Headline: AAA to provide roadside services through Apple

Deckhead: Members can receive assistance via satellite on iPhone 15, 14

Users of the newly announced Apple iPhone 15 and iPhone 14 now can get access to Roadside Assistance via satellite by utilizing AAA services.

AAA is one of North America’s largest and most-trusted membership organizations. It responds to more than 30 million calls for roadside assistance annually and serves more than 63 million members. By working with Apple, AAA will be able to reach people who may otherwise be unable to receive help.

“Safety is at the core of who AAA is as an organization, and we’re taking that commitment to the next level by offering AAA services to iPhone users who would have previously been unreachable,” said Marshall Doney, president and CEO, AAA. “Now, thanks to iPhone’s satellite capabilities, iPhone users with Roadside Assistance via satellite can get help when they need it most but can’t reach us via traditional connections.”

iPhone users who request roadside assistance can be connected via satellite with AAA after answering a few questions to capture important details. Users will receive clear guidance on how to stay connected to a satellite. It will allow them to message with a AAA agent and receive important information about the status of their request.

“We know firsthand how stressful it is to be stranded with a breakdown, especially if you find yourself in a remote location or without cell service,” said Doney. “Your options are limited – walk to a service point or area with cellular connectivity or Wi-Fi, which can be miles away, or attempt to flag another motorist down. Apple’s satellite infrastructure is an innovative solution that is already providing critical emergency support to iPhone users, and AAA is proud to offer Roadside Assistance via satellite in partnership with Apple.”

Roadside Assistance via satellite will be available on all iPhone 15 and iPhone 14 users in the U.S., regardless of whether they are a AAA Member. Once the questionnaire is received, AAA Members will be verified and service will be provided. Nonmembers will be responsible for payment upon completion of the service.

Roadside Assistance via satellite is built on the groundbreaking technology that powers Emergency SOS by satellite, launched by Apple in 2022. It allows iPhone 14 and iPhone 15 users to access emergency services via satellite when cellular coverage or Wi-Fi is unavailable.

Pull quote

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Marshall Doney, AAA president and CEO

Cutline: APPLE SKY – AAA Members soon will have access to roadside assistance via satellite through iPhone 15 and iPhone 14 phones. This will better assist members broken down in areas that don’t have connectivity. Image: Joshua Resnick. Adobe Stock.