


WORLD'S ROUGHEST RIDE!




THERE'S THAT FRED CHARACTER.

I CAN'T BELIEVE HE ACTUALLY MOTORCYCLES TO WORK EVERY DAY! ISN'T THAT UNSAFE? WHERE DOES HE PUT HIS STARBUCKS? HOW DOES HE TALK ON THE PHONE?

I CAN'T BELIEVE MORE FOLKS DON'T GET AROUND THIS WAY.

MOTORCYCLE COMMUTER FRED SAYS:
"RIDING TO WORK IS TERRIFIC"

SEE WHAT A GREAT MORNING



STARTING THE DAY WITH WIND IN MY FACE AND I'M ABLE TO USE THE H.O.V. LANE...

Fred knows it's a great morning because he can ride his motorcycle.

WHAT ARE YOU WAITING FOR? ...BUY-!"

WHOA! HEY BUDDY SHARE THE ROAD!

Fred's riding a motorcycle to work. He's doing it because he knows his bike is a practical vehicle and not just a toy for weekends. He's having a good time, too.

DID YOU KNOW?

Motorcycles take far less space than four-wheeled vehicles when traveling and when parked. In addition to having a smaller 'footprint' than an automobile, motorcycles are more nimble and maneuverable, and these attributes speed traffic flow.

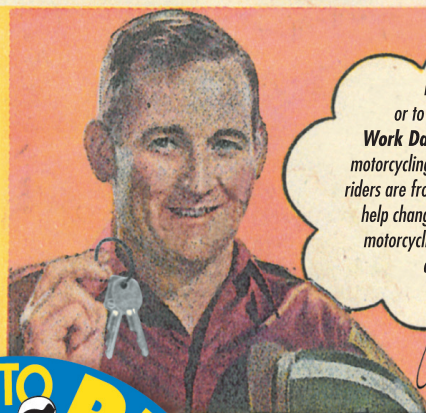


HI FRED! YOU'RE LOOKING CHIPPER THIS MORNING!

GOSH, FRED, YOU ALWAYS DO HAVE A TWINKLE IN YOUR EYE!

THANKS, GUYS

-WHAT A GREAT DAY OUT THERE- SAY, I'M RARIN TO GO!

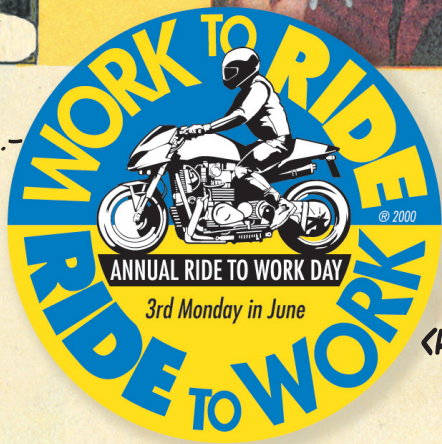


Integrating motorcycles into the existing transportation infrastructure is a relatively low-cost proposition, particularly compared to light rail, bus, and other 'mass transit' solutions.

Riding to work or to school on **Ride To Work Day** can demonstrate that motorcycling is a social good and that riders are from all occupations. You will help change public attitudes about motorcycling in ways that benefit all enthusiasts.

Commuter Fred

- 'RIDE TO WORK' INC. -
advocates and supports the increased use of motorcycles for transportation, and provides information about transportation riding to motorcyclists and to the public.



TO LEARN MORE CALL
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