



VSI  
Labs



**BOLTON  
& MENK**

Real People. Real Solutions.

# Case Study

## VSI Labs and Bolton & Menk

VSI Labs is a leading technology researcher for companies that develop systems or components used in ADAS and automated driving applications. In August of 2018, [Bolton & Menk](#) became a partner on VSI's research vehicle. While Bolton & Menk does not develop AV technology or components like many of VSI's automotive partners, they represent other critical aspects of the road to autonomy - infrastructure, community planning, education, and outreach.

### About the Partnership

Bolton & Menk specializes in providing public infrastructure solutions including roads, bridges, and intersections in urban and rural environments.

VSI works with Bolton & Menk to educate communities on developing AV technologies and study the interaction of automated vehicles with public infrastructure, including V2X applications, traffic and construction zones, and more. VSI's automated development vehicle and research advisory services **enable Bolton and Menk to be better prepared for future transportation needs.**

Their partnership with VSI has also allowed them to position their brand within the context of connected and automated vehicles. In addition to integrating Bolton & Menk into VSI's marketing collateral, their logo was also applied to the car. The vehicle traveled to over 10 industry events last year with **178,000+ attendees**, and conducted **500+ demos**.

### Working Together with MnDOT

Through its relationship with Bolton & Menk, VSI has also been able to help the Minnesota Department of Transportation (MnDOT) prepare for the future of connected and automated vehicles in Minnesota.

VSI, Bolton & Menk, and MnDOT have partnered to hold regular demo events with VSI's research vehicle, allowing local and state government stakeholders to experience self-driving technology firsthand.



### Looking Ahead

Bolton & Menk will continue to partner with VSI on their research vehicle in 2020. The two companies will work together on a series of public and private vehicle demos, along with other promotional initiatives. Those interested in attending a demo can email [ashley.hudson@bolton-menk.com](mailto:ashley.hudson@bolton-menk.com).

In addition, VSI will continue to promote Bolton & Menk at AV conferences and events worldwide.

### Why Work with VSI?

- Leverage VSI's applied research expertise
- Get your component integrated into a fully functioning semi-autonomous vehicle
- Grow your brand's reach through VSI's marketing & events
- Demonstrate your technology to industry leaders & other stakeholders

### Ready to Get Started? Contact Us:

952-215-1797  
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