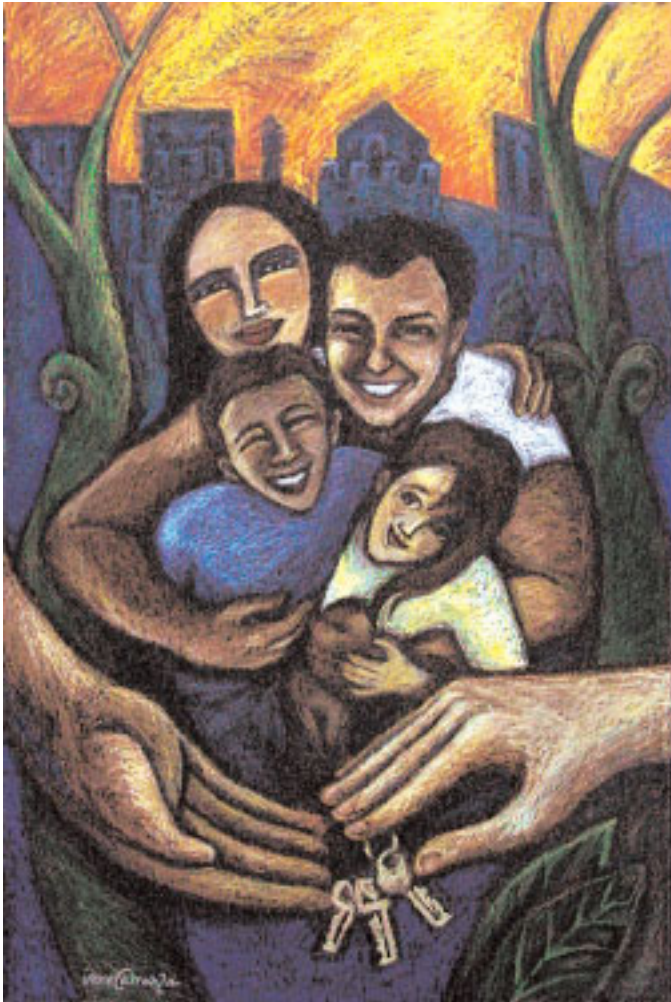




english



PASS THE KEYS

Protect Your Loved Ones. Celebrate Your Culture.





Latino communities are being devastated by drunk driving. According to researchers, Hispanic groups have some of the highest proportion of fatalities in alcohol-related traffic crashes reported. With alcohol-related crashes on the rise, lives are being taken and families and friends are being impacted. These deaths and injuries are 100 percent preventable. Latino community members can help stop this devastation by simply passing the keys to a sober, designated driver before celebrations begin.



The MADD/MMNA Partnership

Mothers Against Drunk Driving (MADD) and Mitsubishi Motors North America, Inc. (MMNA) have joined forces to provide outreach and education about impaired driving to Latino communities. Together, we hope to reverse the trends associated with drunk driving in an effort to save lives.

To reach more people with the message of safe driving, we have created Pasa Las Llaves/Pass the Keys. The idea is simple: just pass the keys to a sober driver if you have been drinking or plan to drink. And if friends or family members are drinking,

make sure they pass the keys too. It is about protecting your loved ones and celebrating your culture through sober driving, ensuring that drivers, passengers, and pedestrians are safe. With your help, lives can be saved. Be responsible when driving. Teach your friends and family about the dangers of drinking and driving. Help educate others and take an active part in protecting precious lives.

What is MADD?

Founded in 1980, MADD's mission is to stop drunk driving, support the victims of this violent crime and prevent underage drinking. What began as a small group of victims and concerned citizens after a young girl's death at the hands of a drunken driver has expanded into approximately 600 affiliates and 2 million members and supporters worldwide. MADD is more than mothers working toward ending impaired driving injuries and deaths. It is fathers, sons, daughters, grandparents, husbands and wives all helping to inspire responsible driving behavior. MADD accomplishes its mission through public awareness, education, advocacy and victim support.

About MMNA

MMNA is responsible for all of the North American operations of Mitsubishi Motors Corporation. MMNA and its subsidiaries manufacture, distribute, finance and market Mitsubishi brand coupes, convertibles, sedans and sport utility vehicles through a network of nearly 700 dealers in the United States, Canada, Mexico and the Caribbean. Mitsubishi Motors sold its first vehicle in the U.S. in 1981, and began building cars here in 1988 at its manufacturing facility in Illinois.

MMNA is a responsible corporate citizen, proud to help the communities in which it and its retail partners work and live. In line with MMNA's commitment to traffic safety education and programs that respect diversity, the company sponsored the expansion of Pass the Keys from four cities in 2001 to 10 cities in 2002.



Defining the Problem

Impaired Driving

Driving under the influence of alcohol. Impaired driving means that a person's critical driving skills are too impaired by alcohol to drive safely. Often a person's judgment is impaired first, which can prevent a person from making responsible driving decisions.

Alcohol content

A 12-ounce bottle of beer, a 12-ounce wine cooler, a 5-ounce glass of wine (11% alcohol) and 1 1/2 ounces of liquor all have the same amount of alcohol and can be defined as "one drink." It takes about one hour for the male or female body to break down the alcohol content of one drink. Coffee or a cold shower will not speed up this process.



Blood Alcohol Concentration (BAC)

BAC is measured by the percentage of alcohol in your blood. Though dependent upon many factors such as body weight and food consumed, impairment can begin in some people after one drink. With a BAC of .08 percent (the illegal per se limit in 39 states and Washington, D.C.) one's critical driving skills are seriously impaired, affecting judgment, reaction time and operation of the vehicle*. The safest decision you can make is to designate a sober driver if you plan to drink alcohol.

Driving Under the Influence (DUI) / Driving While Intoxicated (DWI)

If your ability to drive is impaired by alcohol and you get behind the wheel of a car, you can be arrested for DUI/DWI. Each state has different penalties depending upon the circumstances of a person's arrest. Please see the following for the DUI/DWI laws in California, Florida, Illinois and Texas.

Providing an Answer

Designated Driver – The person who agrees to remain sober in order to drive friends and loved ones home safely at the end of a party or other social occasion. This is not the least intoxicated person of the group, but one who is designated to save your life by driving sober.

**National Highway Traffic Safety Administration (NHTSA)*





Facts About the Problem

- About three in every 10 Americans will be involved in an alcohol-related crash at some time in their lives. (National Highway Traffic Safety Administration, National Center for Statistics and Analysis, 2000)
- Motor vehicle crashes are the leading cause of death for Hispanics ages one to 44, and the third leading cause of death for all ages, surpassed only by heart disease and cancer. (*National Highway Traffic Safety Administration, 2002, Latino/Hispanic American Outreach*)
- Impaired driving is the most frequently committed violent crime in the U.S. (MADD, National Highway Traffic Safety Administration, 2000)
- An estimated 513,000 people are injured in alcohol-related crashes every year, an average of 59 people per hour or approximately one person every minute. (Miller, 2002)
- Every 32 minutes, someone is killed in the United States in an alcohol-related crash. (National Highway Traffic Safety Administration, 2000)

California Impaired Driving Laws (partial list)

- DUIs are defined as a crime at or above a blood alcohol level of .08.
- It is a crime to have an open container holding any amount of alcohol in a moving vehicle.
- Anyone arrested for impaired driving must submit to a chemical test (blood, breath, or urine) to determine Blood Alcohol Concentration (BAC). Failure to complete or refusal to take the test will result in automatic suspension of the driver's license for a year.
- First time DUI offenders receive a fine from \$390 to \$1,000, 96 hours to 6 months in jail and suspension of driving privileges.
- Second time DUI offenders receive the same fines as a first conviction with prison time of 90 days to a year.
- A DUI driver with a child in the car may also be convicted of child endangerment, which is punishable by imprisonment for up to six years.
- DUI offenses can result in ignition interlocking systems for some offenders, which analyze a driver's breath and disable the ignition if the driver has been drinking.

Florida Impaired Driving Laws (partial list)

- DUIs are defined as a crime at or above a blood alcohol level of .08.
- It is a crime to have an open container holding any amount of alcohol in a moving vehicle.
- Anyone arrested for impaired driving must submit to a chemical test (blood, breath, or urine) to determine the Blood Alcohol Concentration (BAC). Failure to complete or refusal to take the test will result in the automatic suspension of the driver's license for a year. Second refusal of a BAC test is a misdemeanor.
- First time DUI offenders can be fined and can serve jail time, plus 50 hours of community service. In addition, DUI countermeasure school is required, the vehicle may be impounded, and driver's license may be revoked.
- Second time DUI offenders may receive up to nine months in jail and possible fines of \$500 to \$1,000.
- Multiple DUI offenses can result in the loss of driver's license for life.
- Third time DUI is a felony.
- A DUI driver with a child in the car may also be convicted of child endangerment, which is punishable by imprisonment for up to a year and maximum fine of \$5,000.
- DUI offenses can result in ignition interlocking systems for some offenders, which analyze a driver's breath and disable the ignition if the driver has been drinking.





Illinois Impaired Driving Laws (partial list)

- DUIs are defined as a crime at or above a blood alcohol level of .08.
- It is a crime to have an open container holding any amount of alcohol in a moving vehicle.
- Anyone arrested for impaired driving must submit to a chemical test (blood, breath, or urine) to determine the Blood Alcohol Concentration (BAC). Failure to complete or refusal to take the test will result in the automatic suspension of the driver's license for a year. Second refusal of a BAC test is a misdemeanor.
- First time DUI offense can result in the suspension of driver's license for three months.
- Multiple DUI offenses can result in the loss of driver's license for life and in the vehicle's seizure and auction.
- A DUI driver with a minor child under the age of 16 in the car may also be convicted of child endangerment, which carries a \$500 fine.
- DUI offenses can result in ignition interlocking systems for some offenders, which analyze a driver's breath and disable the ignition if the driver has been drinking.

Texas Impaired Driving Laws (partial list)

- DWIs are defined as a crime at or above a blood alcohol level of .08 percent.
- It is a crime to have an open container holding any amount of alcohol in a moving vehicle.
- First time DWI offenders can have possible fines up to \$2,000 and jail time from 72 hours to six months. If there was an open container of alcohol in the car, the minimum jail term is six days.
- Second time DWI offenders can have possible fines up to \$4,000 and jail time from 72 hours to one year in county jail, plus 80 to 200 hours of community service. The driver's license could be suspended for six months to 2 years.
- On second and subsequent offenses, Texas law requires as a condition of release from jail on bond that the person install and maintain a deep lung air device in his or her car while charges are pending. The device requires a breath sample before it allows the car to start. It also requires periodic breaths while driving to monitor and ensure sobriety. New technology has made these devices "user sensitive" so that someone else cannot blow into the device for the driver.



Victim Services

No one can be prepared for the injury or death of a loved one by a drunk driver. It happens without warning and could affect the rest of your life.

MADD is there to help if you feel alone or helpless, hurt or angry, overwhelmed or unable to cope.

MADD's victim service advocates are trained to help in your time of need.

MADD's victim service advocates provide peer support, materials, crisis intervention, and guidance through the criminal justice system to you and your family members free of cost. They will stand up for your rights. Many advocates are victims who have lost a loved one to drunk driving. They understand what you are going through and can help.

To Protect Loved Ones:

- Do not get into a vehicle with someone who has been drinking.
- Always designate a sober driver.
- If you have been drinking, pass your keys to a sober driver.
- If there are no sober drivers available, walk or call a taxi to take you home.
- Be a responsible party host. If serving alcohol, also offer non-alcoholic drinks. Provide plenty of low-salt, high-protein and high-carbohydrate foods. Ask your guests to appoint a sober designated driver.





Questions about Pass the Keys? Questions regarding impaired driving? In need of victim services? Would you like to volunteer? Contact your local MADD chapter or call 1-800-GET-MADD for assistance.

CALIFORNIA

MADD Los Angeles

P.O. BOX 451217
Westchester, CA 90045
Phone: 310-215-2905
FAX: 310-215-2908
E-mail: info@maddlosangeles.org
Website: www.maddlosangeles.org

MADD Orange County

17772 Irvine Blvd. #103
Tustin, CA 92780
Phone: 714-838-6199
FAX: 714-838-6045
E-mail: info@maddorangecounty.org
Website: www.maddorangecounty.org

MADD San Diego

938 S. Andreasen Dr., Suite M
Escondido, CA 92029-1920
Phone: 760-746-6233
FAX: 760-746-4733
E-mail: info@maddsandiego.org
Website: www.maddsandiego.org

FLORIDA

MADD Dade County

13831 SW 59th Street, #105-A
Miami, FL 33183
Phone: 305-383-5500
FAX: 305-383-5311
E-mail: madddade@aol.com

MADD Broward County

3471 N. Federal Highway, Suite 303
Oakland Park, FL 33306
Phone: 954-667-0167
FAX: 954-667-0168
E-mail: maddbroward@earthlink.net

MADD Orlando/Central Florida

659 Maitland Ave., Suite B
Altamonte Springs, FL 32703
Phone: 407-831-6233
FAX: 407-831-6281
E-mail: maddcenfl@aol.com

ILLINOIS

MADD South Chicago

203 N. Wabash, Suite 1618
Chicago, IL 60601
Phone: 888-253-MADD

TEXAS

MADD Metroplex Chapter

8585 Stemmons Freeway, Suit 525
Dallas, Texas 75247
Phone: 214-637-0372
FAX: 214-637-0374
E-mail: margaret.collins@madd-metroplex.org
Website: www.madd-metroplex.org

MADD Austin / Heart of Texas

611 S. Congress, Suite 505
Austin, Texas 78704
Phone: 512-442-6441
FAX: 512-442-6558
E-mail: info@maddheartoftexas.org
Website: www.maddheartoftexas.org

MADD El Paso

6070 Gateway East, Suite 217
El Paso, Texas 79905
Phone: 915-779-1987
FAX: 915-779-2084
E-mail: madd@elp.rr.com
Website: www.madd.org/tx/elpaso

Pass The Keys.



Mitsubishi Motors North America, Inc.
6400 Katella Avenue
Cypress, CA 90630
(800) MITSU-2004
www.mitsubishicars.com



Mothers Against Drunk Driving
511 East John Carpenter Freeway #700
Irving, Texas 75062
(800) GET-MADD
www.madd.org