

Aviation Incident Report**Date of Report:** July 26, 2025**Incident Date/Time:** July 26, 2025, approximately 14:00 local time**Flight Number:** 3023**Aircraft Type:** Boeing 737 MAX**Route:** Denver (DEN) – Miami (MIA)**Sold On Board:** 179 passengers**Reporter:** Lead Flight Attendant/ FA 1**1. Summary of Incident**

On July 26, 2025, while taxiing for departure from Denver to Miami, Flight 3023 experienced an emergency situation that resulted in a full evacuation on the runway. A loud noise occurred during the takeoff roll, followed by the smell of smoke and reports from passengers that the aircraft was on fire. The Captain commanded an evacuation, which was carried out through the forward entry door using the slide.

2. Detailed Description

The aircraft had been taxiing for approximately one hour and was cleared for takeoff when the incident occurred. During the final takeoff attempt, I heard a loud, rough noise while seated in my jump seat at the forward entry door. I consulted with another flight attendant who believed it sounded like a blown tire. The aircraft came to a stop on the runway.

I checked outside through the forward entry door window and walked to First Class to look for signs of fire but saw nothing initially. At that point, some passengers began standing, and I smelled smoke with a burning odor. Passengers started shouting that the aircraft was on fire and asking to open the doors. I attempted to contact the cockpit using the emergency code (2222), but there was no response initially. Shortly after, the Captain commanded, "Evacuate, evacuate, evacuate." I began the evacuation through my primary exit, the forward entry door. The door was difficult to open due to wind resistance, but after multiple attempts, I successfully deployed the slide. I commanded passengers to leave everything behind and proceed down the slide, but several passengers attempted to take carry-on bags, which delayed the process. I repeatedly issued commands to remove seatbelts, leave belongings, and jump and slide.

One passenger with previous knee surgery had difficulty using the slide. After ensuring all passengers had evacuated and checking the cabin and lavatories for anyone left behind, I retrieved my flashlight and exited via the slide. I assisted the passenger with the knee issue to reach rescue personnel.

Throughout the evacuation, I instructed passengers to assist others at the bottom of the slide; however, firefighters instructed everyone to move away from the aircraft for safety. No visible injuries were observed during the evacuation, but the passenger with knee surgery experienced difficulty moving afterward.

3. Actions Taken

- Attempted to identify source of smoke/fire from windows and forward cabin.
- Attempted to contact the flight deck via emergency call.
- Initiated evacuation when commanded by Captain.
- Deployed forward entry slide and directed passengers to evacuate.
- Conducted cabin and lavatory sweep to ensure no one remained on board.
- Exited last with flashlight and assisted passenger with mobility difficulty to rescue personnel.

4. Injuries/Damage

- No major injuries reported.
- One passenger with prior knee surgery experienced difficulty using the slide.
- Aircraft damage: suspected blown tire and smoke/fire (exact cause under investigation).

5. Current Status

- All passengers and crew evacuated safely.
- Aircraft remained on the runway and was secured by fire and rescue teams.
- Cause of incident under investigation.

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FA 2

We had spent over an hour on an active taxi way when we were finally dinged for takeoff. I sat in my jump seat and prepared. It happened very fast, I recall not getting much speed. It got severely bumpy while we were still on the ground, I could tell the pilots were trying to steer straight, and we eventually heard a loud popping sound followed by the smell of burning rubber. We had no idea what was happening besides passengers yelling there was a fire and smoke. Everyone was screaming, they were out of their seats and opening bins as soon as we came to a stop. Seconds later, captain said "remain seated" over the PA. No one listened. People grabbed bags, opened bins, and rushed to the aft galley and I'm sure the fwd galley as well. I remember yelling in the cabin to sit down and wait for instructions. Seconds, maybe a minute passed, and captain said the words "evacuate, evacuate, evacuate". We had a crowd of people refusing to listen to us, and they were already in the galley with bags. We opened doors and slides deployed. Everyone had bags. We were yelling our commands and very few people left their belongings behind. I remember thinking I couldn't take their bags from them because where would I put them while not letting go of my handle and/or walking away from my door? We couldn't throw them into the aisle because it'd cause a delay in the evacuation and most definitely be a tripping hazard both in the aisle or in the galley. So, they took them. No one stayed and helped, but I remember a firefighter helped at the bottom of my slide. Once the plane was cleared, we exited the AC and walked towards the rest of the crowd. We waited for buses, checked in with pilots, crew, firefighters, passengers, our UM, etc. We got busses to take us to the terminal with our UM, and we sat in a conference room. AA management ended up taking our UM. Lots of calls were coming in, according to another crew member we were asked if we would continue our sequence. We eventually spoke to Daily Ops and requested to be flown back to base same day.

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FA 3

While we were taking off as the aircraft approached liftoff speed the aircraft started shaking and I immediately knew that the airplane had a major problem and hoped that the pilots would abort takeoff. I thought that we had blown the front tire. The plane took what seemed forever to come to a complete stop but once we stopped, the captain came on immediately and told everyone to remain seated. As we were waiting for further instruction, there were people in the middle of the plane standing and wouldn't sit down. Other passengers were telling them to sit down but after a little bit we started smelling smoke and people were yelling "fire"! Our number 1 FA tried to call the captain to let him know but the captain was too busy. At that time the passengers in first class started screaming open the doors there is a fire. We kept telling them to remain calm and wait for the captain's command. At that time they had already started getting bags out of the bins and were coming up the aisles to the galley. Then finally the captain gave the order to evacuate and it just seemed surreal but I immediately grabbed the handle and tried to open the door but it was a lot harder than I thought it would be. I got the handle about half way and it wasn't anything like the doors in training. The only way I could get the door open was to use both hands on the door and put all of my weight on it. Finally, the slide deployed and I was able to initiate the evacuation from my door. After people started exiting, I glanced over to the forward entry door and FA 1 couldn't get the door open, so I went to their side and helped them open it. Their door was even harder to open because of the wind coming from their side. As people were going down the slides we kept yelling our commands. and trying to keep them safe. Since this was a flight going to Miami there were tons of kids and babies. They were also very emotional and some were hysteric and crying. All the while I was assessing the conditions inside the cabin because I knew that the plane was full of fuel and things could escalate quickly.. fortunately, the plane, although on fire and smoking heavily did not seem to be escalating. So we kept offloading passengers and once all passengers seemed to be off, I started at the front and walked all the way through the plane checking for any passengers then checked the restrooms and after that I saw the captain doing the same and yelled to him that the plane was empty and the bathrooms were empty and I exited out of the aft

service door, after which the captain followed and was the last person off of the plane.. We then waited outside on the runway and by that time the emergency responders had arrived and were checking all of the passengers for injuries and said that aside from a few bumps and scrapes, all passengers were in good shape.

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FA 4

Shortly after we began our takeoff roll down the runway, there was a loud bang, and the aircraft began to decelerate. The aircraft felt as though it was skidding, and I immediately sensed that something was wrong. Once the aircraft came to a complete stop, it felt as if it was leaning to one side.

Passengers began standing up immediately, but the captain soon made an announcement instructing everyone to remain seated. Within seconds, passengers started yelling that there was smoke, and both the #2 flight attendant and I could smell it in the aft section of the aircraft.

The captain then announced an evacuation. I checked outside my assigned window and, seeing no visible hazards, proceeded to open the door. The door was difficult to open and became stuck halfway. I had to use my full body weight to force it open. Once the slide deployed and appeared to be fully inflated, I began shouting evacuation commands. The #2 and I were in sync, issuing commands together.

Passengers were instructed to assist others at the bottom of the slide, but no one remained to help. Many passengers exited the aircraft carrying their bags, despite repeated instructions to leave all belongings behind.

When no more passengers were approaching the aft exits, the #2 and I conducted a final cabin check to ensure no one was left behind. A firefighter positioned at the bottom of the #2's slide instructed us to evacuate, so we exited using her slide, where the firefighter was ready to assist.

We proceeded to the designated passenger assembly area. By the time I exited the aircraft, the fire appeared to be contained, and numerous first responders were on scene. To the best of my knowledge, there were no passengers critically injured.