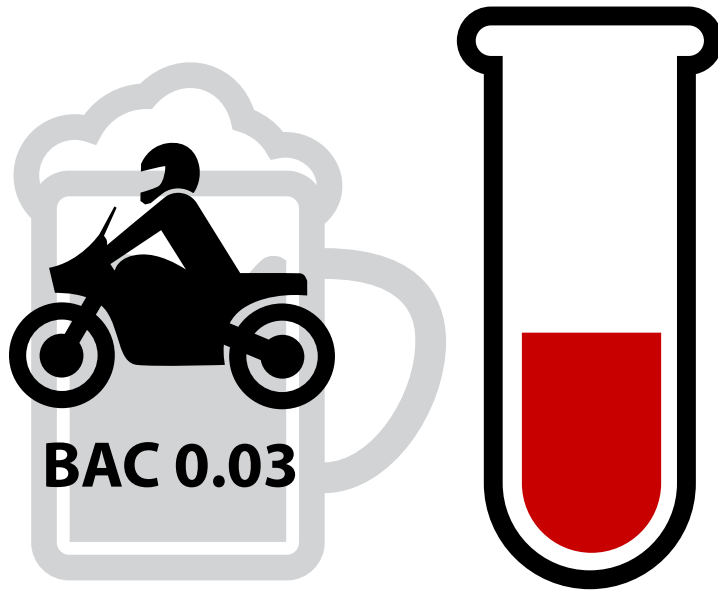


DRINKING AND RIDING?



A rider's relative risk
of a fatal crash is

3xs

higher relative to
the risk while sober.

WARNING:

**THIS GRAPHIC IS NOT A CHALLENGE
TO SEE HOW MUCH YOU CAN CONSUME.**

This information, including but not limited to, text, graphics, images, comes from real scientific facts. It is for educational and informational purposes only and not intended to encourage you to see how much you can drink while riding. In fact when on a ride, we don't want you to drink at all, duh. No material on this page is intended to be a substitute for common sense. If you have any questions about this information, consult an expert, not a professional drinker or your loudest buddy.

If you're riding, don't drink. If you're drinking, don't ride.