



2020 RIDE SOBER OR GET PULLED OVER

Products For Enforcement Action Kit: Fact Sheet

The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) is teaming up with law enforcement nationwide during the 2020 Labor Day *Ride Sober or Get Pulled Over* high-visibility enforcement campaign, which runs from August 19 through September 7, 2020. The enforcement campaign coincides with the 2020 Labor Day holiday weekend, which is one of the deadliest times of the year in terms of drunk-driving fatalities. With NHTSA's support, state and local law enforcement agencies across the nation are stepping-up enforcement to put an end to drunk driving, showing zero tolerance for impaired driving and saving lives in the process

Sobering Statistics

- In 2018, there were 4,985 motorcyclists killed, a decrease of 5% from the 5,229 motorcyclists killed in 2017.
- During the month of August 2018, which coincided with the Labor Day holiday weekend, motorcycles accounted for approximately 25% of the alcohol-induced fatalities.
- In 2018, motorcycle riders involved in fatal crashes were found to have the highest percentage of alcohol-impaired drivers than any other vehicle types (25% for motorcycles, compared to 21% for passenger cars, 19% for light trucks, and 3% for large trucks).
- Thirty-nine percent of motorcycle riders who died in single-vehicle crashes in 2018 were alcohol-impaired.
- The highest percentages of fatally injured, alcohol-impaired motorcycle riders were in the 40-to-44 age group (34%) followed by the 45-to-49 age group (33%) and 35-to-39 age group (33%), when compared to other age groups in 2018.
- Motorcycle riders killed in traffic crashes at night were almost three times more frequently alcohol-impaired than those killed during the day in 2018.
- Research and state-level data consistently identifies motorcyclists as being at-fault in more than half of all multi-vehicle motorcycle-involved collisions. In fact, per vehicle mile traveled, motorcyclists are about 27 times more likely than passenger vehicle occupants to die in a motor vehicle crash, and are 5 times more likely to be injured. Not only is riding drunk illegal, it is extremely dangerous, especially for motorcyclists.
- Motorcycles can be difficult to spot: Improper use of a vehicle's rear-view and side-view mirrors contributes to collisions, particularly with smaller vehicles like motorcycles. With roughly 40% of a vehicle's outer perimeter zones hidden by blind



spots, improper adjustment, or lack of use of one's side-view mirrors can have dire consequences for motorcyclists.

Financial Impacts

- On average, a DUI can set you back \$10,000 in attorney's fees, fines, court costs, lost time at work, higher insurance rates, car towing, and more.
- The financial impact from impaired-driving crashes is devastating. Based on 2010 numbers (the most recent year for which cost data is available), impaired-driving crashes cost the United States \$44 billion annually.
- If you're caught drinking and riding, you can face jail time. Imagine trying to explain that to your friends and family or your place of employment.
- Drinking and riding can cause you to lose your driver's license and your motorcycle. This could inhibit you from getting to work, resulting in lost wages and, potentially, job loss.

Celebrate with a Plan

Always remember to plan ahead if you will be celebrating. If you plan to drink, plan for a sober driver to take you home. Is it your turn to be the designated driver? Take that role seriously and do not consume alcohol, not even one drink.

- Remember that it is never okay to drink and ride. Even if you've had only one alcoholic beverage, designate a sober driver or plan to use public transportation or a ride service to get home safely.
- If available, use your community's sober ride program
- If you see a drunk driver on the road, contact **[Local Law Enforcement]**.
- Do you have a friend who is about to drink and ride? Take the keys away and make arrangements to get your friend home safely.

For more information about the *Ride Sober or Get Pulled Over* campaign, visit <https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/national-mobilization/peak-enforcement-kit>.