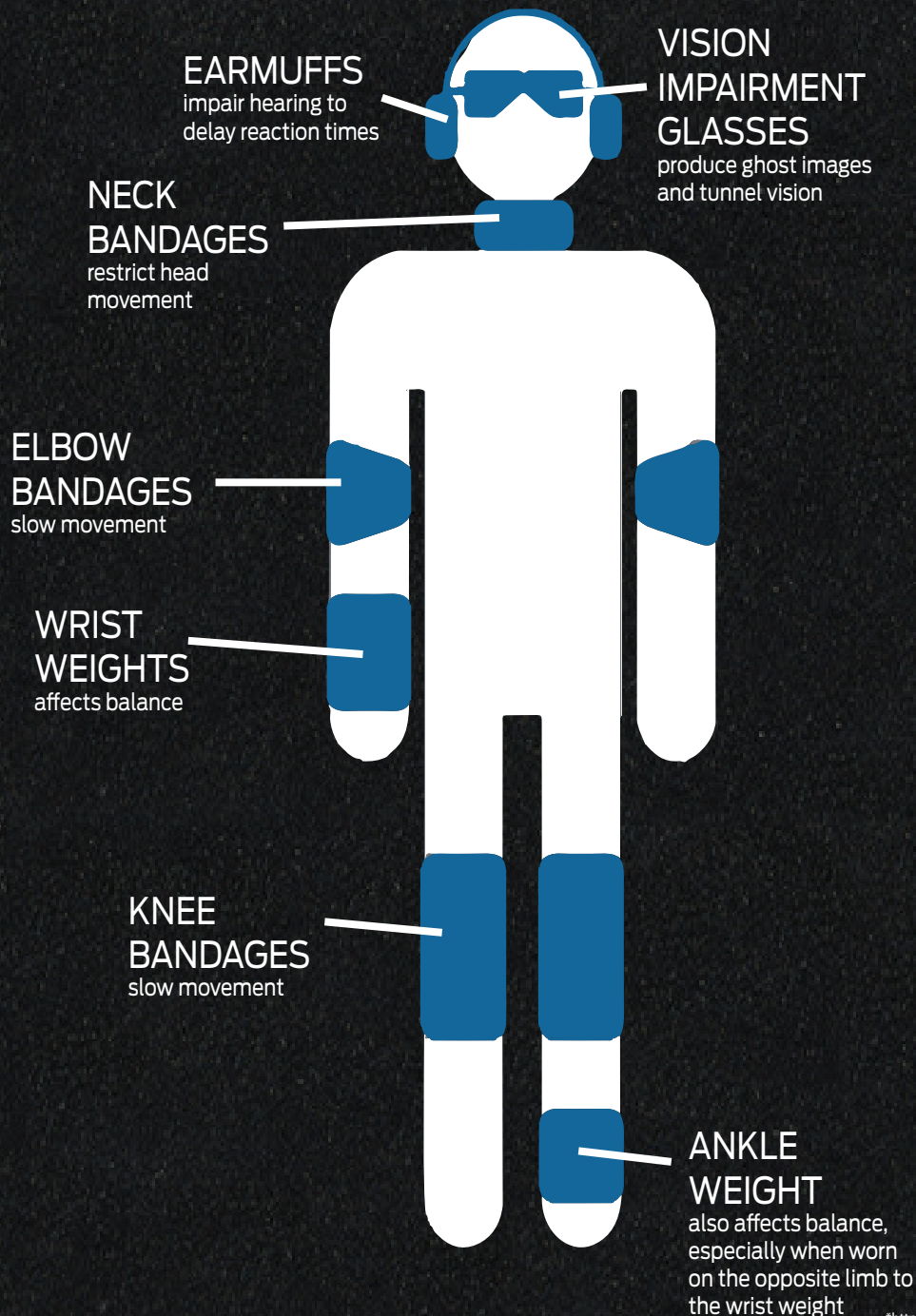


ANATOMY OF A DRUNK DRIVING SUIT

Ford's Drunk Driving Suit makes wearers instantly feel woozy with devices designed to mimic the effects of drinking



In the 2013/14 festive season 1 500 people died on South African Roads*

*Road Traffic Management Corporation via Business Day, 15 January 2014

50% of the people who die on SA roads have a blood alcohol level above 0.05mg/100ml*

Medical Research Council via Sunday Times, 5 January 2014

The legal limit in South Africa for regular licensed drivers is 0.05mg/100ml

Alcohol has been found to be present in over 60% of pedestrian deaths where blood is tested, and 90% of male pedestrians killed*

*Western Cape Safety Home campaign

Globally, more than a quarter car teens don't know how to get home safely when their driver has been drinking alcohol.*

*<http://responsibility.org/blog/2014/report-cards-are-teens-dont-know-everything-about-driving>



Go Further

#FordDSFL and #DriveDry

Ford South Africa and brandhouse, through using the drink driving suit, aim to encourage a cautious driving culture, to promote safety as well as educate the public on responsible alcohol consumption during the festive season.

