

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): **September 27, 2021**

SOBR SAFE, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State or other
jurisdiction of incorporation)

000-53316
(Commission
File Number)

26-0731818
(I.R.S. Employer
Identification No.)

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

(844) 762-7723
(Registrant's telephone number, including area code)

(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>	<u>Name of each exchange on which registered</u>
None	None

SECTION 7 - Regulation FD

Item 7.01 Regulation FD Disclosure.

On September 27, 2021, we issued a press release announcing that we have secured a \$3.0 million financing from a leading healthcare fund, subject to customary closing conditions. A copy of the press release is furnished with this Current Report as [Exhibit 99.1](#).

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 September 27, 2021 issued by SOBR Safe, Inc. announcing that it secured a \\$3.0 million financing from a leading healthcare fund, subject to customary closing conditions.](#)

104* Cover Page Interactive Data File (embedded within the Inline XBRL document).

*Filed herewith.

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: September 27, 2021

By: /s/ David Gandini
David Gandini
Its: Chief Financial Officer

SOBRsafe Secures \$3.0 Million Financing from Leading Healthcare Fund**Strategic Interim Capital Empowers National Rollout, Managed Care Industry Entrance**

Boulder, CO, *September 27, 2021* – SOBR Safe, Inc. (OTC: SOBR) (SOBRsafe™ or the Company), providers of innovative solutions for alcohol policy management, today announced it has secured a \$3.0 million financing from a leading healthcare fund, subject to customary closing conditions. Since 2020, the Company has now raised approximately \$8.0 million from accredited investors and is positioned to initiate commercial production of its SOBRcheck™ devices in October 2021.

“We have worked with our institutional advisors to carefully engineer a strategic financing plan, and we are executing against that with precision,” stated SOBRsafe Chairman Dave Gandini. “This \$3 million fuels our national commercial rollout and the addition of key sales, marketing and public relations resources. It also enables us to enter the managed care industry, a vertical we believe is ideally suited for our technology. With this announcement we are pleased to kick off consistent and material communications with the U.S. capital markets.”

Alexander Capital, LP acted as sole placement agent on the transaction.

ABOUT SOBRSAFE™

The annual cost of alcohol abuse in the U.S. is **\$249 billion**. Nearly half of all industrial accidents with injuries are alcohol-related, and workers with an alcohol problem are **270%** more likely to have an accident. In response, publicly-traded SOBRsafe™ has developed a proprietary, touch-based identity verification, alcohol detection and cloud-based reporting system. The technology is transferable across innumerable form factors, including personal wearables, stationary access control and for telematics integration. A preventative solution in a historically reactive industry, it is being readied for deployment for school buses, commercial fleets, workplaces, managed care, young drivers and more. This patent-pending alcohol detection solution helps prevent an intoxicated worker from taking the factory floor, or a driver the vehicle keys. An offender is immediately flagged, and the employer (or parent, rehab sponsor, etc.) is empowered to take the appropriate corrective actions. For more information, visit www.sobrsafe.com.

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.

Contact SOBR Safe, Inc.:

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