



AccuWeather Provides Site-Specific Advance Warning During Deadly Long Track Tornadoes Across Deep South

During a mid-December 2019 tornado outbreak, SkyGuard® warnings and forecasts helped local business clients shelter their people and safeguard operations.

SkyGuard® Success Story

By midday on December 16, 2019, a slew of more than 70 tornado warnings had already been issued across the southern United States, including Alabama, Louisiana, and Mississippi as a violent outbreak of severe weather ignited across the region, sparking 33 observed tornado reports.

For days in advance, AccuWeather SkyGuard® forecasts advised customers about the risk for an outbreak of this magnitude, providing them ample time to implement their emergency action plans and prepare for the possibility to shelter employees and halt operations. Although storm systems are not out of the ordinary during the fall into winter transition, the strength and longevity of the tornadoes made these storms stand out.

Known as “long-track tornadoes,” these weather events are not common in December, averaging less than one per year, on average, since 1950. For this event, there were at least three tornadoes that tracked over 50 miles, a rarity even in most spring season tornado outbreaks.

An auto manufacturer in Huntsville, AL is always on high alert when thunderstorms and tornadoes are in the weather forecast, and rightfully so. On this day, decision-makers at the plant contacted our expert meteorologists after receiving a 20-minute advance AccuWeather SkyGuard Warning to enact tornado warning procedures. Meteorologists were actively monitoring their location and were able to provide this client with information regarding the storm’s position, as well as expectations over the next few minutes. Upon consultation with our meteorologist, the manufacturer was confident in the decision to shelter because they were receiving up-to-the-minute insights from business weather experts. Facility employees remained sheltered for about 20 minutes until it was determined by AccuWeather SkyGuard®

meteorologists that the threat had passed. The AccuWeather warning was rightfully canceled earlier than the government warning, allowing the plant to safely resume operations even more quickly.

The Cost of 60 Minutes

Whether it’s 20 minutes of advanced notice to save lives and secure assets, or 20 minutes savings in costly shutdown time, AccuWeather offers Superior Accuracy™ and superior value for enhanced safety, reduced losses and legal exposure, as well as greater efficiency and profits. Time is money and that’s why AccuWeather strives to have businesses shelter for the least amount of time possible.

For example, the government also provided advance warning that day for the same storm that disrupted productivity at the auto manufacturer, but an hour in length. Had decision-makers utilized the government warning as a guide, they would have lost over an hour of production. With AccuWeather’s insight, the auto manufacturer was able to take the necessary precautions to stay safe without having to halt business for longer than 20 minutes.

Benefits of SkyGuard® Warnings

- Proactive, site-specific alerts offer advanced warning well before severe weather impacts occur.
- Alerts are delivered in a format that aligns directly with your organizational emergency management plan.
- All-clear notifications are delivered as soon as a threat is over, minimizing weather-related downtime.
- Live one-on-one or group consultation is provided by our severe weather experts anytime day or night.
- Warnings are delivered via push notification from the AES mobile app, available on Android and iOS.



Contact us today at 814.235.8600 or protect@accuweather.com. Visit us at [AccuWeather.com](https://www.accuweather.com).



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