

MAZDA PARTNERS WITH AAA AND HAAS ALERT TO EXTEND REAL-TIME SAFETY BEYOND THE VEHICLE

WASHINGTON, Aug. 27, 2026 /PRNewswire/ -- Mazda North American Operations (MNAO) today announced a safety collaboration with the American Automobile Association (AAA), the foremost leader in roadside assistance, and HAAS Alert, the leader in connected vehicle safety, to deliver real-time digital alerts that warn approaching motorists when a Mazda customer is stopped on the roadside and has requested roadside assistance. Powered by AAA's Roadside Assistance Program and HAAS Alert's Safety Cloud® Protect service, the collaboration extends Mazda's commitment to safety beyond the vehicle itself – helping to protect Mazda drivers and passengers when they are most vulnerable.

Mazda's approach to safety has long been guided by its Safety Philosophy, which prioritizes understanding real-world risk and designing systems that help mitigate harm before it occurs. While Mazda's award-winning lineup of crash avoidance and occupant protection technology continues to set the standard for what happens inside the vehicle, the collaboration with AAA and HAAS Alert helps address what happens outside of it - the moments after a roadside event, when a vehicle and its occupants are most vulnerable to being struck by an approaching motorist.

When a Mazda customer requests roadside assistance through the MyMazda app or via a toll-free phone call, a local AAA-affiliated service provider is dispatched to the customer to provide support. Simultaneously, through AAA's safety partnership with HAAS Alert, drivers in supported markets may receive Slow Down, Move Over digital alerts via their Safety Cloud-connected vehicles or mobile navigation apps.

"Real-world safety doesn't end when the crash is over or when a customer pulls over to the shoulder," said Jennifer Morrison, Director of Vehicle Safety Strategy at Mazda North American Operations. "Some of the most dangerous moments on the road happen after the initial event, when other drivers come up on a stopped or disabled vehicle without warning. By working with AAA and HAAS Alert, we're extending the protection of a Mazda vehicle to not only our customers, but also to everyone on the road around it."

For AAA, safety is at the center of everything it does for its members, people, and partners. "AAA advances roadside safety for motorists and service technicians through collaboration with companies like HAAS Alert to warn drivers of roadside incidents and encourage them to slow down and move over." said Cliff Rudd, AAA's Managing Director of Automotive Services.

"This partnership demonstrates how Mazda's commitment to safety innovation is fueled by collaboration with other like-minded partners," said Jeremy Agulnek, HAAS Alert's SVP Connected Vehicle and Chief Product Officer. "When a Mazda is stopped on the side of the road, the seconds before another driver arrives are the most dangerous. By integrating AAA's roadside assistance system with Safety Cloud Protect, approaching drivers now get advance warning on the dashboards and apps they're already looking at - and that warning can help prevent a secondary crash."

This feature is currently available on all eligible Mazda vehicles with 24/7 emergency roadside assistance.

To learn more about advanced safety at Mazda, please visit the MazdaUSA.com website <https://www.mazdausa.com/why-mazda/safety>.

To learn more about AAA Roadside Assistance, please visit <https://roadside.aaa.com/>

To learn more about HAAS Alert and Safety Cloud Protect, please visit <https://www.haasalert.com/automotive>.

About Mazda North American Operations

Proudly founded in Hiroshima, Japan, Mazda has a history of sophisticated craftsmanship and innovation, and a purpose to enrich life-in-motion for those it serves. By putting humans at the center of everything it does, Mazda aspires to create uplifting experiences with our vehicles and for people. Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States, Canada, Mexico and Colombia through approximately 795 dealers. Operations in Canada are managed by Mazda Canada Inc. in Richmond Hill, Ontario; operations in Mexico are managed by Mazda Motor de Mexico in Mexico City; and operations in Colombia are managed by Mazda de Colombia in Bogota, Colombia. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at news.mazdausa.com.

About AAA

Founded in 1902 by automotive enthusiasts advocating for better roads and safer mobility, AAA has grown into one of North America's largest and most trusted membership organizations. Guided by our mission to Save Lives, Create Member Value, and Deliver Exceptional Experiences, AAA provides world-class roadside assistance, travel planning, exclusive discounts, and reliable financial and insurance services. Today, AAA enhances the life journey of more than 66 million members across North America, including over 58 million in the United States. Learn more or become a member at [AAA.com](https://www.aaa.com)

About HAAS Alert

HAAS Alert builds lifesaving mobility solutions to make vehicles and roads safer and smarter. Its Safety Cloud® service sends real-time digital alerts to drivers, connected cars, and autonomous vehicles via vehicle dashboards, navigation apps, and smartphones - helping drivers make safer, smarter decisions earlier. Headquartered in Chicago, HAAS Alert partners with leading automakers, public safety agencies, transportation departments, and fleet operators across North America and Europe.

SOURCE Mazda North American Operations

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