

<https://www.ab-inbev.com/what-we-do/road-safety.html>

AB InBEV Foundation

Making Road Safety a Priority

Traditional designated driver programs, ride services, and mass media campaigns are useful to create awareness, but they're not enough. Effective change also requires legislation and enforcement. That's why we support measures that have been proven to reduce impaired driving, such as high-visibility enforcement patrols, public education and awareness campaigns, and the use of technologies such as ignition interlocks and alcohol detection systems. We also support the enactment of mandatory BAC limits in every country. We agree with the World Health Organization that a 0.05 BAC limit is generally considered to be the best practice at this time; however we defer to governments to determine the appropriate mandatory BAC limits in their respective jurisdictions.