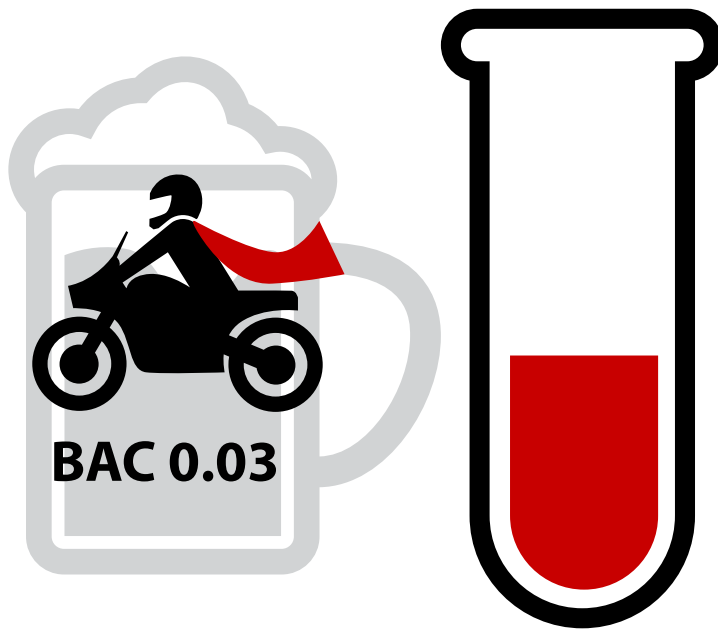


DRINKING AND RIDING?



A rider's relative risk
of a fatal crash is

3xs

higher relative to
the risk while sober.

WARNING:

WE KNOW WHAT WE'RE TALKING ABOUT

A .03 blood alcohol level impairs reasoning, decreases inhibitions, and increases a sense of false confidence. So while you might start out feeling like Superman, you can start making super dumb decisions quickly.

Haven't you ever heard the phrase, "hero to zero?"

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