

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 29, 2025

**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**

(IRS Employer  
Identification No.)

**6400 S. Fiddlers Green Circle, Suite 1400  
Greenwood Village, Colorado 80111**

(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:

**Title of each class**

Common Stock

**Trading Symbol(s)**

SOBR

**Name of each exchange on which registered**

The Nasdaq Stock Market LLC  
(Nasdaq Capital Market)

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR §230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

**Item 7.01. Regulation FD Disclosure.**

On July 29, 2025, the Company sent out a press release regarding independent testing of the Company’s SOBRsure™ GEN 2 device across key technical parameters under controlled conditions. The full text of the update referenced herein is furnished hereto as Exhibit 99.1 and incorporated herein by reference.

The information in this Item 7.01 of the Form 8-K, including Exhibit 99.1, is furnished and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be deemed incorporated by reference in any filing made by the Company under the Securities Act of 1933, as amended, whether made before or after the date hereof, regardless of any general incorporation language in such filing.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

<a href="#">99.1</a>	<a href="#">Press release dated July 29, 2025</a>
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

## 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 30, 2025

By: /s/ David Gandini  
David Gandini, Chief Executive Officer



## **SOBRsafe Achieves Technology Milestone with Strong Core Sensing Capabilities in Third-Party Validation Results**

*Independent Testing Confirms SOBRsure™ GEN 2 Capabilities, Positioning SOBRsafe for Accelerated Market Expansion*

**DENVER, July 29, 2025** – SOBR Safe, Inc. (Nasdaq: SOBR) (“SOBRsafe” or the “Company”), the leader in next-generation alcohol monitoring and detection technology, today announced a significant technology milestone following comprehensive independent testing by KEA Technologies. The rigorous third-party evaluation assessed SOBRsafe’s SOBRsure™ GEN 2 device across key technical parameters under controlled conditions, establishing the device as an alternative to monitor alcohol consumption in the behavioral health and wellness, and alcohol consumption and non-punitive management space.

KEA Technologies conducted extensive evaluations covering critical performance areas including calibration linearity, environmental impacts, sensitivity and drift, and trace alcohol differentiation. The testing validated the SOBRsure™ GEN 2’s core sensing capabilities and consistent performance across its expected environmental operating range. The device exhibited excellent calibration linearity, demonstrating performance even with low-level ethanol underscoring the strength of SOBRsafe’s early detection technology.

The device exhibited rapid ethanol response times of 30 seconds or less from initial exposure in controlled testing, including low-level, early detection scenarios. This rapid response capability, combined with the ability to differentiate trace alcohol concentrations in controlled conditions, highlights the underlying potential of SOBRsafe’s monitoring and detection technology platform.

“The results of these tests demonstrate the strength of our baseline technology, specifically used in the SOBRsure™ GEN 2 device,” said SOBRsafe CEO David Gandini. “With increasing third-party validation reinforcing the monitoring and detection capabilities of SOBRsafe’s technology and a clear road map for product evolution, we are poised to gain greater market share as we expand domestically and internationally.”

Building on this validated foundation, SOBRsafe’s future development efforts will focus on further enhancing low-level detection, minimizing cross-contamination from non-ingested alcohol sources, and advancing on-board sensor diagnostic capabilities and user adaptable calibration features. Additionally, this independent validation bolsters confidence in SOBRsafe’s core technology, which can help us secure future commercial partnerships and accelerate broader market adoption.

For more information on SOBRsafe, please visit the Company’s investor relations website at [ir.sobrsafe.com](https://ir.sobrsafe.com).

### **About SOBRsafe™**

Through next-generation alcohol detection technology, we enable trust and empower recovery ... with a human touch. SOBRsafe’s advanced transdermal (touch-based) technology detects and reports in real-time the presence of alcohol as emitted through a user’s skin - no breath, blood, or urine samples are required. With a powerful backend data platform, SOBRsafe provides passive, dignified screening and monitoring solutions for the behavioral health, family law and consumer markets, and for licensing and integration. To learn more, visit [www.sobrsafe.com](https://www.sobrsafe.com).

**About KEA Technologies, Inc.**

Founded in 2015, KEA is a leader in engineering services, product development, and independent testing services for the transportation and other related industries. In addition to providing a wide array of independent testing out of its lab in Littleton, MA, KEA is a valued product development partner to its clients, helping to identify the root of any testing issues and enable clients to get to market faster, safely. KEA staff have excelled in innovative transportation R&D for the past 25 years and hold extensive subject-matter expertise regarding advanced engineering research, development, testing, and evaluation that has been applied to other industries such as defense and the oil and gas sector. KEA's team of world-renowned consultants hold expertise in various engineering disciplines and the standards, regulations, specifications, and recommended practices that are pertinent to their fields of expertise. For more information, visit [www.keatechinc.com](http://www.keatechinc.com).

**Safe Harbor Statement**

Our prospects here at SOBRsafe are subject to uncertainties and risks. This news release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Act of 1934 and the Company intends that such forward-looking statements be subject to the safe harbor provided by the foregoing. These forward-looking statements are based largely on the expectations or forecasts of future events, can be affected by inaccurate assumptions, and are subject to various business risks and known and unknown uncertainties, a number of which are beyond the control of management. Therefore, actual results could differ materially from the forward-looking statements contained in this presentation. The Company cannot predict or determine after the fact what factors would cause actual results to differ materially from those indicated by the forward-looking statements or other statements. The reader should consider statements that include the words "believes", "expects", "anticipates", "intends", "estimates", "plans", "projects", "should", or other expressions that are predictions of or indicate future events or trends, to be uncertain and forward-looking. We caution readers not to place undue reliance upon any such forward-looking statements. The Company does not undertake to publicly update or revise forward-looking statements, whether because of new information, future events or otherwise. Additional information respecting factors that could materially affect the Company and its operations are contained in the Company's filings with the SEC which can be found on the SEC's website at [www.sec.gov](http://www.sec.gov).

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