response** with traffic signal preemption and real-time alerts
- **Enhancing safety for vulnerable road users**
- **Lower local agency expenses**, reducing costs for school buses and public fleets

¹ The Economic and Societal Impact of Motor Vehicle Crashes, 2019 (Revised):
<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813403.pdf>

- **Streamlining tolling and parking** through seamless digital transactions

John F. Kwant, Executive Director Americas, 5GAA, said, "Atlanta's Day One Deployment District proves that C-V2X is ready for prime time. As the global cross-industry association for connected vehicle technologies, 5GAA has worked with its members, public agencies, and technology leaders to turn C-V2X deployment guides into reality. This milestone shows what's possible when we align standards, infrastructure, and industry commitment".

With the "Day One Deployment District" anchoring C-V2X in Atlanta, opportunities will also emerge for streamlined revenue streams for local agencies and toll operators. The deployment confirms the State of Georgia's position as a champion of connected-transportation innovation.

Please see our brochure about the 5GAA members' innovations [here](#).

About the 5GAA

The 5G Automotive Association (5GAA) is a global, cross-industry organization of more than 110 members, including leading global automakers, Tier-1 suppliers, mobile operators, semiconductor companies, and test equipment vendors. 5GAA members work together to develop end-to-end solutions for future mobility and transport services. 5GAA is committed to helping define and develop the next generation of connected mobility, automated vehicles, and intelligent transport solutions based on C-V2X. For more information about 5GAA, please visit www.5gaa.org. Media contact: marcom@5gaa.org