



TRAVEL TIPS

Making Life On The Road More Comfortable

(NAPSA)—Live large, pay little. For most travelers, this approach can help make life out on the road just a little bit easier.

This philosophy is also embodied by a new character who's espousing the simple joys that can be found in a comfy bed, a clean room and a friendly face at the front desk.

His name is Red, and he's a smart, confident businessman and traveler who's been crisscrossing the country for more than 30 years. He's also just seven inches tall, a bobble-head sort of fellow who spends most of his time on the dashboard of a car.

"I've been out on the road for years, and picked up more than a few pearls of wisdom along the way," he says. "Now I'm here to share what I know. May my knowledge flow forth like a river, and may you be the sponge."

Red has seen it all, having been born on a bus, rolling down Route 66. His favorite food is The Mexi-Meatloaf from Sol's Diner in Tempe, Ariz., washed down with black coffee, and he lists his favorite pastime as "rolling down the road with the wind in my hair."

Like Red, Red Roof Inns has been on the road for a long time. The company has seen enough travelers to know and understand what's important to them, and it uses this knowledge to provide



Red, the "road guru," knows how comforting a comfy bed and a friendly face can be.

"road warriors" with just what they need—nothing more and nothing less.

Red, the "road guru," exemplifies an understanding of the road and the needs of the traveler. So does Red Roof Inns. As Red explains, "Know where you're going, and know where you're staying."

Red Roof Inns is a member of the Accor Lodging North America family of hotel and lodging companies. To make a reservation, call 1-800-RED-ROOF. For more information, or to find out more about Red, visit www.redroof.com.