

10 REASONS TO ADOPT THE ZERO ALCOHOL POSITION

- **The Zero Alcohol approach will save lives and reduce injuries.**
- **Alcohol increases the risk of other factors such as excessive speed, night riding, ice, road crossings or riding unfamiliar terrain.**
- **Alcohol increases the risks associated with snowmobiling to an unacceptable level.**
- **Snowmobiling takes place in an unpredictable and uncontrollable natural setting.**
- **Alcohol research clearly shows that at a Blood Alcohol Concentration (BAC) of .08% a person is 11 times more likely to get killed while driving a car than at .00% BAC.**
- **Impairment starts with the first drink.**
- **Zero Alcohol is a good news story that will help change public perception of snowmobiling.**
- **Zero Alcohol is an excellent risk management strategy that will help protect our overall insurability and reduce liability.**
- **Zero Alcohol is a positive factor in recruiting new snowmobilers.**