

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

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

WHO! HEY BUDDY SHARE THE ROAD!

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

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.

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

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!

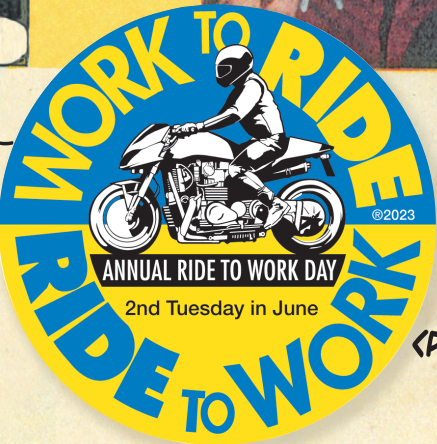
THANKS, GUYS
-WHAT A GREAT DAY OUT THERE-
SAY, I'M RARIN TO GO!

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
218 722 9806
OR GO TO
WWW.RIDETOWORK.ORG.
OR EMAIL

<PROPAGANDA@RIDETOWORK.ORG>