

# THERE'S AN INDESCRIBABLE FEELING YOU GET FROM RIDING AFTER A COUPLE DRINKS.

SUCH AS FLESH BEING TORN FROM YOUR LIMBS AS YOUR BONES SNAP LIKE TWIGS.



DON'T WRECK YOUR MOTORCYCLE AND YOUR LIFE. RIDE SMART. RIDE SOBER.



## **If you drink, don't ride. If you ride, don't drink. Think. Ride Smart.**

**I challenge you to read this or read it to someone who needs to hear it - HEIN**

Every year for the past nine years, the number of motorcyclists killed on South African highways has increased. Some of these fatalities can be attributed to drinking and riding. Statistics show that the percentage of legally intoxicated motorcycle rider's in fatal crashes is greater than the percentages of legally intoxicated drivers of passenger cars. That's why Bike Talk is urging all motorcyclists to always ride smart and sober.

In every province, it is illegal to drive with a Blood Alcohol Concentration (BAC) level of .05 or higher. Still, about 1,500 motorcycle riders killed in traffic crashes each year are over the legal limit. According to research by the Department of Transport, 27% of all motorcycle riders who died in traffic crashes in 2008 had BAC levels of .05 or higher. An additional 7 % of motorcycle riders who had lower alcohol levels of BAC .01 to .04 also died in traffic crashes.

It is extremely dangerous to drive any vehicle while impaired, especially a motorcycle, which requires a great deal of balance and coordination. Bike Talk is urging all motorcyclists to ride safe and sober.

Far too many people die or suffer debilitating injuries as a result of impaired riding, particularly among middle-aged riders and baby boomers. Of all age groups, motorcycle riders between 30 to 49 years old have the highest rates of alcohol involvement in fatal motorcycle crashes.

People do things they regret when they're drunk, but riding a motorcycle should never be one of them. For once in your life, think about someone other than yourself. Put yourself in the shoes of people who visit you in hospital, your family and friends; think about the costs and discomfort you are putting them through. You are still lucky if you survived it. For once "attend your own funeral" and look at all the heartache and pain, the tears of loved ones you left behind. We say to motorists "Think Bike"! What are you saying to yourself?

ADDITIONAL INFORMATION ABOUT MOTORCYCLE SAFETY CAN BE FOUND AT [WWW.BIKETALK.CO.ZA](http://WWW.BIKETALK.CO.ZA)