

ŠKODA expands Traffication system with HAAS Alert to more European countries

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ŠKODA enhances driver safety with real-time alerts via Safety Cloud, now reaching additional European markets

ŠKODA has expanded its digital alert system, Traffication, powered by Safety Cloud, to more European countries. The system, previously launched in the UK and the Netherlands in 2025, now offers Emergency Vehicle Alerts to ŠKODA drivers in additional countries as emergency services connect to Safety Cloud. This



Source: Getty Images

platform, developed by HAAS Alert, operates as a cloud-based vehicle-to-everything (V2X) digital alerting system providing real-time notifications through in-vehicle applications such as Traffication and mobile navigation apps. It enhances safety for emergency responders, road maintenance teams and drivers by transmitting the real-time position and direction of emergency vehicles to ŠKODA, enabling proactive alerts on vehicle infotainment systems.

These alerts are integrated into ŠKODA's Traffication in-vehicle safety app and available on compatible model year 2019 and newer vehicles with active ŠKODA Connect services. For those without the Traffication app, it can be downloaded via the vehicle's Shop interface. The system operates in the background, notifying drivers only when relevant. ŠKODA's commitment to expanding these safety features across Europe highlights the scalability and trust in HAAS Alert's Safety Cloud technology.

According to Michal Vondra, ŠKODA's product manager for Traffication, the company aims to quickly expand the safety features further due to the successful launches in the UK and Netherlands and recent European New Car Assessment Program (EuroNCAP) safety ratings. Gareth Evans, EMEA director at HAAS Alert, noted the positive reception from emergency services in these countries, commenting on the quick display of alerts in vehicle infotainment systems. HAAS Alert's technology is already active in 13 European countries, with plans to cover all European markets by the end of 2026.

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