



SAFETY CLOUD®

POWERED BY HAAS ALERT

Connected Safety at Scale



YEAR IN REVIEW 2025

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CREATING A **CONNECTED**, COLLISION-FREE WORLD WHERE EVERYONE GETS HOME SAFELY.



Digital alerting was created to combat driver distraction so that we could put an end to lives lost on the roads. We've still had an unacceptable amount of first responders and roadway workers struck and killed this year; nearly 40,000 lives lost including motorists on our roads across the country.

This year, we've begun to prove how alerts are influencing driver behavior, preventing collisions, reducing roadway risk, and ultimately saving lives. What once felt visionary is now transforming road and public safety; as digital alerting becomes a standard safety feature.

2025 was a year defined by breakthrough safety initiatives and steady progress toward our mission of making roads safer and smarter for everyone. Across North America and beyond, our customers and partners helped elevate digital alerting from an emerging concept into

a trusted, indispensable layer of modern public safety and standardization. Every achievement this year reinforces growing evidence that connected safety is no longer optional, rather it is becoming a cornerstone of Vision Zero strategies and Slow Down, Move Over campaigns nationwide.

While I'm grateful for the major awards and national recognition HAAS Alert received this year, what I am and will always be most proud of, is our team's boots-on-the-ground dedication and unwavering commitment to working side-by-side with our customers.

With every new customer, every partnership, every milestone, HAAS Alert will remain committed to one goal above all else: saving lives by preventing collisions. We have partnered with more fleets and covered more roadways in North America, Europe, and Asia than ever before. Let's keep building together.

Be Safe -

A handwritten signature in black ink, appearing to read "Cory Hohs".

Cory Hohs



Detroit Goes All In On Safety Cloud®

The City of Detroit has become the largest city in the nation to implement HAAS Alert Safety Cloud across its public safety fleet, including all Detroit Fire Department (DFD) apparatus and select Detroit Police Department (DPD) vehicles. The city launch and deployment of Safety Cloud makes Detroit a national model for public safety technology adoption and innovation.



Digital Alerting as a Safety Standard

HAAS Alert is working with a broad bipartisan coalition of legislators and nonprofits to continue to expand access to digital alerting. In Indiana, Rep. Maureen Bauer introduced the first ever state-level legislation to support digital alerting deployments (House Bill No. 1204). Rep. Chris Deluzio is pictured learning more about digital alerting at the Presto Volunteer Fire Department in Pennsylvania.



School Bus Alerting for Student Safety

An estimated 40 million school bus stop-arm violations occur in the U.S. each year. Although state laws require drivers to stop when a bus's stop-arm is deployed, that alone doesn't always provide enough advance warning, particularly at higher speeds or in poor visibility. To significantly enhance student safety, HAAS Alert is launching a new safety service for school buses.

2025 ITSPA Project of the Year

The Delaware Valley Regional Planning Commission (DVRPC) won the 2025 ITSPA Project of the Year Award and an ITSNJ Award for their Digital Alerting Program, which partners with NEWCOM and HAAS Alert to send real-time alerts to drivers about nearby first responders, enhancing safety and promoting Move Over laws across the Greater Philadelphia region.

Massachusetts State Police

Massachusetts State Police (MSP) is using HAAS Alert's Safety Cloud system, funded by a federal NHTSA 405(h) grant, to send digital alerts to drivers' phones and cars, warning them about nearby MSP cruisers with lights on to encourage slowing down and moving over, improving safety for troopers and the public.

Real-Time Flood Alerting

Flooding is one of the deadliest weather hazards in the U.S., with most fatalities occurring in vehicles when drivers unknowingly enter flooded roads. Traditional alerts are often ignored or unseen. Flood Alerting through Safety Cloud® offers the first effective way to deliver precise, location-specific flood warnings to drivers in motion. HAAS Alert developed its latest safety tech with DHS S&T and FEMA IPAWS to deliver real-time in-vehicle warnings about nearby floods.



Consumer Research on V2X Technology: Consumers Prioritize Safety and Efficiency

APRIL 2025

Poco Labs held targeted focus groups and surveyed more than 2,000 drivers to look at consumer attitudes and preferences for a variety of V2X use cases. The findings revealed that V2X safety features are highly valued by consumers and should be prioritized by automotive OEMs.

KEY FINDINGS

Safety Features are Highly Desired

- Consumers rate safety-focused V2X features as the most desired, most frequently used, and most valuable
- Road hazard warnings, pedestrian warnings, and emergency vehicle notifications are the most popular features
- Safety features have broad appeal across all demographics and driver types



88%
of consumers
want V2X features to function
without the need of a mobile device



Championing Roadway Safety Through Award-Winning Innovation

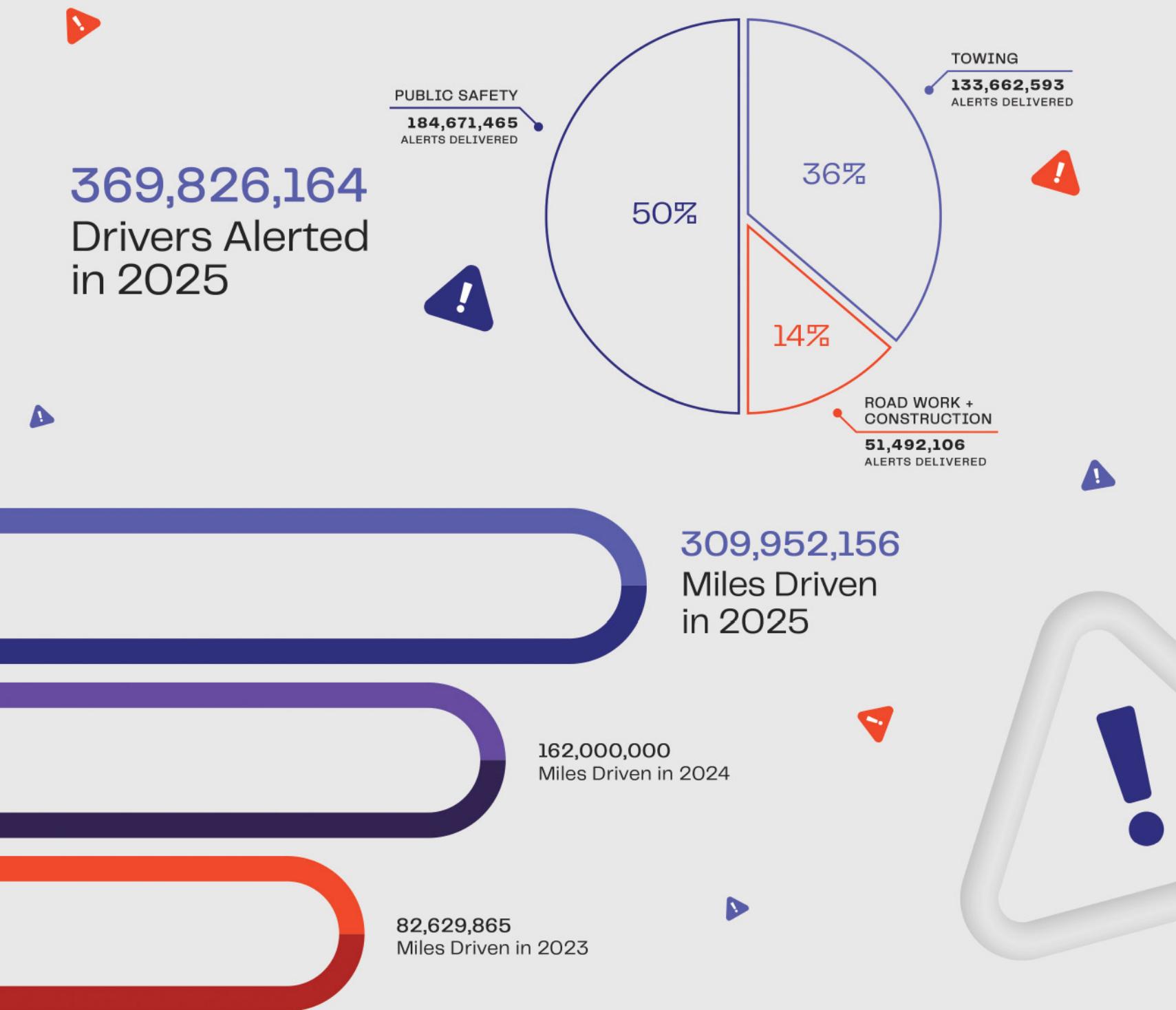
AutoTech Breakthrough Awards Driver Safety Solution of the Year

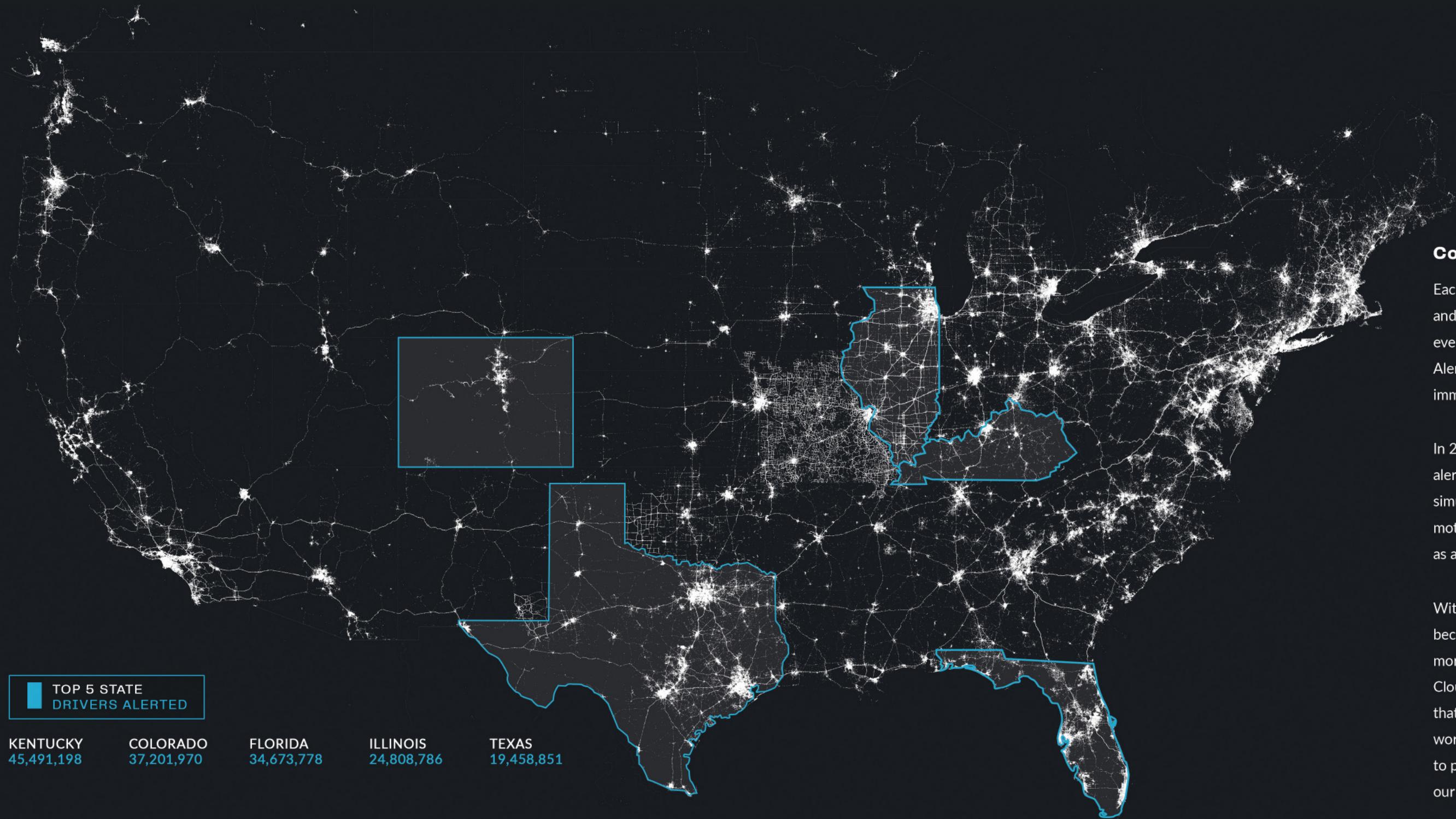
ADAS & Autonomous Vehicle International Magazine Safety Innovation of the Year

American Traffic Safety Services Association Innovation Award

ITS World Congress Hall of Fame Industry Award

Governors Highway Safety Association Innovative Partnership in Roadway Safety





Connected Safety at Scale

Each point on this map marks a moment when responders and roadway workers were most vulnerable. Every hazard, every incident, every scene was safeguarded by Digital Alerting, extending their visibility to drivers far beyond the immediate roadway.

In 2025: Public agencies and roadway workers delivered alerts to more than 369 million drivers nationwide, simultaneously influencing the behavior of countless other motorists who were able to make safer maneuvers earlier as a result.

With each new fleet that comes on board, coverage becomes more comprehensive and the platform grows more robust. As more automotive OEMs adopt Safety Cloud, a greater number of motorists receive timely alerts that protect them, as well as responders and roadway workers. Together, these advances strengthen our ability to positively influence driver behavior and get us closer to our goal of ensuring everyone gets home safely.



24,994,986
Incidents Protected
in 2025



Top 5 Protected States in 2025

1 Texas	2,168,293	2 California	2,120,002	3 New York	1,627,766	4 Florida	1,236,438	5 Illinois	1,141,307
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Responder-to-Responder Alerting

Responder-to-Responder (R2R™) alerting was developed to give fire, law enforcement, and EMS vehicles notice of other responding emergency vehicles before a potential close call becomes a collision.

Every emergency vehicle on the Safety Cloud platform, regardless of jurisdiction, will alert any other responding vehicle equipped with a R2R LED indicator.

The impact of R2R is measurable and growing. With millions of alerts delivered to date and with response times across Safety Cloud-equipped fleets improving, the technology is helping agencies reduce risk at intersections and improve responder awareness.

1,659,295

Responder-to-Responder Alerts
Delivered in 2025

08:58

Average Time-to-Scene
FOR PUBLIC SAFETY FLEETS

28:28

Average Time-on-Scene
FOR PUBLIC SAFETY FLEETS



Digital Alerting in Europe

The deployment of Safety Cloud on Škoda vehicles in Europe marks a revolutionary step forward for digital alerting by pioneering the mass adoption of Vehicle-to-Everything (V2X) communication across the continent. By making Škoda the first European manufacturer to integrate HAAS Alert's cloud-based platform, this initiative is shifting in-car safety from a reliance on traditional visual and auditory warnings (like sirens and lights) to sophisticated, real-time digital notifications.

The immediate benefits are twofold: enhanced road safety for everyday drivers and improved response times for emergency services. The seamless, background operation of these alerts within Škoda's Traffication app, providing both visual and audio notifications on the central display without driver intervention, establishes a new, higher standard for proactive driver awareness and hazard avoidance in the region.

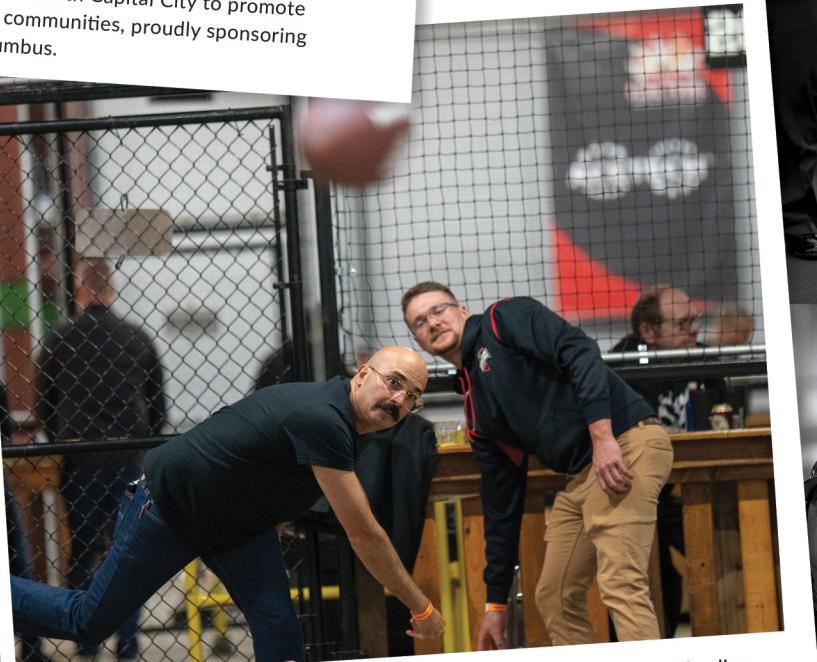
In 2025, Safety Cloud delivered 37,760,250 alerts to motorists and protected 227,767 incidents across Europe.



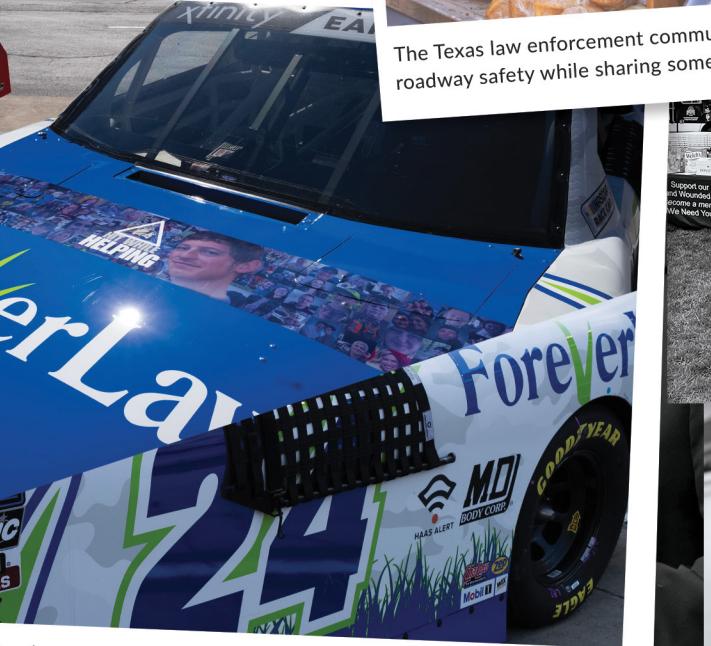
We teamed up with Run Mag Mile and OhioHealth Capital City to promote health and wellness in our first responder communities, proudly sponsoring the Heroes Challenge in Chicago and Columbus.



Texas law enforcement community gathered to exchange insights on officer safety while sharing some tasty BBQ and camaraderie.



Firefighters came together to relax, connect, and have some fun at The Fowling Warehouse during FDIC in Indianapolis.



owing professionals nationwide to honor fallen operators and
the growing crisis of roadside struck-by incidents, supporting
Matt Spencer and Hit While Helping.





HAAS ALERT