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Watson town Trucking Selects Rand McNally's TND™ 760 Fleet Management Solution

TND™ 760 Selected Based on Low Upfront Costs and Successful Field Testing

SKOKIE, Ill., August, 22, 2012 – Rand McNally announced that [Watson town Trucking Company \(WTC\)](#) has selected its [TND™ 760](#) EOBR devices for a fleet-wide deployment, replacing an older existing system. WTC, based in Milton, Penn, is a family owned and operated 100% asset-based business with a fleet of more than 240 trucks and 700 trailers.

After an extensive evaluation of mobile communication providers and a short testing period, WTC chose the TND™ 760 for its ease of installation, proven stability in field, and functionality that was easy for drivers to understand and use.

WTC has had mobile communications devices in its vehicles since 2007, and uses the information provided from the cab to help streamline operations. Data from the devices is used to manage customer delivery times, maintain trucks, assist dispatch, and save on fuel (through monitoring speed, idling, and hard braking). Data from WTC trucks also is linked to McLeod's Loadmaster® software via Rand McNally's Connect software.

“As experienced EOBR users, we already understood the benefits to the business. We looked at six or seven vendors seeking a cost-efficient initial investment and the features that fit our operations,” said Gerald Woolcock, Director of Safety, Watson town Trucking Company. “From the beginning, the team at Rand McNally has been exceptional, providing top-notch customer

service, a committed account team, and frequent, meaningful software updates. They truly stand behind their product, and ensure it delivers on our company's objectives."

The Rand McNally TND™ 760 seamlessly integrates with a truck's on-board computer and sends and receives information via both Wi-Fi and cellular modes. The TND™ 760 is designed to be set up in less than 30 minutes and does not require the installation of a separate "black box" monitoring unit like traditional mobile communication systems.

Another well-received feature at WTC has been the navigation, which provides point-to-point truck-specific directions, travel center stops with amenities, weigh stations, warnings on the road ahead, road construction updates, estimated time of arrival and more.

"As a former driver, I have trusted Rand McNally's mapping expertise for decades. Our drivers and our management team have been amazed at what the navigation does – it's different than everyone else's. Each time we dig in, we find more features to use. Our drivers, even if they are just a little bit tech-savvy, absolutely love it," shared Woolcock.

Watsontown Trucking also is beginning to utilize the automated Hours of Service tracking; so far, drivers have been providing positive feedback. The company intends to be well-positioned for the EOBR mandate, recently enacted as part of "Moving Ahead for Progress in the 21st Century Act" (MAP-21).

Despite its compact design and affordable price, the TND™ 760 features a broad array of capabilities including fleet communications via email, driver and vehicle performance monitoring, electronic hours of service (HOS) compliance, and truck-specific navigation. Information on fleet activity is managed via Rand McNally's Connect web-based portal.

For more information call 1-800-641-RAND (7263) or visit randmcnally.com/tnd760.

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transportation industry; and the leading geography-based educational resources for the classroom. Consumers, businesses, truckers, and educators depend upon Rand McNally to help navigate today's world. randmcnally.com

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About Watson Town Trucking Company – Started in 1941 as a coal and brick hauling company with three trucks and three trailers, Watson Town Trucking Company has grown into the successful, dependable business it is today. The fleet now includes over 235 trucks and 700 trailers. WTC is the recipient of the Silver National Safety Award, awarded by Great West Casualty Company recognizing WTC's outstanding achievement in highway traffic safety. WTC has also been awarded the Gold Seal of Approval as part of the TransPlace Carrier Merit Program, which recognizes the company's exceptional on-time performance and overall business relationships. www.watson town trucking.com