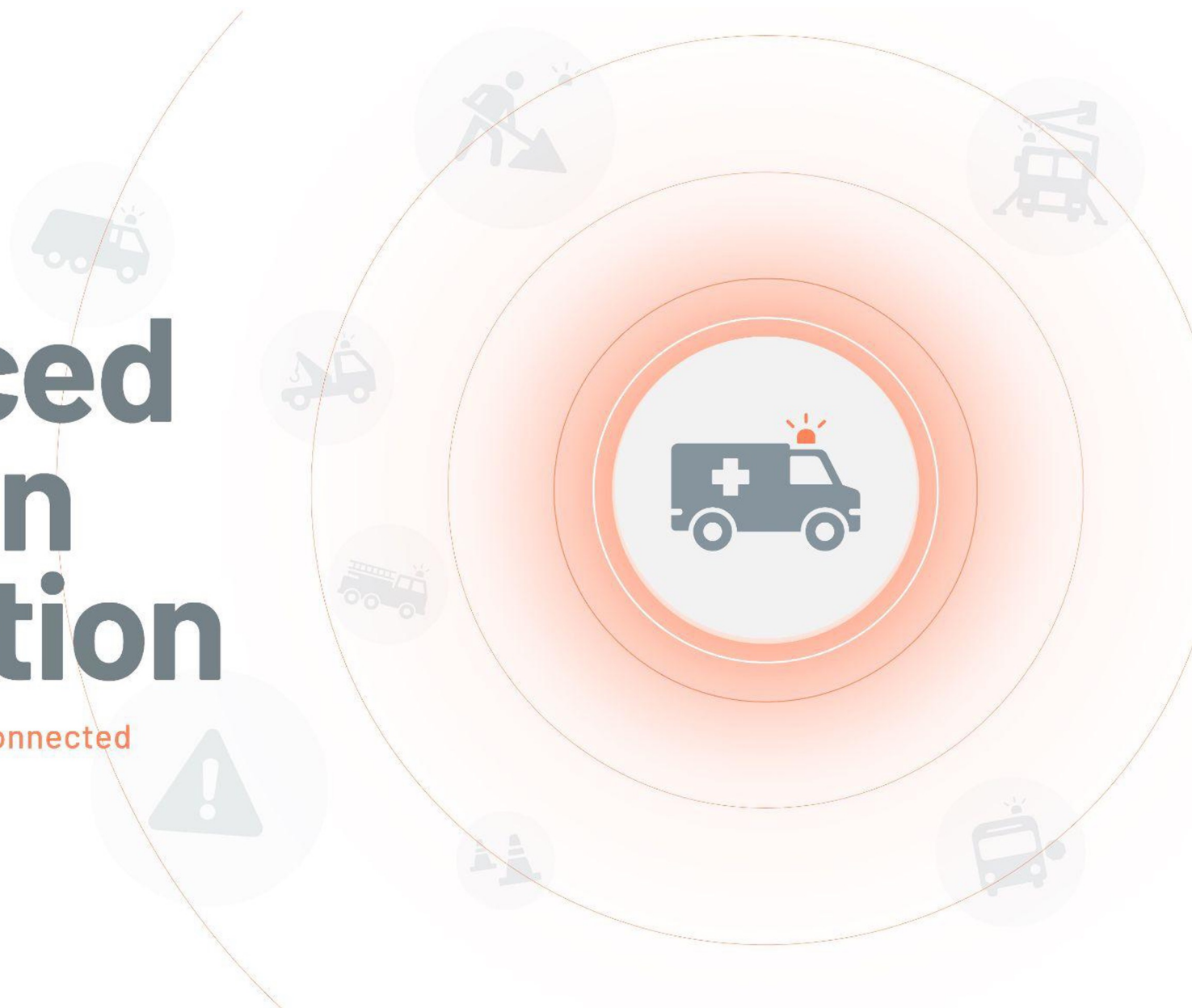




# Advanced Collision Prevention

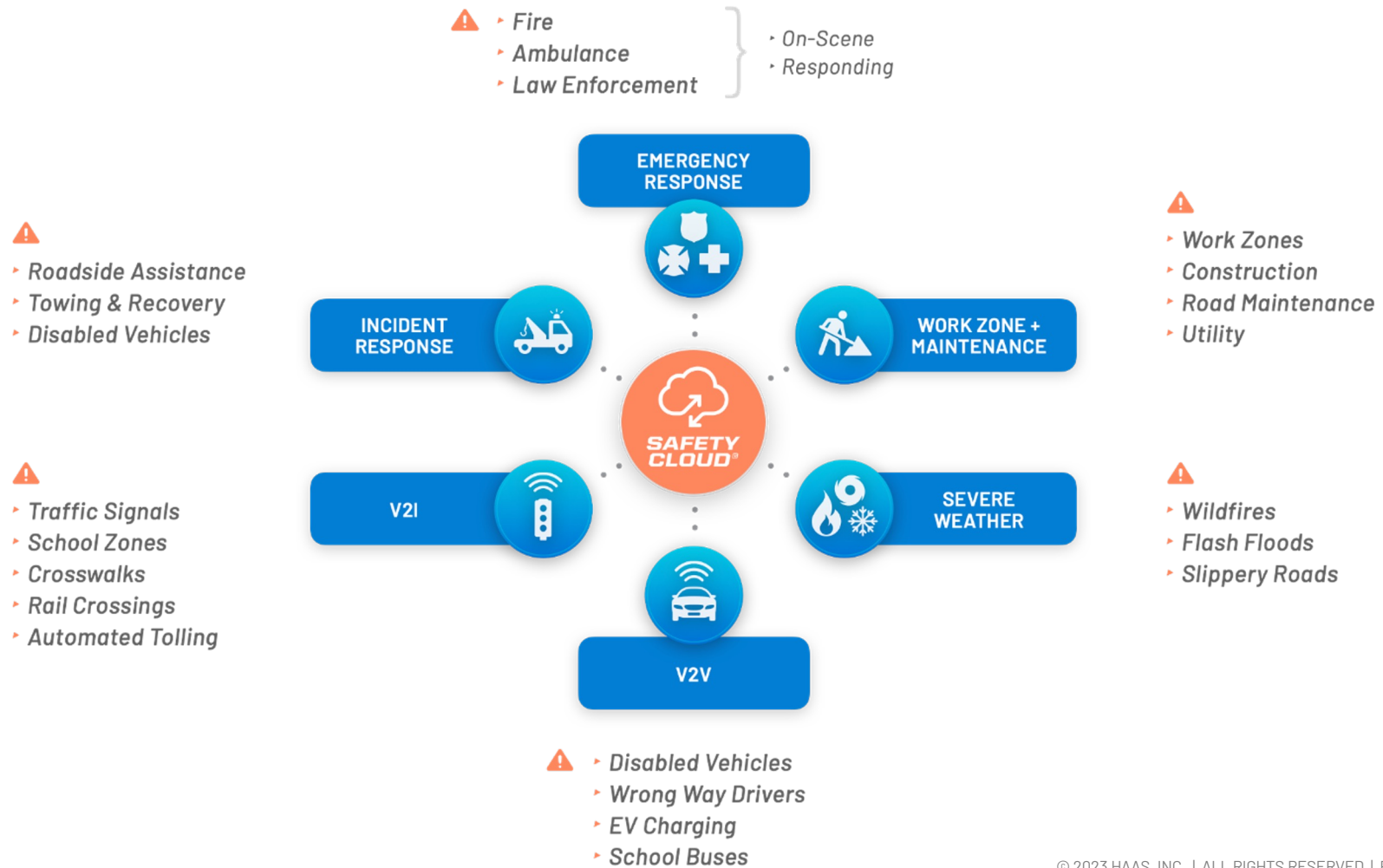
Digital Alerting, Real-Time Connected  
Safety for Crews and Fleets

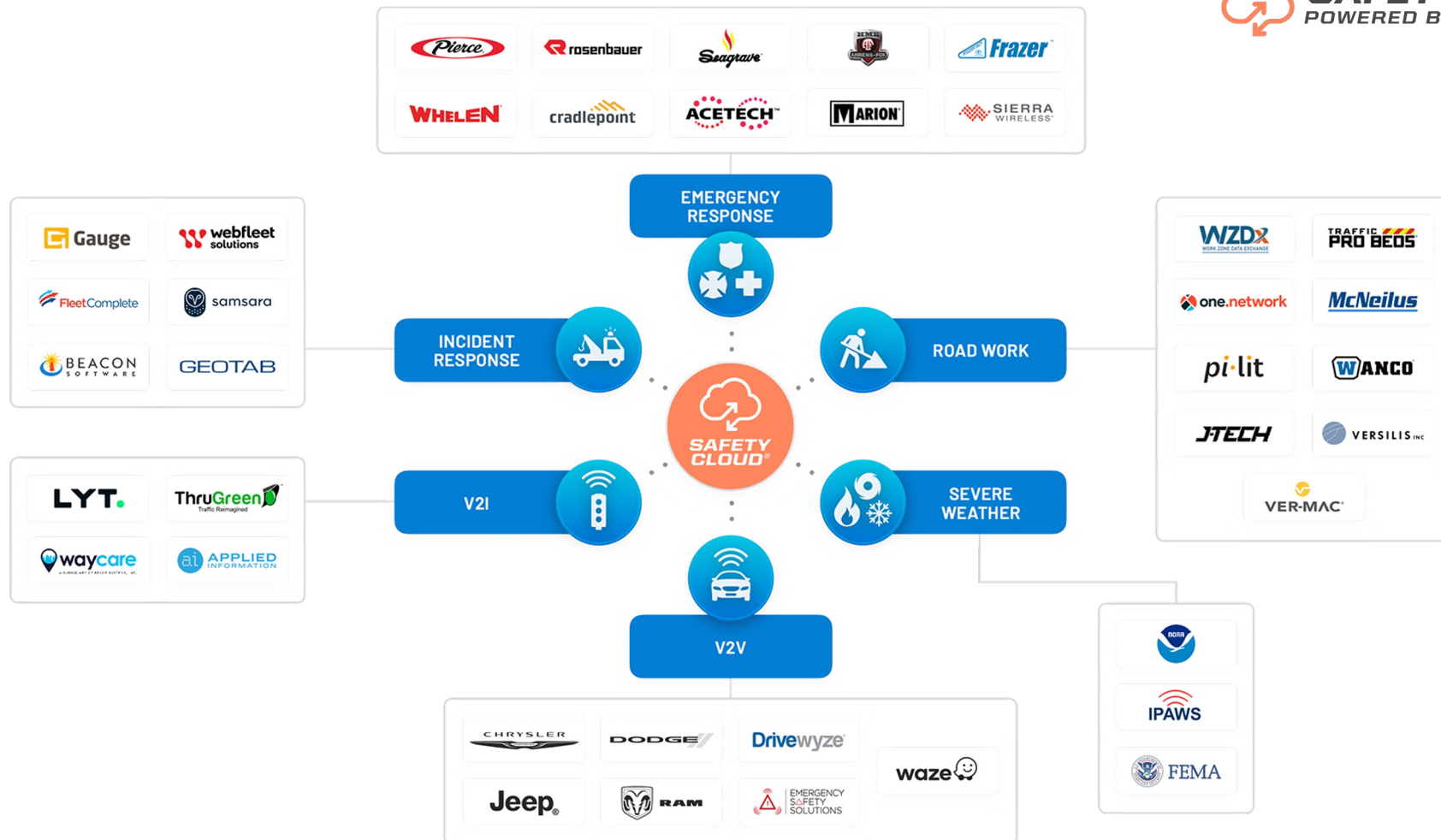
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**Safety Cloud®** streams **real-time digital alerts** to motorists and connected cars through in-vehicle screens and mobile devices, allowing drivers more time to make safe maneuvers earlier.





## Traditional Alerting

External  
Line-of-Sight  
Last Second



LIGHTS



SIRENS



CONES



SIGNS



REFLECTIVE CLOTHING

ITVX

### Two people die after ambulance and car crash | ITV News

Two people die after ambulance and car crash in Suffolk ... Two people have died after an ambulance and car crashed in Suffolk. The collision...

1 month ago



Cambridge News

### Two die after crash near Newmarket involving ambulance and car

Two die after crash near Newmarket involving ambulance and car.

1 month ago



BBC

### Reading police van and ambulance crash leaves three hurt

Three emergency service workers were taken to hospital after a crash between a police van and an ambulance car.

8 Aug 2023



East Anglian Daily Times

### Ambulance in serious crash on B1506 in Newmarket, Suffolk

An ambulance was one of the vehicles involved in a serious two-vehicle crash on the B1506 in Newmarket on Tuesday.

1 month ago



Warrington Guardian

### Police give update on crash between ambulance and car on Winwick Road

POLICE have given an update on a crash between an ambulance and a car on the town's busiest road.

6 Dec 2023



Maidenhead Advertiser

### Crews attend scene of crash involving car and ambulance

Fire crews from Slough and Langley were at the scene of a crash involving a car and an ambulance early this morning (Sunday).

1 week ago



until February 2,

ITVX

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1 week ago



BBC

### Man dies after van crash at Leeds roadworks

Man dies after van crash at Leeds roadworks ... A man has died after a crash involving two vans at roadworks in Leeds. A Mercedes Sprinter hit the...

11 Dec 2023



Dorset Echo

### Traffic delays in Weymouth due to crash and roadworks

The closure of Church Street will remain in place until February 2, meaning that any crashes or delays along the Weymouth Relief Road are likely...

1 month ago



Surrey Live

### M25 traffic recap after crash near Wisley Interchange roadworks

M25 traffic recap after crash near Wisley Interchange roadworks ... Two lanes on the M25 were closed anticlockwise after a crash just before the...

13 Nov 2023



until February 2,

ITVX

Two people die after ambulance and car crash in Suffolk

Two people die after ambulance and car crash in Suffolk. The ambulance and car crashed in Suffolk. The crash happened on a road near Newmarket. Two people died. The ambulance was on its way to a hospital. The car was on its way to a house. The crash happened on a road near Newmarket. Two people died. The ambulance was on its way to a hospital. The car was on its way to a house. The crash happened on a road near Newmarket. Two people died. The ambulance was on its way to a hospital. The car was on its way to a house.

Cambridge News

Two die after crash near Newmarket involving a fire engine

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BBC

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8 Aug 2023

East Anglian Daily Times

Ambulance in serious crash on B1506 in Newmarket on Tuesday

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1 month ago

Warrington Guardian

Police give update on crash between fire engine and double-decker bus on Winwick Road

POLICE have given an update on a crash between a fire engine and a double-decker bus on Winwick Road. The crash happened on a road near Warrington. POLICE have given an update. The fire engine was on its way to a hospital. The double-decker bus was on its way to a house. The crash happened on a road near Warrington. POLICE have given an update. The fire engine was on its way to a hospital. The double-decker bus was on its way to a house.

6 Dec 2023

Maldenhead Advertiser

Crews attend scene of crash involving fire engine and car on its way to hospital

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1 week ago

Portsmouth News

Emergency services at scene of crash involving fire engine and truck towing digger

'We were called at 11.33am today (June 16) to a report of a road traffic collision involving a fire engine and a white Isuzu Gafter tipper...'

16 Jun 2023

Your Local Guardian

Woman seriously injured in London Fire engine crash

A woman aged in her mid-70s has been seriously injured in a crash with a fire engine in Thornton Heath. The crash happened on a road near Thornton Heath. A woman aged in her mid-70s has been seriously injured. The fire engine was on its way to a hospital. The car was on its way to a house. The crash happened on a road near Thornton Heath. A woman aged in her mid-70s has been seriously injured. The fire engine was on its way to a hospital. The car was on its way to a house.

27 Sept 2023

BBC

M20: Stationary fire engine involved in motorway crash

A vehicle crashed into the fire engine on the M20 in Kent as fire crews attended an earlier crash. The crash happened on a road near Kent. A vehicle crashed into the fire engine. The fire engine was on its way to a hospital. The car was on its way to a house. The crash happened on a road near Kent. A vehicle crashed into the fire engine. The fire engine was on its way to a hospital. The car was on its way to a house.

1 month ago

The Irish News

Watch: The moment a double-decker bus collides with a fire engine in Belfast

A bus driver and a number of firefighters have been injured after a fire engine collided with a double-decker bus in Belfast while...'

3 weeks ago

Leicester Mercury

Fire engine damaged after crash with car on its way to hospital

A fire engine on its way to an emergency call was involved in a crash with a car in Market Harborough. The incident happened on Northampton...'



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### **R2V™ (Responder-to-Vehicle)**

Delivers real-time digital alerts to motorists and connected cars when responders are en-route and on-scene.



### **Without Safety Cloud®**

Drivers rely on lights and sirens to know when to move over, putting responders at risk of injury and death.



### **With Safety Cloud®**

Drivers receive digital alerts inside their vehicles and have more time to slow down and comply with move over laws.

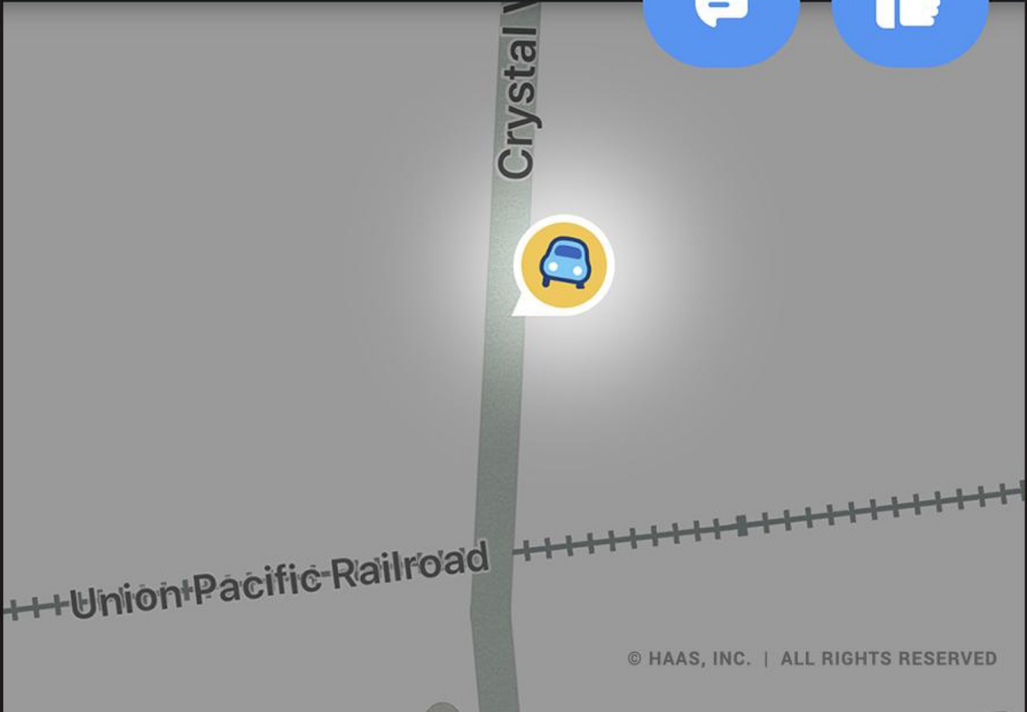
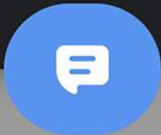


Car stopped  
**0.4 miles away**

Crystal Valley Rd, Crystal Valley  
"Emergency vehicle on scene"



1 min ago by HAAS Alert





Emergency Vehicle Icon

- Fire apparatus
- Ambulances
- Emergency response vehicles
- Tow trucks (when stopped)
- Vehicle Repair trucks (when stopped)



Blocked Lane Icon

Lane closures



Coming Soon: New Icons for Moving Alerts and Law Enforcement Fleets

Maps



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 **CAUTION**

## Emergency Vehicle Ahead

Please slow down and move over

OK

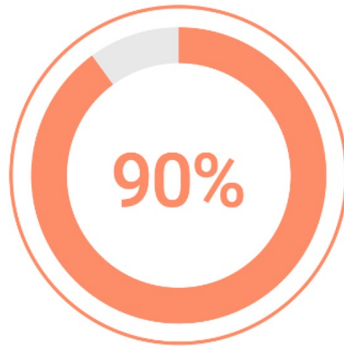
CANCEL

STELLANTIS

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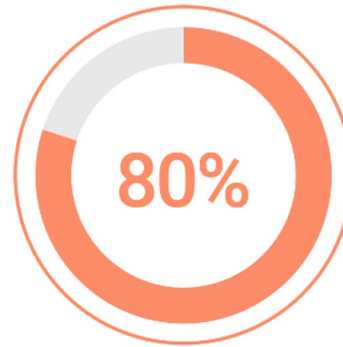






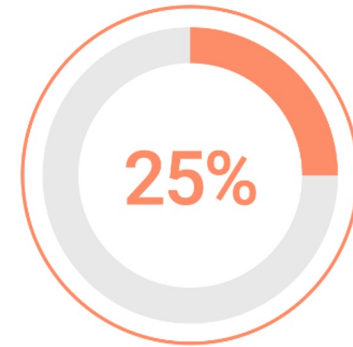
The odds of a crash were  
**up to 90% lower** when drivers  
received an advance alert.

Source: Drucker CJ, "An epidemiological approach to emergency vehicle advanced warning system development: A two-phase study", University of Minnesota, Dec 2013.



Digital alerting helped to reduce  
hard-braking events on the  
interstate **by 80%.**

Source: Purdue University, Evaluation of the Impact of Queue Trucks with Navigation Alerts, 2021.



Analysis showed a  
**25% reduction in speed**  
seconds after an alert.

Source: NHTSA HAAS Alert Study, 2021.



# Equipping Safety Cloud

Safety Cloud can be added to any fleet in a variety of ways.

## HA-7

TRANSPONDER



### Connects Any Fleet Vehicle

External antenna option also available  
(Cellular/GPS)

Dimensions: 4.3" x 5.3" x 1.4"

## HA-D

DIRECT



### Backend System Integration

For larger fleets with compatible  
cloud-to-cloud systems

# Integrate with Safety Cloud

HAAS Alert partners with vehicle manufacturers, telematics providers, and other transportation solutions to make Safety Cloud available to as many fleets as possible.



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HAAS Alert partners with vehicle manufacturers, telematics providers, and other transportation solutions to make Safety Cloud available to as many fleets as possible.

## Fleet Manufacturers





HAAS ALERT

## OUR MISSION

*At HAAS Alert, our mission is to transform road safety by building lifesaving mobility solutions that not only save lives, but also redefine safety for our roads.*

## OUR VISION

*We envision a connected, collision-free world where everyone gets home safely. This vision isn't just a distant dream, it's the driving force behind every innovation we create and every solution we offer. We are steadfast in our pursuit to make this vision a tangible reality.*

## Our Values

- Curiosity
- Courage
- Community
- Commitment



**SAFETY  
CLOUD®**

POWERED BY HAAS ALERT