

**Company Name: HAAS Alert**

**Project Title: Safety Cloud®**

HAAS Alert is delivering on the promise of Intelligent Transportation Systems by making Vehicle-to-Everything (V2X) connectivity real, reliable, and operational at scale. Our Safety Cloud® platform is the nation's leading digital alerting solution, enabling vehicles, infrastructure, and vulnerable road users to communicate in real time and avoid collisions. In the past year, HAAS Alert has transformed V2X from a concept into an essential safety service for thousands of agencies and cities, delivering more than 2 billion digital alerts to millions of connected vehicles across North America and Europe.

Safety Cloud has scaled beyond individual deployments to become a global V2X network, used daily by public and private fleets and increasingly embedded directly into vehicle platforms as a standard safety feature. In doing so, HAAS Alert has played a pivotal role in accelerating ITS deployment, advancing interoperability, and ensuring V2X communications are widely available and immediately effective.

Highlights from the past year include:

- Automotive and Technology Partnerships: Building on its deployment across more than 2.5 million Stellantis vehicles, more Safety Cloud integrations launched in the last year across a range of platforms and partners including Volkswagen, Mercedes-Benz, Mitsubishi Electric, and Aiden Automotive. These collaborations with HAAS Alert are bringing more V2X digital alerts into vehicles and infotainment platforms on the ground today.
- Global Expansion and Public Sector Deployment: In addition to its deployments in all 50 US states and every province in Canada, Safety Cloud expanded to new international regions and public fleets across the world. In Europe, digital alerting deployments launched with public safety fleets in the Netherlands, Slovakia, Ireland (Carlow Fire & Rescue), and the UK (Surrey and Avon Fire Services), as well as roadworkers (WJ Group) and tolling and safety groups (Via Pribina Operations).
- Cross-Sector Integration and Ecosystem Growth: HAAS Alert is an active contributor and leader in the ITS community. As a member of ITS America, the Alliance for Automotive Innovation, the Governor's Highway Safety Association, the American Traffic Safety Services Association, and more, HAAS Alert works collaboratively across the entire transportation ecosystem to make connectivity a reality. In the last year, HAAS Alert also added major partners across critical V2X categories, launching new partnerships with cutting-edge innovators in transportation and technology including Cavnue, Nexar, and Miovision.

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- Innovation Recognition and Trust Infrastructure: Safety Cloud earned the Innovation Award at ATSSA Expo 2025, validating its role as a groundbreaking advancement in roadway safety. We also launched the Safety Cloud Trust Center, a first-of-its-kind transparency hub to publicly share product safeguards, uptime metrics, and privacy practices—underscoring a leadership commitment to responsible innovation.

No other company or platform in the world is enabling this level of real-world, cross-platform, ground-level V2X deployment. Safety Cloud has become a critical connective layer of the modern transportation system, bridging gaps between vehicles, infrastructure, devices, and software providers. By deploying directly with agencies and bringing solutions at scale, partnering across industries, and championing safety-first innovation, HAAS Alert is accelerating the adoption and impact of ITS nationwide and globally.

For its outsized role in making V2X a reality - and saving lives in the process - HAAS Alert should be considered for the ITS America Industry Award.

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