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## **NEW VEHICLE UNVEILED TO COMBAT DRUNK DRIVING IN GREATER WASHINGTON**

*INNOVATIVE CAB-COP CAR REMINDS HOLIDAY REVELERS OF  
THEIR CHOICES OF TRANSPORTATION WHEN THE NIGHT IS OVER*

**Arlington, VA, November 20** – Greater Washington’s anti-drunk driving leaders today unveiled a new, innovative and specially-outfitted motor vehicle designed to deter impaired driving in the metro area.

 **PHOTO OF VEHICLE AT:** 

<http://www.wrap.org/files/ChooserCruiser.html>

The operable and tactical four-wheeled vehicle can only be described as a hybrid taxicab / police cruiser as while the front of the Ford Crown Victoria is an Arlington County police car (including being outfitted with real police lights), the rear of the vehicle is a yellow cab with the decaled message, “choose your ride.”

The vehicle, nicknamed the “Chooser Cruiser,” is a joint initiative between the Arlington County Police Department, Arlington’s Red Top Cab and the nonprofit Washington Regional Alcohol Program (WRAP) – the latter being the organization that coordinates the Washington-metropolitan area’s popular free cab ride service to prevent drunk driving, SoberRide®.

***“This newest, innovative and commissioned vehicle will be a poignant reminder this holiday season that, as every drunk driving incident is 100-percent preventable, people have a choice in how they’re transported at the end of an evening,”*** said Arlington County Police Chief M. Douglas Scott at today’s cab-cop car unveiling.

Today’s unveiling prefaces a holiday season which, according to National Highway Traffic Safety Administration figures\*, bears witness to 40% and 60% spikes in alcohol-related traffic fatalities during Christmas and New Year’s, respectively.

The unveiled vehicle will be deployed throughout the metro area during the Thanksgiving through winter holiday season and in concert with WRAP’s free cab ride service to prevent drunk driving, SoberRide®, next offered from December 14, 2012 through January 1, 2013.

SoberRide is offered as a means to keep local roads safe from impaired drivers during this traditionally high-risk, holiday period. Local taxicab companies throughout the Washington-metropolitan area provide this no-cost service to local residents age 21 and older who otherwise may attempt to drive home after drinking.

Today's unveiled cab-cop car – which has the support of all of Greater Washington's major law enforcement agencies including having their police badges adorning the hood of the Chooser Cruiser – will be piloted by the Arlington County Police Department who will position the vehicle in various public sites to remind viewers of the need for safety during the upcoming holiday season. (It is hoped that, if successful, similar efforts can be undertaken around the Beltway.)

***“The Chooser Cruiser is purposely designed to remind Washington-metro residents of an alternative to drunk driving that being WRAP’s free cab ride service to prevent impaired driving,”*** said Red Top Cab’s Chief Operating Officer Wayne Miller.

Founded in 1982, the nonprofit [501(c)(3)] Washington Regional Alcohol Program ([www.wrap.org](http://www.wrap.org)) is an award-winning public-private partnership working to prevent drunk driving and underage drinking in the Washington-metropolitan area. Through public education, innovative health education programs and advocacy, WRAP is credited with keeping the metro-Washington area’s alcohol-related traffic deaths consistently lower than the national average.

More information about WRAP’s SoberRide initiative can be found at [www.soberride.com](http://www.soberride.com).

\*Source: National Highway Traffic Safety Administration, see:  
<http://www-nrd.nhtsa.dot.gov/Pubs/810870.pdf>

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