

Accidents happen. If you can't speak for yourself, ROAD iD does. In an emergency, it tells first responders who you are, who to contact, and how to help.

Trusted by millions, ROAD iD has been saving lives and fueling adventure for over 25 years.

100k+
★★★★★
5 STAR RATINGS

 **DON'T LOVE IT
DON'T PAY FOR IT**

 **ENGRAVING
GUARANTEED
FOR LIFE**

"MY DAUGHTER HAS USED THESE BRACELETS SINCE SHE WAS 3 YEARS OLD. NOW, SHE'S 13 AND PLAYS VOLLEYBALL AND SOFTBALL ALL YEAR, NEVER TAKING HER BRACELET OFF."



Designed for active kids and parents who worry, our IDs carry key info like emergency contacts, allergies, and more—right on their wrist, wherever they roam, play or explore.



Kidsafe ID

"FITS PERFECTLY ON MY WATCH. I USE IT INSTEAD OF A MEDICAL ALERT BRACELET. GREAT FUNCTIONAL PRODUCT!"



These sleek IDs slide easily onto your watch band—no bulk, no hassle. Durable, customizable, and always ready when you need it.



Apple Trail Loop ID

**“I LOVE MY ROAD ID!
I WEAR IT TO SNOW SKI,
RUN, PADDLE BOARD,
PRETTY MUCH EVERY
TIME I’M ALONE!”**



From bold and bright to clean and classic, our Wrist IDs are built for all kinds of people. Comfortable to wear, tough enough to last, and personalized to speak for you in any emergency.



Elite ID

MYTHICAL CUSTOMER SERVICE



We’re known for our gear—and our people. Interact with a devastatingly charming, real human being who wants to make things easy for you.

Call Toll Free: 1-800-345-6336

Email Us: help@roadid.com



ROAD ID
It's who I am.

**PEACE OF MIND FOR
EVERY ADVENTURE.**



Sport Pin-Tuck ID