

## NEWS RELEASE

### DOING THE GRAND TOUR OF EUROPE WITH INSIGHT'S NEW ROAD ATLAS

Preparing for a Grand Tour of Europe this summer? Don't leave home without Insight's new look and up-to-date **Europe Road Atlas** (published March '09). In the 18<sup>th</sup> century, the Grand Tour was usually restricted to wealthy individuals seeking to expand their minds and strengthen their social standing. Now safer, cheaper and open to all budgets, Grand Tourists can follow in the footsteps of Little Dorrit and *A Room with a View's* Lucy Honeychurch, roaming their way across Europe.



Travel with confidence with the help of Insight's large-scale paperback atlas – an excellent alternative to traditional folding maps, and at £12.99 a cheaper option than, or companion to, satellite navigation. Whether going in search of art or architecture, mountains or beaches, or hoping to learn a new language or how to cook a regional cuisine, Continental Europe has it all, and it's right on our doorstep. As the cost of even no-frills flying continues to rise, the flexibility of a self-drive break to Europe looks set to become a popular alternative.

### MOTORIST ESSENTIALS

Among the highlights are:

- Clear, detailed, multi-scale maps with distance indicators that include route planning maps, overview maps of surrounding areas, city plans, as well as an extensive road atlas.
- Places of interest highlighted by picture symbols.
- Essential facts for motorists including speed limits, currencies, emergency numbers, alcohol limits and ferry routes.
- Comprehensive index and legend in 16 languages.

**The Insight Road Atlas Europe** (£12.99, 552 pages) is available from all good bookshops and online at [www.insightguides.com](http://www.insightguides.com).

Other Insight Road Atlas titles published next month are *Italy* and *Germany*, both priced £8.99.

– ENDS –

**NOTE TO EDITORS:** If you would like to receive a sample copy in return for a fact box mention, please advise JSPR below.

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