

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

Current Report
Pursuant to Section 13 or 15(d) of The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **July 24, 2020**

SOBR SAFE, INC.

(Exact name of registrant as specified in its charter)

| | | |
|--|---|--|
| <u>Delaware</u> (State or other jurisdiction of incorporation) | <u>000-53316</u> (Commission File Number) | <u>26-0731818</u> (I.R.S. Employer Identification No.) |
|--|---|--|

885 Arapahoe Road
Boulder, CO 80302
(Address of principal executive offices) (zip code)

(303) 443-4430
(Registrant's telephone number, including area code)

TransBiotec, Inc.
(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

| | |
|---|---|
| <u>Title of each class</u> None | <u>Name of each exchange on which registered</u> None |
|---|---|

SECTION 7 - Regulation FD

Item 7.01 Regulation FD Disclosure.

On July 24, 2020, we issued a press release announcing that an interview with David Gandini, our Chairman of the Board and Chief Revenue Officer, would air on The RedChip Money Report television program on Sunday, July 26, 2020 at 6 p.m. A copy of the press release is furnished with this Current Report as Exhibit 99.1.

The entire interview can be viewed here: <https://ir.sobrsafe.com/news-events/media>.

The information in this Item 7.01 of this Current Report on Form 8-K, including Exhibit 99.1 attached hereto, shall not be deemed to be “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to liability under such section, nor shall it be deemed incorporated by reference in any of our filings under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language in such filing, unless expressly incorporated by specific reference in such filing.

SECTION 9 - Financial Statements and Exhibits

Item 9.01 Financial Statements and Exhibits.

(c) Exhibits

99.1* [Press Release dated July 24, 2020 issued by SOBR Safe, Inc. announcing the interview with David Gandini on The RedChip Money Report.](#)

*Filed herewith.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SOBR Safe, Inc.
a Delaware corporation

Dated: July 29, 2020

By: /s/ Kevin Moore
Kevin Moore
Its: Chief Executive Officer

SOBR Safe Interview to Air on Bloomberg International on the RedChip Money Report

BOULDER, Colo., July 24, 2020 /PRNewswire/ -- SOBR™ Safe, Inc. (OTC: SOBR) (www.sobrsafe.com), developers of the patented non-invasive alcohol detection system SOBR™Check, announced today that an interview with its Chairman and Chief Revenue Officer David Gandini will air on *The RedChip Money Report* television program. The interview will air Sunday, July 26 at 6 p.m. local time on Bloomberg International, available in 100 million+ homes across Europe.



In the exclusive interview, Gandini provides an overview of the technology and commercialization plans, including initial target markets and ongoing new product development.

To view the interview segment, please visit: https://youtu.be/mtCpx2awB_o

The interview will also air in the US on the Action Channel on Sunday, July 26 at 11 a.m. and on My Family TV on Wednesday, July 29 at 6 p.m., and is available via live stream on American Business TV.

"The RedChip Money Report" delivers insightful commentary on small cap investing, interviews with Wall Street analysts, financial book reviews, as well as featured interviews with executives of public companies.

About SOBR™ Safe, Inc. (www.sobrsafe.com)

SOBR Safe, Inc. has developed and patented a non-invasive alcohol sensing system – SOBR™Check. SOBRCheck is a potentially disruptive solution in alcohol consumption detection - a touch-based technology with anticipated applications in school buses, commercial trucking fleets, facility access control and more. Across industries, the headlines are consistent: alcohol is a clear and present danger - impaired operation destroys lives, families and companies alike. SOBR Safe's mission is to eliminate the destructive impact of alcohol on our roadways and workplaces...with just the touch of a finger.

Forward Looking Statement

SOBR Safe, Inc.'s statements in this press release that are not historical fact and that relate to future plans or events are forward-looking statements. Forward-looking statements can be identified by use of words such as "believe," "expect," "plan," "anticipate," and similar expressions. These forward-looking statements include risks associated with changes in business conditions and similar events. The risks and uncertainties involved include those detailed from time to time in SOBR Safe, Inc.'s filings with the Securities and Exchange Commission, including SOBRSafe, Inc.'s most recent Annual Report on Form 10-K.

SOURCE SOBR Safe, Inc.

Related Links
<http://sobrsafe.com>