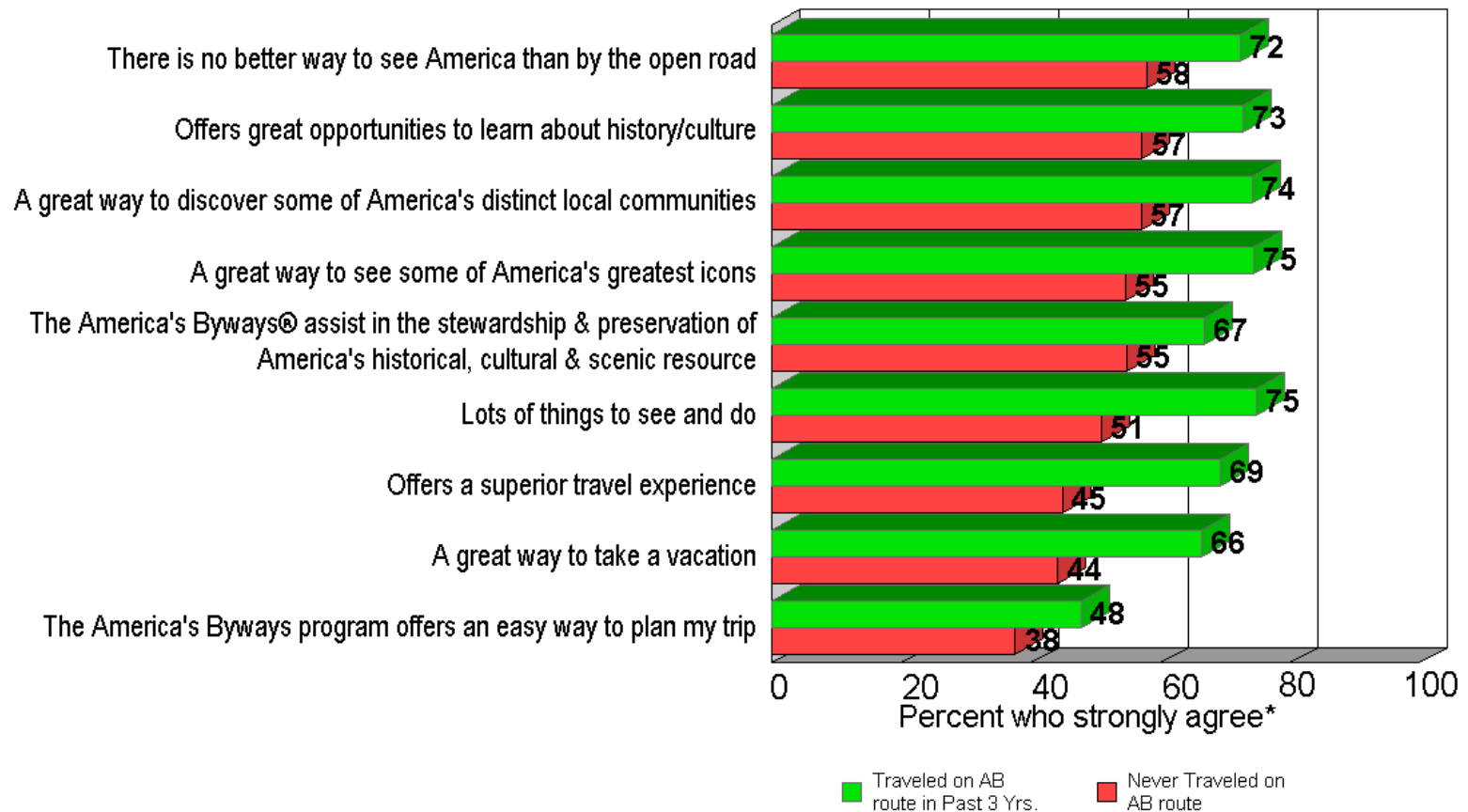
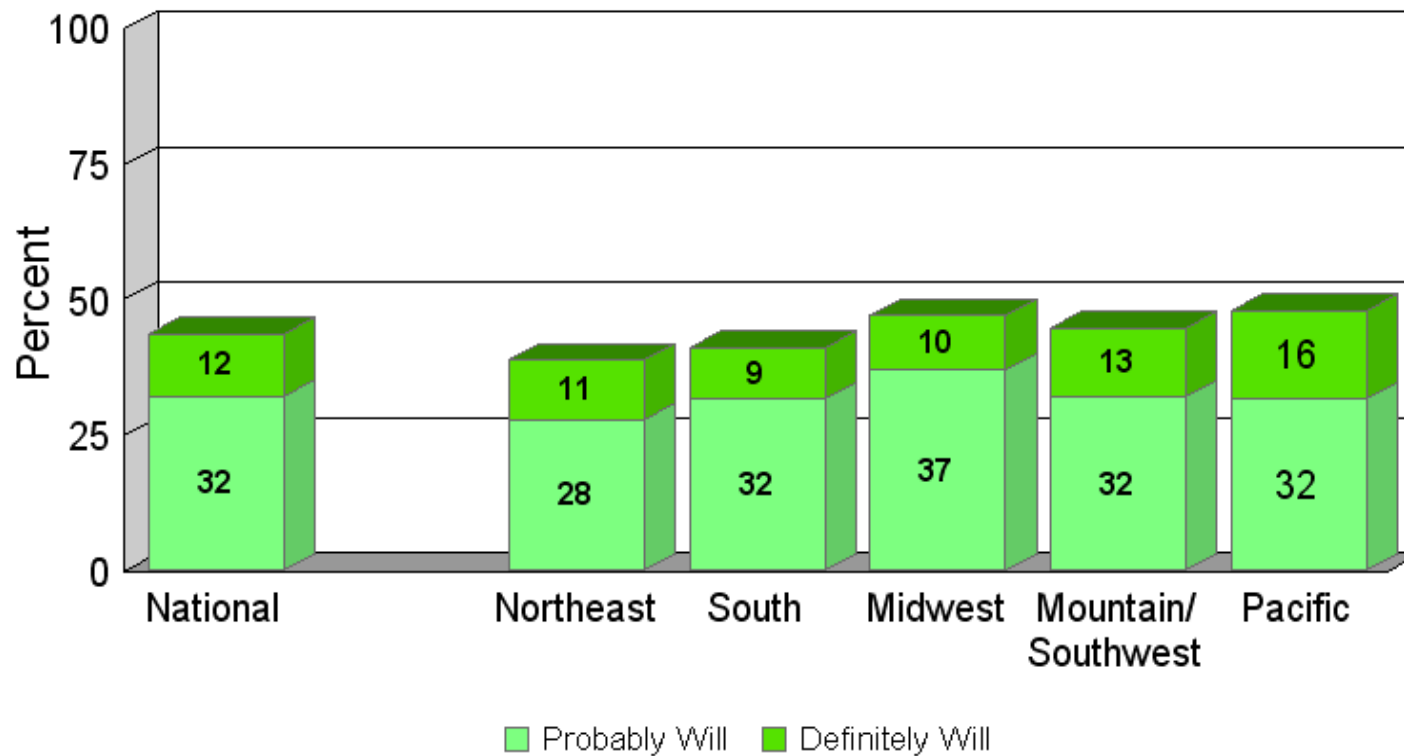


America's Byways[®] Product Experience vs. Perception – National



* 8-10 rating on a 10-pt. 'Agree/Disagree' scale

Likelihood of Traveling on America's Byways[®] Route In Next 2 Years



Likelihood of Traveling on America's Byways[®] Route — Pre vs. Post-Communication

