

## **HAAS Alert Announces Multi-Year Contract with North Texas Tollway Authority**

CHICAGO, December 9, 2019 -- HAAS Alert, a Chicago-based automotive safety company, announced today it has been awarded a three-year contract from North Texas Tollway Authority (NTTA) to equip all of the agency's Roadside Safety Services vehicles with its Safety Cloud® collision prevention service. The agreement will protect NTTA vehicles and workers by delivering real-time digital alerts to nearby motorists in order to reduce collisions and enhance motorist awareness.

The NTTA operates and manages nearly 1,000 miles of toll roads throughout the Dallas/Fort Worth metropolitan area. Every day, NTTA's fleet of vehicles assists stranded motorists and provides protection and traffic flow management at incident scenes and emergencies.

Under the new contract, HAAS Alert will provide an additional layer of safety to motorists, NTTA work crews, and NTTA fleet vehicles. When NTTA vehicles are in the field responding to incidents, the HAAS Alert Safety Cloud will stream real-time digital alerts to oncoming vehicles through navigation apps and in-dash systems, delivering critical early warning to drivers to lessen the likelihood of a collision.

"We are proud to partner with NTTA to help make their roads safer for everyone," said Cory Hohs, CEO of HAAS Alert. "Responders and roadside personnel face extreme risk daily. We protect them by extending the reach of their warning lights with digital alerts, giving drivers critical extra moments to safely react to hazardous situations on the roadway."

### **About HAAS Alert**

HAAS Alert makes roads and communities safer by delivering digital alerts from emergency response and other municipal fleets to nearby drivers. The company streams real-time alerts and other vital safety information to motorists and connected cars via in-vehicle and navigation systems when emergency vehicles are approaching and on-scene.

To learn more, visit [haasalert.com](http://haasalert.com) or contact [press@haasalert.com](mailto:press@haasalert.com).