

massDOT
Massachusetts Department of Transportation

2025

**HIGHWAY ASSISTANCE PROGRAM SPONSORSHIP
ANNUAL REPORT**





Since its inception, the Highway Assistance Program (HAP) fleet has traveled an impressive **33.6 million** miles across Massachusetts' busiest interstates, major highways, and Turnpike, serving as a visible symbol of reliability and safety for motorists statewide.

With a steadfast focus on improving roadway safety and traffic efficiency, the fleet has responded to **845,906 incidents** since 2003. Operators deliver critical roadside support ranging from tire changes and mechanical assistance to debris removal and emergency medical interventions, including lifesaving CPR and responses to "Silver Alerts." Consistent with 2024, 46% of incidents in 2025 involved disabled vehicles, such as flat tires, depleted batteries, and empty fuel tanks.

By delivering timely, expert assistance to stranded motorists, the program highlights MassDOT and Mapfre Insurance's enduring commitment to protecting the lives and well-being of Massachusetts residents. Each rapid response not only minimizes traffic disruptions but also helps drivers get back on the road quickly and safely.

Further strengthening this mission, the collaboration between Mapfre Insurance and MassDOT continues to expand community outreach and safety education through a variety of initiatives including the annual WCVB Activations, Mapfre Insurance's participation at public safety events, fleet vehicle displays, and a wide range of engagement activations throughout the year.

In the fall of 2025, Mapfre Insurance shared plans to introduce a new logo, and collaboration began to plan amongst MassDOT and sponsor for the updated graphics to be installed on the vehicles, signs, uniforms and survey materials which took place in early 2026.

— KEY METRICS

**57**

Highway Assistance Program vehicles patrolling the busiest highways in the Commonwealth

**33.6 MILLION**

Miles of roadway protected by the Mapfre insurance-sponsored patrol since 2003

**70**

Highway Assistance Program signs prominently displayed on covered patrol routes

**4.05 BILLION**

Estimated annual program impressions from drivers who are reminded of how the patrol helps make roads safer

**845,906**

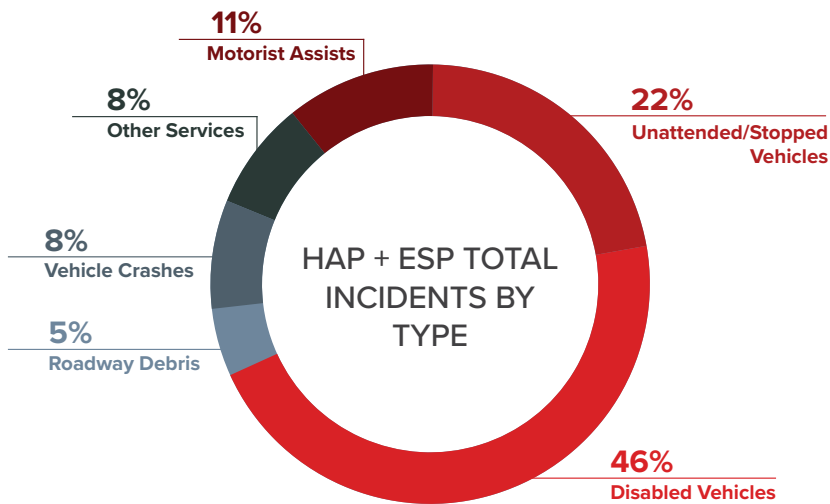
Total Incidents to which HAP patrol operators responded since 2003

**54.7 MILLION**

Estimated media impressions from positive articles, broadcasts, and social media mentions garnered in 2025

Travelers Marketing calculates annual program impressions for audience exposure to program elements based on the average annual daily traffic (AADT) that passes each patrol vehicle and sign. The AADT number is then multiplied by a load factor of 1.5 (the figure established by the Traffic Audit Bureau for Media Measurement Incorporated), to convert vehicles passing into people passing, i.e. impressions. Media impressions are as reported by Meltwater.

SPONSORSHIP STATISTICS



2025 INCIDENT STATISTICS

1,920,184

Miles Patrolled

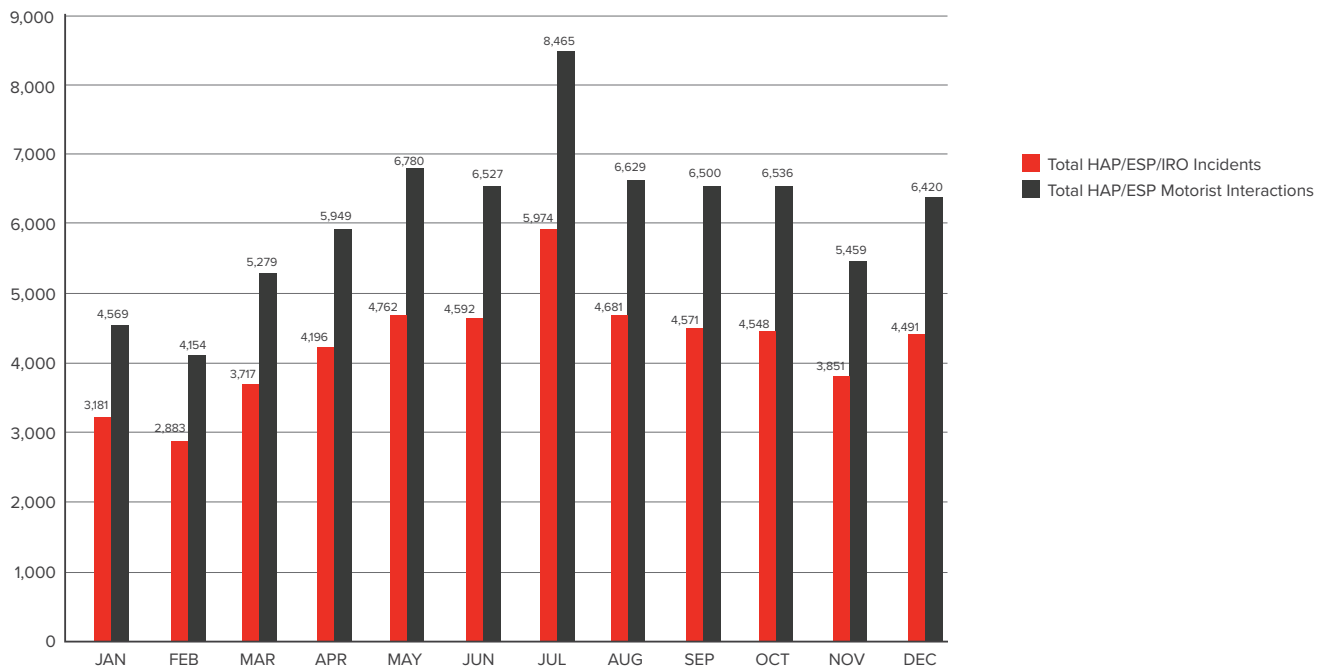
54,713

Incidents Cleared

73,263

Motorist Interactions

HAP/ESP/IRO Incidents & HAP/ESP Motorist Interactions



Incidents

All stops performed by the Mapfre Insurance-sponsored Highway Assistance Program, including debris removal, traffic control, motorist assists, accidents and medical. MassDOT does not provide incident types for IRO; HAP/ESP totals reflected.

Motorist Interactions

Stops that involve direct interaction with motorists and their passengers, such as accidents, gas and flat tires. To account for passengers in the vehicles, a 1.5 load factor has been applied to motorist interactions.

MOTORIST FEEDBACK

Assisted motorists submitted an average of 36 surveys per month in 2025, totaling 436 surveys for the year, **an 18% increase from 2024**. The majority of respondents rated the service as “Excellent.” Motorists expressed immense gratitude for the assistance provided, praising the operators, the service, and the sponsor with terms such as “lifesaver,” “professional,” “great,” “courteous,” “exceptional,” “impressive,” “efficient,” and “friendly.”

“Dan was amazing. Not only was he kind, professional, and attentive (all while ensuring safety), but he was also very knowledgeable and efficient! Dan spotted my vehicle a matter of minutes after I pulled over on the MA Turnpike with a flat tire. Dan did not hesitate to provide expert assistance and had me back on the road in a matter of minutes. From the time I had a flat tire to the time I was driving again was only 15 minutes!! Thank you, Dan!! My sincere gratitude!”

- HAP Driver: Dan B., 1/11/25



“Don was the absolute best. I am 19 years old and was stuck on the highway. Even though 19 might mean an adult, I still lack a lot of life experience. My nerves were through the roof and I was just really scared. Don was very polite and kind. Thank you so much!! He made a stressful experience very delightful.”

- HAP Driver: Don S., 6/10/25

“Mike was amazing. We had blown the front passenger side tire and pulled over on the nearest exit ramp. Almost immediately Mike pulled up. He positioned his truck behind us and put out cones so we were safe. Then, he went ahead and changed our tire. Thank you, Mike! And thank you, MassDOT, for making this free highway service available to us all! And thank you, MAPFRE, for being part of this program.”

- HAP Driver: Mike M., 7/7/25

“Eric was a lifesaver! As out-of-towners, we were floored to find about Massachusetts roadside assistance! Eric showed up out of nowhere to save our day. Despite the heat, he was so kind, courteous, and quick. We were able to make it to our destination in time. 5 stars!”

- HAP Driver: Eric, 8/11/25

PUBLICITY & ACTIVATION

In 2025, the Highway Assistance Program and related events received **46 mentions** across online, print, and social media platforms. According to Meltwater, these generated over **54.7 million audience impressions**. MassDOT continues to collaborate with media outlets to sustain public awareness of the Mapfre Insurance-sponsored program, with targeted messaging around high-traffic holiday weekends, major weather events, and work zone safety.



Vinny Natale

December 19, 2025 · 🌐

I was not aware of this until now. Have any of you in Western Massachusetts used this?

Massachusetts DOT Motorist Assistance uses 911 or 511 for emergencies.

The MassDOT Highway Assistance Program, sponsored by MAPFRE Insurance, provides free roadside help on 34 major highways for issues like flat tires, lockouts, or fuel needs. Motorists should call 911 from a cell phone on these highways to reach dispatchers who coordinate the response; no direct dedicated phone number exists beyond this.

How to Request Help

Dial 911 if stranded on a covered Massachusetts highway—operators dispatch the Highway Assistance Patrol.

Alternatively, call 511 and say "Roadside Assistance" for guidance and service.

2025 MEDIA COVERAGE

46

Positive Stories

54,756,281

Est. Media Impressions

MASSDOT MONTHLY BLOG POSTS

In 2025, Mapfre Insurance's monthly guest posts continued to educate the MassDOT audience on roadway safety, achieving over 40 million estimated audience impressions over the year, according to Meltwater. Covering topics like the National Passenger Safety Week, Spring Driving, National Bicycle Safety Month, Ride to Work Day, Pedestrian Safety Month and more, these blogs highlight MassDOT and Mapfre Insurance's commitment to road safety.

Promoted by MassDOT, the blogs enhance awareness of the Mapfre Insurance-sponsored Highway Assistance Program and encourage online discussion. Social media posts on MassDOT's Twitter, Facebook, and Instagram, tagged with #thanksMapfre, further amplify the posts' reach.

PRESS RELEASE

MassDOT, MAPFRE Insurance Reminder: Pedestrian Safety Month



BOSTON — This Pedestrian Safety Month, we remind Massachusetts motorists to be aware of pedestrians and travel at safe speeds to create a safer walking environment for all. We are all pedestrians sometimes—watch out for others the way you would like yourself and your loved ones to be safe. Pedestrians account for about 18% of all traffic fatalities, making this a critical safety issue.

- We urge drivers to be aware of pedestrians, slow down, and reduce distractions.

*Media impressions listed as reported by Meltwater. Impressions represent 100% of the total media stories.

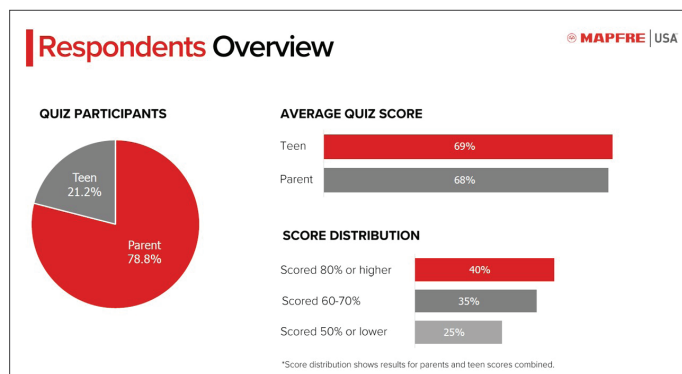
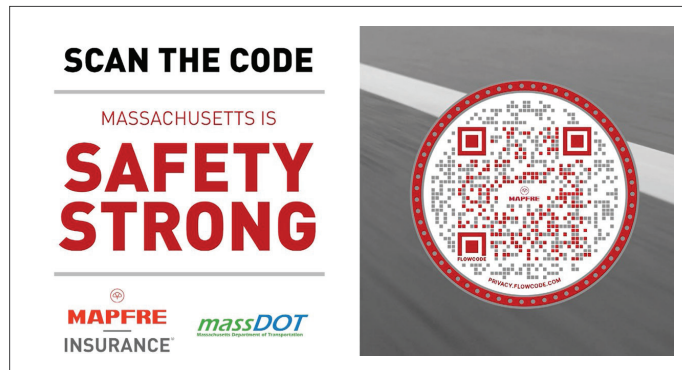
SAFETY STRONG INITIATIVE

Mapfre Insurance kicked off 2025 by supporting MassDOT's "Safety Strong" initiative through a comprehensive WCVB campaign focused on safe driving practices for parents and teens.

The campaign featured a sponsored article, video, interactive quiz, and banner advertisements designed to raise awareness around the importance of establishing safe driving habits early. Messaging emphasized key behaviors proven to reduce crashes and save lives, including consistent seat belt use, speed management, avoiding distractions, and active parental involvement.

The campaign also encouraged parents to model responsible driving behaviors and maintain ongoing conversations with young drivers to help foster lifelong safe driving practices. Insights gathered from the interactive quiz demonstrated strong public awareness around teen driving safety issues and reinforced the effectiveness of the campaign's messaging:

- 80% of respondents correctly identified crashes as the leading cause of death among U.S. teens.
- 90% recognized that crash risk remains significantly elevated until age 25 or older.
- 65% correctly identified that distracted driving contributes to more than one million crashes annually.
- More than 70% understood that seat belts are the single most effective way to prevent fatalities in a crash.
- 80% agreed that the best way for parents to help teens become safe drivers is by modeling safe driving behaviors themselves.





WORK ZONE AWARENESS WEEK

MassDOT hosted a press conference on April 15th at Transportation Building in Boston. Travelers Marketing attended representing Mapfre Insurance. The press event featured the Registrar, a State Trooper, and the Highway Administrator. The Registrar expressed strong support for Mapfre Insurance's roadway safety efforts, noting the Look Both Ways project in addition to recognizing the impact of the Highway Assistance Program and Mapfre Insurance's support of the service.

PAN-MASS CHALLENGE

The annual tradition of the MassDOT Highway Assistance Program fleet participating in the Pan-Mass Challenge continued in 2025, further reinforcing the longstanding partnership between MassDOT and Mapfre Insurance, a sponsor of the event. The Massachusetts-based bike-a-thon brings together thousands of riders and volunteers from 43 states and 12 countries in support of a shared mission to raise funds and advance the search for a cure for cancer.

Throughout the August 1st–3rd event weekend, Highway Assistance Program vans were prominently staged at key locations, including Babson College and Dighton-Rehoboth High School, where they served as highly visible billboard backdrops and recognizable gathering points for riders, volunteers, media, and spectators along the route. Both Mapfre Insurance and MassDOT supported the event through coordinated social media promotion, informing the public that the patrol vans would be present at designated water and lunch stops throughout the ride.



The sponsored vehicle was first displayed during Friday registration activities at Babson College, where approximately 3,700 riders passed through the event area. On Saturday, the vehicle was staged at Dighton-Rehoboth High School, a major lunch stop for the ride, where approximately 6,300 riders visited during their break. On Sunday, the sponsored vehicle returned to the Trim Parking Lot on the Babson College campus, where riders and their families gathered for the 25- and 50-mile loop rides, providing continued visibility and engagement opportunities throughout the weekend.



2025 MASSACHUSETTS ROAD SAFETY SUMMIT

Travelers Marketing attended the Mass Road Safety Summit '25 which took place on October 30th at the UMass Club in Boston which Fundación Mapfre and MassDOT collaborated with the Mass Municipal Association. Changing Perceptions at the Local Level was one of the sessions, with the goal to help cities and towns address the challenge of getting residents to embrace safety approaches.

The panel featured moderator Jeff Larason, Program Director for Highway Safety Communications, Travelers Marketing; Moises Rodriguez, Brockton Mayor-elect; Kocayne Givner, Holyoke City Councilor; and Chris Lee, Boston University Senior Lecturer and AdLab Faculty Advisor. Through initiatives like the Road Safety Summit and the Highway Assistance Program, Fundación Mapfre and Mapfre Insurance continue to drive meaningful change, educating communities, empowering public agencies, and working together to make Massachusetts roadways safer for all.





100 DEADLIEST/SAFEST DAYS OF SUMMER & BACK-TO-SCHOOL SAFETY CAMPAIGNS

Mapfre Insurance continued the 2025 Activation effort with a strong WCVB media buy focused on teen driving and incorporating a clever twist. The article highlighted the heightened risks teen drivers face during the “100 Deadliest Days of Summer,” the period between Memorial Day and Labor Day when fatal crashes involving teen drivers increase significantly. It emphasized the importance of establishing safe driving habits early, in order to reshape this time to the safest days. Tips including consistent seat belt use, proper speed management, maintaining safe following distances, and minimizing distractions behind the wheel were offered. The Parent/Teen quiz was reduced in length to encourage more participation, and the comprehensive WCVB campaign included Linear and OTT promotional spots and display ads, which were also features of the fall campaign.

For the third and final WCVB Activation in 2025, the focus was starting the school year off right with safe driving. The article focused on the heightened safety challenges teen drivers face during the back-to-school season, when increased traffic, school zone activity, pedestrians, and distractions create additional risks on the road. It emphasized the importance of developing a safety-first mindset early by encouraging responsible driving behaviors such as reducing speed in school zones, wearing seat belts, maintaining safe following distances, and avoiding distracted driving. The piece also highlighted the critical role parents play in modeling safe habits, enforcing rules, and having ongoing conversations with teens about navigating difficult driving conditions and minimizing risky behaviors. The campaign garnered additional impressions through traffic-related content on WCVB.com.

These Activations reinforce Mapfre Insurance’s commitment, as sponsor of the MassDOT Highway Assistance Program, to promoting roadway safety and supporting Massachusetts drivers and their families.

— LOOKING AHEAD: 2026 AND BEYOND

Travelers Marketing is enthusiastic about America's 250th Anniversary and stands with Mapfre Insurance and MassDOT in support of road safety, which is enhanced by the Highway Assistance Program. Our team remains committed to maximizing the impact of Mapfre Insurance's sponsorship of the Highway Assistance Program through ongoing public relations and activation efforts in 2026.

The Travelers Marketing, Mapfre Insurance, and MassDOT teams inaugurated 2026 with the implementation of the new Mapfre Insurance logo representation across all sponsorship assets including patrol vehicles and informational highway signs.

Travelers Marketing collaborated with Mapfre Insurance and MassDOT to produce a Marketing Plan that will feature two key Activation efforts with WCVB, with the summer messaging focused on the Sail Boston and the FIFA World Cup, encouraging travelers to take public transportation to reduce overcrowded highways during major events, meanwhile informing the public of the free Highway Assistance Program service. The fall campaign will focus on speeding, and the Move Over Law which aims to protect those who protect all of us on the roadways.

The 2026 marketing efforts also include the planned annual schedule for pre-approved guest post topics and proposed various activation events, cross-promotion, and publicity opportunities. Through publicity and social engagement, Mapfre Insurance and MassDOT will shine a positive light on the great work performed by the dedicated MassDOT Highway Assistance Program operators who help those in need.

