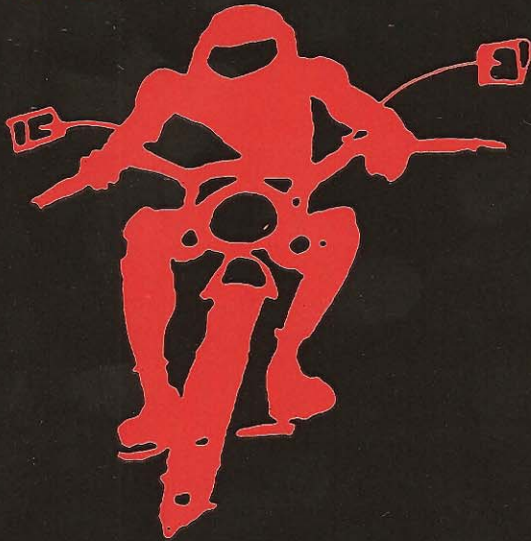


MOTORCYCLE

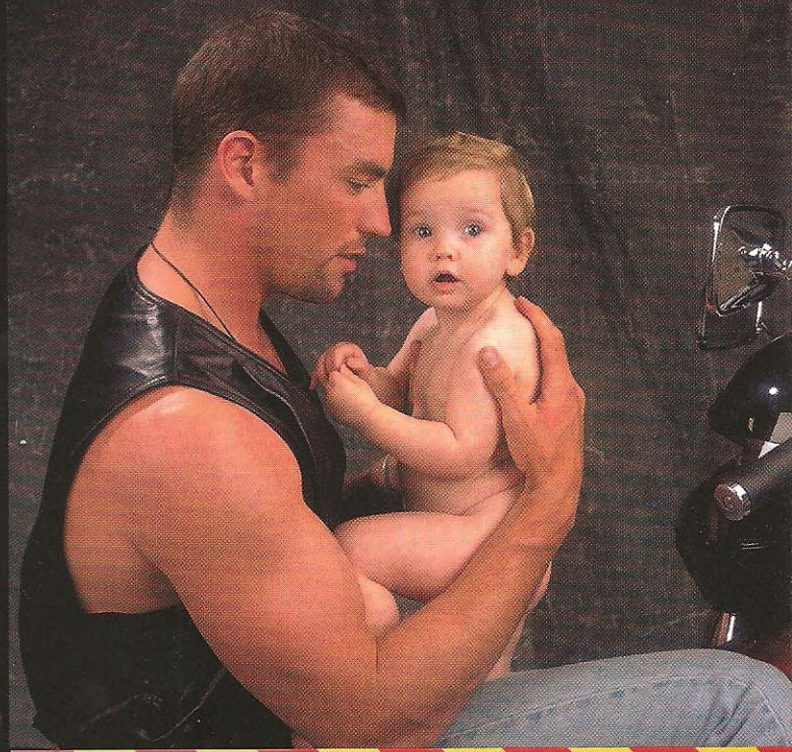


SAFETY

↑ Lift & Peel Label ↑

We care about you. Sign up for a Motorcycle Safety Foundation rider course (for info call 1-800-446-9227). Ride with your headlight on and watch out for the other person. Always wear a helmet, proper eye wear, and appropriate clothing. Insist your passenger does too.

# You're Not a Kid Anymore



MOTORCYCLE



SAFETY

U.S. Department of Transportation  
National Highway Traffic Safety  
Administration

# remember?

It didn't matter what you were playing with — a rubber band, a slingshot — the refrain was always the same. Whenever you received something different and exciting, a fearful warning from a concerned parent was soon to follow. And often, by being either careless, foolish, or reckless, you managed to prove mom and dad right.

Well, you're not a kid any more, you're an adult. You still own something different and exciting — your bike! You don't need to be told things over and over again, but here are a couple of things you need to keep in mind before every ride.

## fact #1

It's A Ride You'll Never Forget.

It's true. Riding a motorcycle down an open road can put you in a state of mind unlike any other. It's also true that riding a motorcycle after a drink or two can put you in a jail cell, hospital, or cemetery. And your bike! It could wind up on the back of a tow truck, impounded, or in a junk yard. Remember, you've worked too hard to get your bike and the opportunity to ride. Don't throw them away by drinking and riding.

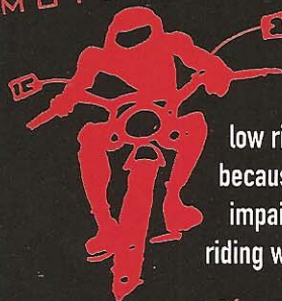
## fact #2

Riding Should Relax You.

Many riders ride to "get away from it all." Motorcyclists enjoy leaving the stress of everyday life: no phones, no boss, no hassles. Now, imagine how riding drunk can turn this feeling upside down. Talk about stress — seeing those flashing blue lights; assuming the position, seeing your bike towed — and this is just the beginning. Imagine spending days meeting with lawyers and then standing in front of the judge in an attempt to get your license and bike back. And if

this isn't bad enough, you have the added embarrassment of having to explain to your boss that you need time off from work to do this. And then explaining to your fellow riders that your bike was impounded because you were caught while riding impaired. You tell me — is drinking and riding worth all the hassle?

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# fact #3

Speed and Motorcycles

Picture yourself on your bike rolling down the highway or whipping the leaves on a winding country lane. From the beginning, motorcycles and the image of speed have been indelibly linked in popular culture. However, the type of speed which is most essential for riders — and too often taken for granted — is reflexive speed. Quick reflexes allow you to react effectively and execute the skills necessary to get your machine out of danger and to react effectively to avoid potential hazards. But alcohol, even one can of beer, can slow down your reflexes, and dramatically increase your road risks. Be a fast learner. Don't drink and ride.

## fact #4

Motorcycles

Attract Attention

It makes you feel good. You ride down a street crowded with pedestrians and all eyes are on you. People are fascinated by bikes and those who ride them.

Bikes also attract the attention of the police, especially if there is a clue that you have been drinking. For too long, riders have

assumed the cops either can't tell if

they've been drinking or simply aren't concerned with impaired or drunk riders. Wrong on both counts. Police officers are trained to detect impaired motorcyclists and they will pull you over. Just ask any motorcyclist who has been stopped for impaired riding. Sober or impaired, either way you will be the center of attention. It's your choice. Choose to ride straight.

## fact #5

It's A Love Affair

...one between you and your bike and between you and the people who will miss you when you die from impaired riding. Do you want to end this love affair with your bike or family and friends? Ride Sober — Ride Straight.

