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Minnesota DOT Selects Sensys Gatso for Innovative Work Zone Safety Pilot Focused on Driver Education and Behavior Change

The program combines mobile speed safety enforcement technology with positive behavioral messaging to protect roadway workers and motorists.

Sensys Gatso Group, a global leader in traffic safety solutions built on trusted innovation, today announced a partnership agreement with the Minnesota Department of Transportation (MnDOT) to support their innovative Work Zone Safety Camera Pilot Program. Budgeted at USD 800 Thousand, corresponding to approximately SEK 7.6 Million, the initiative is designed to educate drivers on the dangers of speeding, slow their travel through active highway work zones, and improve safety for roadway workers and motorists alike.

As part of the initiative, Sensys Gatso will deploy FLUX mobile work zone speed safety cameras installed on battery-powered solar trailers in two Minnesota construction project corridors: Interstate 35W in Burnsville, a commuter route south of Minneapolis, and Highway 65 between Cambridge and Braham, a community approximately one hour north of the major metropolitan area. The company will also provide back-office processing and operational support for the program using its innovative Xilium platform.

Unlike traditional automated enforcement programs, the Minnesota pilot will not issue speeding citations or financial penalties. Instead, registered owners of vehicles traveling 10-mph or more above the posted work zone speed limit will receive educational warning communications aimed at influencing long-term driving behavior and increasing awareness of the dangers workers face every day in active construction zones. The communications campaign, developed by MnDOT through its *Toward Zero Deaths* traffic safety program, will use a combination of positive reinforcement, direct messaging, and emotional appeals to encourage safer driving behavior. Based on the number of violations, drivers may receive up to three escalating communications featuring images of their vehicles speeding through the work zone alongside narratives highlighting the danger to work crews.

"This pilot reflects exactly what Sensys Gatso has stood for throughout our 70-year history, using trusted innovation to reduce crashes, change dangerous driving behavior and ultimately save lives," said Lew Miller, CEO of Sensys Gatso Group AB. *"Every day, roadway workers put themselves at risk to improve and maintain our transportation infrastructure. We need to do everything we can to protect them as well as motorists traveling through work zones."*

The Minnesota pilot will also incorporate digital engagement tools, including QR codes directing drivers to educational materials and additional work zone safety resources. MnDOT will evaluate campaign engagement, driver behavior trends and speed reduction data throughout the program as officials assess its effectiveness and prepare a legislatively mandated report on the pilot's outcomes.

Sensys Gatso Group AB is a global leader in traffic safety solutions with employees and subsidiaries in Australia, Germany, the Netherlands, Saudi Arabia, Sweden and the USA, as well as a branch office in the United Arab Emirates. Shares are listed on Nasdaq Stockholm under the stock symbol SGG.

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The initiative is part of MnDOT's broader commitment to protecting roadway workers and reducing fatalities and serious injuries on Minnesota's roadways.

"At Sensys Gatso, we deliver technology solutions that communities can rely on while supporting public agencies in building safer roads for everyone," Miller added. "We are proud to partner with MnDOT on a program that prioritizes education, awareness, and human impact."

The pilot is expected to take place later this year with MnDOT also completing statewide public outreach.

For further information:

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