



## The Little Website that Could

*SafeOnTheRoad.com went public on the internet for the first time today, promising "Safety and Comfort for the Smart Traveler. It will offer reasonably-priced auto emergency equipment and tools, GPS navigation systems, cameras, binoculars, luggage and other travel accessories. As an additional service and as a thank you to loyal customers, carefully chosen links to important travel and safety websites are, literally, at your fingertips."*

([PRWEB](#)) May 3, 2005 -- When queried about why she felt the need to add one more site to so many similar sites on the web, Swearingen said, "We don't intend to be the Rolls Royce of travel. Instead, we want to be a resource for families on a budget, for college kids who have to spend their money on school, and for older people who live on a fixed income. If we can make people's travel safer, or make a family's vacation more comfortable, we've done our job. This is 'the little website that could.'"

"SafeOnTheRoad.com is also a very efficient planning tool," Swearingen said. "How much time have you spent searching the internet to find the resources you need and felt totally overwhelmed with too much information? We're already linked to many of the most valuable educational and planning resources online. Do you need a passport or travel insurance? Are you traveling with young children, a person with a disability, with an elderly person, or with a beloved pet? Or do you simply want to book a hotel or a flight? Check our website first. We'll usually have what you're looking for without giving you a headache!"

"Our site," she continued, "will never be complete. It's a labor of love. You can expect more products and information in the future. Someday, it will include camping, hunting, fishing, athletic gear and clothing. Someday, it will also offer travel reviews, interesting articles, a travel blog, and special membership clubs for frequent visitors. I'm very excited about the opportunities to expand our catalog and services."

Jim and Lynn Swearingen have been a husband and wife team for 21 years. "Our business developed out of a common love and frustration," said Jim. "Experience taught us that although we want to travel in comfort, we often just can't afford what we really need. We also want to feel safe wherever we go, so we did a little research of our own. Now we're in a position to pass on great discounts to people just like us - families who want to travel in safety and comfort without shattering their budget."

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**Contact Information**

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).