



## **Rand McNally OverDryve™ 7 Available Exclusively at Best Buy Stores Through Year End**

*Revolutionary Connected Car device brings luxury car technology to every car*

**CHICAGO, Sept. 1, 2016** – Rand McNally, the navigation company now transforming travel with its connected vehicle technology, today announced an exclusive in-store and online retail agreement with Best Buy, the world's largest consumer electronics retailer.

As of today, Best Buy has the exclusive right to sell OverDryve™ 7, Rand McNally's revolutionary new dashboard tablet, which provides a combination of entertainment, information, navigation, and safety features. The exclusive partnership runs through year-end 2016.

OverDryve™ 7 – as well as accessories that are part of the OverDryve™ connected car ecosystem – are available for preorder sales today on bestbuy.com. All of the technology products will be available in Best Buy stores, on a specially designed, video-enhanced endcap, the week of Sept. 26.

“Our goal with OverDryve™ was to bring advanced luxury car technology to the everyday car at a price people can afford,” said Stephen Fletcher, CEO of Rand McNally. “With the Best Buy partnership in place, OverDryve™ 7 will be readily available to millions of drivers this month.”

Rand McNally announced OverDryve™ 7 to critical acclaim at the Chicago Auto Show. While connected features are appearing in new cars, OverDryve™ allows drivers to upgrade their existing cars, making an ordinary drive more engaging, enjoyable and safe – and all for less than \$400.

“We have been overwhelmed by the enthusiasm we’ve received for this device. Just as products for the “connected home” exploded several years back, we’re on the cusp of great demand for connected-car products,” Fletcher explained. “We intend for the OverDryve™ portfolio to lead this exciting evolution in vehicle technology.”

Celebrating its 50<sup>th</sup> anniversary this year, Best Buy will feature OverDryve™ 7 and accessories prominently in store on a custom endcap display equipped with numerous explanatory videos. Additionally, more than 1,000 Best Buy locations feature an area dedicated to car technology, with more than 1,500 Geek Squad Autotechs who are Mobile Electronics Certified Professionals (MECP).

OverDryve™ features an elegant design with a high-resolution screen, intuitive interface, and magnetic smart mount. The device itself features a voice assistant to enable hands-free calls and texts, and have incoming texts read to the driver. Music, podcasts and more can be streamed directly from the device or from a phone, with all audio coming through the car stereo speakers. The device also features commercial-grade navigation and a built-in dash cam with forward collision warnings. Plus, accessories can be added to monitor tire pressure and provide a video picture of what's behind when backing up.

## **OverDryve™ 7**

Designed with drivers in mind, OverDryve™ provides simple and intuitive access to:

- A voice-controlled smart assistant
- Hands-free calling and texting
- Music from drivers' favorite sources
- Audible news, weather, traffic and sports
- Forward collision warnings
- A dash camera and available high-resolution wireless backup camera
- Customizable gauge clusters and vehicle information
- Available tire pressure monitoring
- Award-winning trip planning and navigation
- Wired and wireless connectivity to in-dash radios

Everything about OverDryve™ 7 was designed with the driver in mind. It features an elegant user display that provides access to key items at a glance. It comes with a clever, easy to install magnetic mount, making attaching and removing the device a snap. Keeping safety at the forefront, some OverDryve™ 7 features are disabled while the device is on the mount and in driver mode. Off the mount – for passengers in the car or after the drive – OverDryve™ 7 is a fully loaded entertainment tablet that can be used to watch movies, access social media, and check email.

## **OverDryve™ Accessories**

- The Rand McNally Wi-Fi® Backup Camera works with OverDryve™ to give a full-screen picture of what's behind a vehicle. There's no need for an extra dashboard screen; just download the camera app on OverDryve™, install the camera, and go. Features include:
  - High-quality digital video
  - Video that is visible at night or in low light
  - Easier installation than hard-wired cameras
- The Rand McNally Tire Pressure Monitoring System (TPMS) enables drivers to monitor tire pressure and temperature through OverDryve™ 7 or a smart phone app, helping with tire safety and efficiency. The wireless system is:
  - Tire specific with monitors that measure each tire's pressure and temperature
  - Easy to install on any car – just screw the valve cap sensors in each tire

- Compatible with OverDryve™ 7 and most Android™ and iOS devices – just download the TPMS app, pair the phone with the TPMS receiver, and go

Celebrating its 160<sup>th</sup> anniversary this year, Rand McNally has undergone a quiet transformation into a technology company in recent years. A major player in the commercial transportation markets – for 80 years – the company has leveraged its fast-growing telematics and fleet management expertise along with its award-winning commercial navigation to create a highly advanced, connected-car device that is affordable and can be used in any car or truck.

For more information, please visit [randmcnally.com](http://randmcnally.com) or [Best Buy's OverDryve™ page](#).

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**About Rand McNally** – Rand McNally is transforming personal and business travel with its revolutionary connected vehicle technology. Leveraging its fast-growing telematics and fleet management expertise, along with its award-winning commercial navigation, Rand McNally has defined a new category with the OverDryve™ Connected Car/Connected Truck platform.

Celebrating 160 years in 2016, Rand McNally's mission is to deliver innovative products and services that enrich life's journey in four key segments: Consumer Electronics, Consumer Travel, Commercial Transportation, and Education. Learn more at [randmcnally.com](http://randmcnally.com)

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Wi-Fi is a registered trademark of the Wi-Fi Alliance

Price is U.S dollar.

User is responsible for all third party data charges associated with Wi-Fi transmission.