



# In real life, there is no Reset Button.

Riding a motorcycle is fun, but it isn't a game. Motorcycle riding demands your full attention. Even one drink can impair your coordination and sense of balance. Studies show that nearly half of all motorcyclists who died in solo crashes were under the influence of alcohol. They simply lost control of their bikes. Game over, forever.

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when you **RIDE**,  
**THINK** – don't drink.