## *Ride Sober Or Get Pulled Over* Talking Points

Join the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) safety initiative to educate the public about the importance of sober riding. *Ride Sober or Get Pulled Over* is a national high-visibility enforcement drunk-riding prevention campaign that urges motorcyclists to understand the importance of sober riding and is supported by increased law enforcement*.*

**Overview**

* Drunk riding is illegal and deadly.
* You will see more law enforcement on the road from {**insert** **dates**} as part of the *Ride Sober or Get Pulled Over* high visibility enforcement campaign.
* Law enforcement will be expanding their efforts with zero tolerance for impaired riding. The goal is to save lives.
* Nationally, it is illegal to drive with a BAC of .08 g/dL or higher, except in Utah, where the limit is .05 g/dL.

**The Cost of Drunk Riding**

* The average DUI costs $10,000 in attorney’s fees, fines, court costs, lost time at work, higher insurance rates, and more.
* The financial impact from impaired-driving crashes is devastating: Crashes in which alcohol was the cause resulted in $57 billion in economic costs.
* If you’re caught drinking and riding, you can face jail time. That arrest will follow you for many years to come.
* Drinking and riding can cause you to lose your driver’s license and your motorcycle. This could prevent you from getting to work, resulting in lost wages and, potentially, job loss.

**Plan Ahead**

* Always ride 100% sober. Even one alcoholic beverage could be one too many.
* Plan ahead: Before you have even one drink, designate a sober driver to get you home safely and arrange a safe place to leave your motorcycle.
* Planning ahead is important, because if you wait until you’ve been drinking to make decisions, you might not make the best one.
* You have options to get home safely: designate a sober driver or call a taxi or rideshare. Getting home safely is always worth it.
* If it’s your turn to be the designated driver, take your job seriously and don’t drink.
* If you see a drunk motorcyclist on the road, contact local law enforcement.
* If you have a friend who is about to drink and ride, take away the keys and let a sober driver get your friend home safely.

For more information, https://www.nhtsa.gov/risky-driving/drunk-driving.