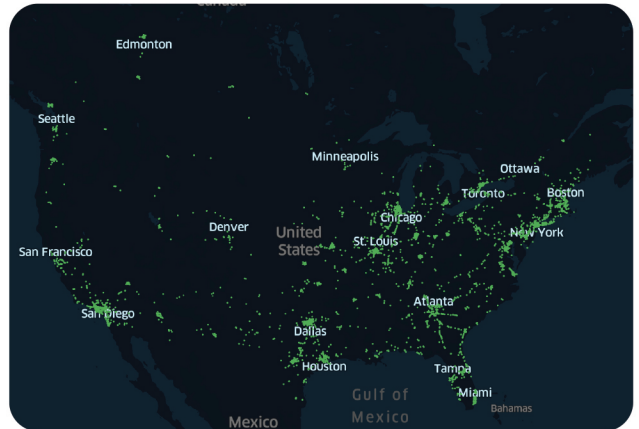


Digital Alerts Reduce Speeds by 17%

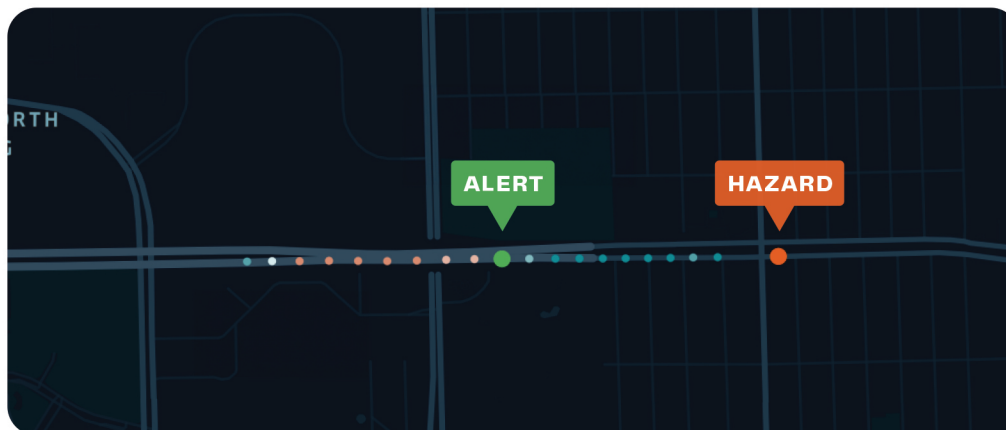
Safety Cloud® by HAAS Alert is a connected vehicle platform that helps drivers be more aware of their surroundings by sending real-time digital alerts when emergency vehicles, work zones, disabled vehicles, or roadway hazards are nearby. These alerts deliver up to 30 seconds of advance warning directly through automotive in-vehicle systems and leading navigation apps. By giving drivers more time to react, digital alerting doesn't just raise awareness— it drives real, measurable changes in safe driver behavior.



Our research analyzed over 40,000 driver interactions delivered to Safety Cloud connected vehicles across urban and rural North American roads. **The impact is undeniable: drivers slowed consistently in the 30 seconds after receiving an alert.** Those traveling faster than 37 mph (60 kph) reduced speed by up to 17%, demonstrating that digital alerting directly impacts driving behavior; increasing driver and roadway safety.



To isolate the alert's impact, we examined lower-density traffic scenarios to adjust for speed changes due to factors not related to the digital alert. Furthermore, analysis also shows these decelerations were smooth and not consistent with harsh braking, indicating no adverse safety effects. Drivers are already slowing down, responders are experiencing fewer near-misses, and roadway crews are seeing safer work zones — proof that digital alerting is making an impact where it matters most.



SPEED DIFFERENTIAL

- Less than -6mph
- 6 to -4mph
- 4 to -2mph
- 2 to 0mph
- 0 to 2mph
- 2 to 4mph
- 4 to 6mph
- 6mph or more