

*The VO in this ad cuts in and out to demonstrate how the brain shuts down during microsleep.*

When you're drowsy and driving, you run the risk of drifting in and out of sleep. There's... can't fight it, as much you think you...the window down won't work either. Even coffee will only ...sleep inducing chemicals have reached a tipping point and ... killing yourself, or even someone else.

You can't fight sleep.