Intelligent speed adaption (ISA) is one of many emerging in-vehicle ITS technologies. ITS includes a broad range of communications-based information and electronics technologies that will make transport safer, cleaner and more efficient. There are technologies that are purely in-vehicle, infrastructure only, vehicle-to-vehicle and also vehicle-to-infrastructure and all have the potential to improve safety, reduce emissions and improve productivity.

This paper will present a view of what is the role of regulation in the emergence of ITS by addressing the question; What is the role of regulation in facilitating the introduction and deployment of technologies, mainly developed overseas, into Australia?