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## Press Release

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FOR IMMEDIATE RELEASE  
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**AlcoSense DRINK DRIVE SURVEY NOVEMBER 2008:**  
**SHOCK RESULTS REVEAL PEOPLE WRONGLY CALCULATE THEIR**  
**SAFE DRIVING LIMITS**

A new Drink Drive survey undertaken by Morning After Breathalyser manufacturer AlcoSense, revealed that no less than 96% of respondents

underestimated the number of units of alcohol in a pint of ( 6%ABV) lager and 97% of respondents underestimated the number of units in a 250ml glass of wine (13%ABV) .Both drinks in fact contain 3.4units. The most popular answer was 2 units, almost half of the correct alcoholic content. With the current Drink Drive law meaning that there is an effect a 2 unit limit, then people are totally unaware that they are putting themselves, their licences and the lives of others at risk,by driving while over the drink drive limit.

The survey questions were:-

*To the nearest 1/2 unit, how many units of alcohol are in the following drinks?*

*A 250ML glass of 13% ABV wine* 2.8% CORRECT (3.4 units)

1 unit	1.5units	2 units	2.5units	3units	3.5units
13.4%	26.5%	35.6%	11.8%	9.9%	2.8%

*A pint of medium strength lager 6% ABV* 4.1% CORRECT (3.4 units)

1 unit	1.5units	2 units	2.5units	3units	3.5units
2.4%	19.4%	30.9%	25.3%	17.9%	4.1%

Commenting on the results of this survey, Hunter Abbott CEO of AlcoSense said, “This is worrying for the evening, but even more worrying for the morning after as people are vastly underestimating just how much alcohol they have consumed. Only 4 of these drinks could put you over the limit the following morning. In both instances the only way to tell if the alcohol has left your system is to use an accurate personal breathalyser like AlcoSense.”

**Sarah Fatica, General manager, Brake said,**

“AlcoSense’s survey results are extremely alarming and demonstrate that drink-driving remains a very real threat. As part of Road Safety Week (10-16 November 2008) we urge drivers take a moment to think of the reality of road death and injury, take a hard cold look at our behaviour on roads and improve it, for the sake of our own loved ones and others. If you’ve been drinking don’t drive. If you are still unsure the ‘morning after’ using an accurate personal breathalyser can help to determine whether you are safe to drive.”

**What is AlcoSense™?**

AlcoSense™ is a mobile phone-sized breathalyser developed to quickly and accurately measure if you are near or over the UK drink driving limit. Working in the same way as a Police breathalyser AlcoSense detects the concentration of alcohol in your breath, enabling the unit to provide an accurate and discreet Blood Alcohol Concentration reading and alert you if you are above the UK drink drive limit. This is aimed to help people avoid putting lives at risk by driving the morning after a night of drinking, when they are unaware that they are still under the influence of alcohol.

Supported by road safety charity Brake, AlcoSense is much more compact than other breathalysers and able to give highly accurate readings through its superior technology. The ultra-quick and discreet result makes it ideal for use the morning after a night out.

*AlcoSense Elite costs £59.99; the new Lite is £34.99. They are available from [www.alcosense.co.uk](http://www.alcosense.co.uk) or by calling 0800 195 0088. Fresh hygiene tubes are available in packs of 20 priced at £4.99.*

**Motor racing legend Stirling Moss fully supports AlcoSense™**

*"I wouldn't drive the morning after; neither would I let my family without checking ourselves with AlcoSense™. AlcoSense™ personal breathalysers are discreet and accurate – it is not worth taking the risk of drink driving, so I recommend people keep one handy to check before they drive."*

**For more information, samples, and expert interviews or to speak to Sir Stirling**

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**Further images available on [www.alcosense.co.uk/media-resources/login.cfm](http://www.alcosense.co.uk/media-resources/login.cfm)**

<sup>1</sup> Survey of 1,000 people conducted by Now Group UK Ltd, November 2008