

# Highway Weather

## A Weather Route Travel-Planning Application

The Road can represent a myriad of notable things to travelers. To some, the road is a highway to adventure. Perhaps, it even represents an adventure in and of itself. To others, the road is a deeply honorable means of livelihood. To many, the road is a literal connection to loved ones. And - every so often - the road provides enduring connections with those we met along the way.

No matter the purpose behind the journey, travelers deserve to know what lies ahead. Specifically, travelers deserve proactive and actionable weather information to help ensure that they, their cargo, and their vehicles arrive safely at their destination.

**This is why Highway Weather exists.**



# Highway Weather - What it Does

Highway Weather is a mobile application for Android and iOS platforms that provides travelers with an array of features & functionality, helping them to stay safe, informed, & on schedule.

## We Offer:

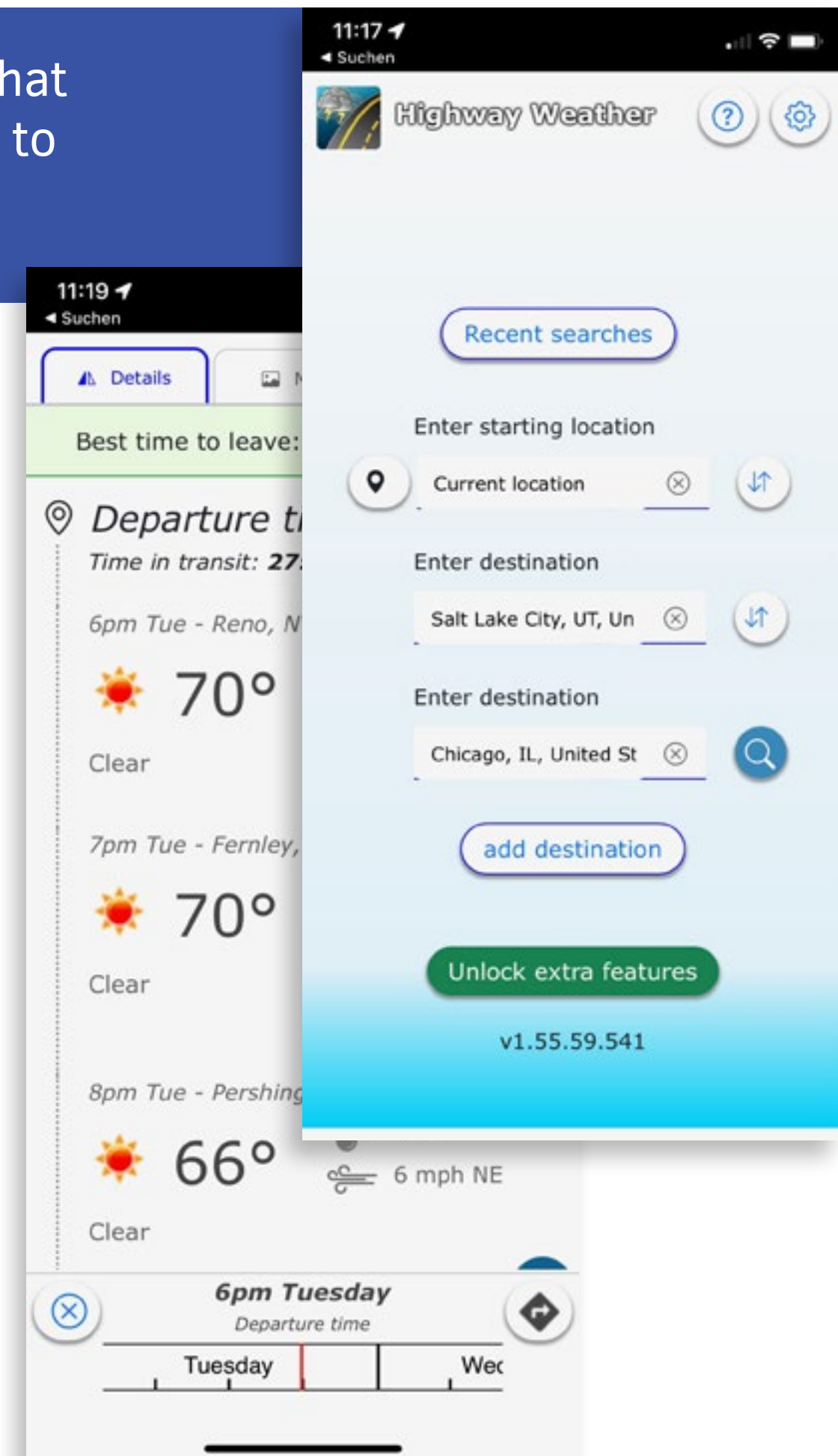
Real-time weather updates alongside a trip route, allowing travelers to plan their entire journey in a way that accounts for present and future weather and road conditions.

Travelers can observe and compare multiple route options to ensure each trip itinerary meets the traveler's needs.

Highway Weather's predictive technology empowers travelers by indicating the most ideal time to depart on their journey based on upcoming weather and road conditions.

Travelers can easily add & account for pit stops when planning a journey. Whether it be a quick rest stop, a meal, or even an overnight, mid-journey stay, Highway Weather will factor in stops and adjust an itinerary's outlook accordingly.

Travelers will be proactively notified of upcoming changes in weather while on the road. Since Highway Weather provides users with future weather and road conditions specific to their travel route, they are able to take action in order to plan their journey effectively by mitigating hassles present with adverse weather.



# Highway Weather's Inception Story

**Highway Weather began with a simple problem: Founder & CEO, Devan Stormont, was trying to visit family for the winter holidays.**

The drive was about seven hours through middle-of-nowhere, rural country. The weather wasn't cooperating, but it wasn't as simple as "bad weather". A series of rolling snow storms were moving in a way that it wasn't clear whether the trip could be made without getting trapped in a storm in the middle of nowhere. Existing apps and websites were not helpful in resolving the problem.

For the sake of safety, the trip was canceled. Out of frustration, Highway Weather was created over the ensuing canceled vacation time. At first, it was a hobby/personal app used to solve a personal problem (and updates were made to fix personal annoyances). Over time, it became popularly adopted by travelers and commercial users.

## Key Features

- Seven-Day Forecasts
- Temperature
- Wind & Precipitation
- Adjustable Departure Time
- Multiple Route Selections
- Severe Weather Alerts
- Storm Weather Radar
- Ability to Plan Stops
- Live Camera Feeds of Road Conditions
- Proactive, On-Road Notifications
- World-Class Customer Support

## Business Facts

- First conceived in 2013
- Founded & Headquartered in Reno, Nevada, USA
- Over 100,000 Travelers Served Globally