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## **BACTRACK® LAUNCHES NEXT-GEN BREATHALYZER THAT ESTIMATES WHEN YOU'LL BE SOBER**

*Police-grade breathalyzer estimates alcohol level and the time to sobriety with each result; optional smartphone connectivity and free BACtrack app provide additional insight into a user's drinking habits and alcohol's effects.*

**SAN FRANCISCO, CA** – June 22, 2018 – Today [BACtrack®](#), the leader in both personal and professional-grade breathalyzers, unveils its newest product, the BACtrack C8™ featuring ZeroLine®. The BACtrack C8 is available for sale now at [bactrack.com](http://bactrack.com) and at more than 6,000 CVS Pharmacy (NYSE: CVS) stores nationwide.

The BACtrack C8 not only reveals a user's estimated BAC level with similar technology used by police but its patented ZeroLine technology estimates how long it will be before a user's blood alcohol content (BAC) returns to 0.00%.

The BACtrack C8 is the first stand-alone breathalyzer ever to display an estimated time to sobriety with every BAC result. Integrating this additional data point into each BAC result has an enormous impact on health and safety.

Most people have no idea how long it takes for alcohol to be eliminated from the body and as a result, make poor choices when it comes to drinking and driving. A 2015 BACtrack survey of U.S. adults ages 21+ revealed 71% of people do not know how long it takes their BAC level to drop back down to 0.00% after reaching the legal drunk driving limit of 0.08%.

Additionally, despite the popularity of ride-sharing services like Uber and the heightened awareness of the consequences of drinking and driving, people are still driving while under the influence of alcohol. According to the National Highway Traffic Safety Administration, there were 10,497 alcohol-impaired driving fatalities nationwide in 2016, an increase of 1.7% over the prior year.

"Not only does the BACtrack C8 make it easy for a person to accurately estimate their BAC level, but it estimates how long the alcohol will remain in their bloodstream, providing data that was never readily available," said Keith Nothacker, CEO and president of BACtrack. "I am confident that owning and using a BACtrack directly contributes to lower incidences of impaired driving and the avoidance of fatal accidents."

### **ZeroLine Technology**

After a user blows into the BACtrack C8, their estimated BAC result appears on the display or on the BACtrack companion app. Next, the ZeroLine is displayed and is followed by a description of the user's BAC level, which provides information about alcohol's effects on the body at every BAC point from 0.00 – 0.40 %BAC.

With ZeroLine, a user learns how long it will take for the alcohol to be eliminated from their system – information that was never easily accessible. A user can now learn when they'll be sober (0.00% BAC) and safe to drive or may use the information to decide to stop or slow their drinking or call a friend or Uber for a ride. A user may also see they might still be intoxicated the morning after a late evening of drinking. Overall, insight from BACtrack results are empowering – the data is actionable and facilitates better decision making.

## Optional Smartphone Connectivity

The BACtrack C8 allows users to view results in two ways. Choose "Standalone Mode" and BAC results are delivered directly to the bright, easy-to-read OLED screen on the device. Alternatively, choose "App Mode" and the BACtrack C8 seamlessly pairs via Bluetooth with the free BACtrack App on a user's smartphone.

Using the BACtrack App, a user can quickly and easily estimate their BAC, track their results over time, access ZeroLine or share results with a friend. A user can even call an Uber directly from the app if they've had too much to drink.

The BACtrack C6, launched earlier this year, also offers optional smartphone connectivity. The BACtrack C6 and BACtrack C8 are BACtrack's next-generation devices complete with police-grade accuracy and compact, take-anywhere designs.

## Key Features

**ZeroLine® Technology.** The BACtrack C8 not only reveals your estimated BAC level but its patented ZeroLine® technology tells you when your BAC will return to 0.00% -- either directly on the device display or via the BACtrack app.

**Police-grade BluFire® Sensor Technology.** BACtrack's proprietary fuel cell sensor technology provides accurate, trusted results and long-term reliability.

**Optional Smartphone Connectivity.** BAC results are displayed on the BACtrack device or results are sent wirelessly via Bluetooth to the BACtrack app on a user's iOS or Android device.

**Powerful App Features.** With the BACtrack app, a user can view their ZeroLine, optionally track or share results or even call an Uber.

**Compact design.** One of the smallest police-grade alcohol testers ever created, the tiny yet powerful BACtrack C8 weighs only 2 ounces allowing a user to easily take it with them everywhere they go.

## Availability

As of today, the BACtrack C8 is available on [backtrack.com](https://backtrack.com) and [amazon.com](https://amazon.com) and in over 6,000 CVS Pharmacy stores nationwide. The retail price of the BACtrack C8 is \$99.99.

## About BACtrack

San Francisco-based BACtrack, the #1 selling breathalyzer brand in North America, offers a full range of innovative products for both personal and professional use. Founded in 2001, BACtrack helps people monitor their blood alcohol content and make informed decisions about alcohol consumption. BACtrack has won Popular Science's 'Best of What's New' Award for its innovation in health, a Good Design award, among other awards, and has been named the top breathalyzer brand by Car & Driver. In 2016, BACtrack created the first wearable alcohol monitor, [BACtrack Skyn](#), which won the NIH 'Wearable Alcohol Biosensor Challenge' and launched [BACtrack View](#), a remote alcohol monitoring system. BACtrack products have been featured in USA Today, The New York Times, WIRED, Fast Company and other national and international publications. BACtrack breathalyzers are available in 20 countries and at over 20,000 store locations including Walgreens, Costco, Best Buy, Target, CVS, and Walmart. BACtrack products can also be purchased online at BACtrack.com, Amazon, Walmart.com, and Target.com. Connect with BACtrack via [Twitter](#), [Facebook](#), and [Instagram](#). For more company information, explore our site [www.backtrack.com](https://www.backtrack.com).