



NEWS RELEASE

DIVISION OF POLICE • COLUMBUS, OHIO
ELAINE R. BRYANT • CHIEF OF POLICE

For Immediate Release

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Columbus Division of Police Rolls Out Mobile Breath Testing Vehicle *'DUI Interceptor'* to assist officers in the field processing suspected DUI drivers

As part of the OVI (Operating a Vehicle Impaired) Countermeasures Program, the Columbus Division of Police has officially launched a mobile breath testing vehicle program, called the *DUI Interceptor*. The vehicle, which was provided through a grant, will patrol the streets of Columbus and surrounding areas starting March 15, 2023. The DUI Interceptor will assist officers roadside in the field, processing suspected DUI drivers on the spot. The vehicle's capabilities eliminate the need for officers to transport an impaired driver to a police facility to conduct a breath test, thereby reducing the time it takes for DUI processing and giving police more time to answer patrol calls for service.



To produce a compelling and memorable program, the Division partnered with Ohio-based Bolder & Co. Creative Studios to develop the name, graphics, and a suite of promotional materials to introduce the program and raise awareness in the Columbus area. As a program name, DUI Interceptor aims to clearly state the Division's goal: remove impaired drivers from the road. The stylized superhero graphics aim to be visually engaging while instilling confidence in the community that their safety is



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being protected. The tagline, “Going out tonight? So are we.” encourages people to make a plan before they begin drinking to get home safely. To help facilitate drivers making safer choices, the Division has established partnerships with local ride services and will share that information on DUI Interceptor promotional materials.

“Our aim is always to promote safe, sober driving,” said Sergeant Adam Barton from the OVI Countermeasures Unit. “The publicity around this program and the visibility of the vehicle are meant to make people think twice about driving after they’ve been drinking, knowing that if they do drive impaired, they will be charged.”

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