

PLAN A SOBER RIDE

YOUR DECISIONS
DRIVE YOUR SAFETY

KNOW THE RISKS

Impaired driving is a serious problem with serious consequences.

Approximately 1 alcohol-impaired-driving fatality occurred **every 51 minutes**.



Consequences of impaired driving are not only often fatal—they're expensive.

Jail time
Loss of driver license
Higher insurance rates

Average DUI court case costs approximately **\$10,000**.



PLANNING TO DRINK? PLAN FOR A SOBER RIDE HOME.

If you're attending an event with alcohol and think you may indulge, **think ahead and make a plan!** Don't wait until after you've started drinking to consider how to get home.

Just one drink can impair your judgment and increase the risk of getting arrested for driving drunk—or worse, causing a crash if you get behind the wheel.



You can't drive impaired if you don't bring your vehicle. Use a cab or a ride-sharing service to get home safely.



Attend with a friend or colleague and designate who will be the sober driver. Do you see signs that the designated driver is drinking? Take a cab or ride-sharing service home.



If available, consider public transportation.

SOURCE: NHTSA FACT SHEET: PLAN A SOBER RIDE: BUZZED DRIVING IS DRUNK DRIVING.
[HTTPS://WWW.TRAFFICSAFETYMARKETING.GOV/GET-MATERIALS/DRUNK-DRIVING/BUZZED-DRIVING-DRUNK-DRIVING](https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/buzzed-driving-drunk-driving)