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Nick Strimbu Inc. Selects Rand McNally TND™ 760 for Fleet Implementation

Rand McNally Customer Service and Support Were Key to Selection

SKOKIE, Ill., November 5, 2012 – After a successful installation in several of its trucks, Nick Strimbu Inc. has selected the Rand McNally TND™ 760 mobile fleet communications solution for fleet wide implementation, Rand McNally announced. Nick Strimbu Inc. is a third-generation, family owned flatbed and refrigerated carrier out of Brookfield, Ohio.

Strimbu, which operates more than 140 trucks, chose Rand McNally to replace its current vendor based on service, reliability, ease of installation and competitive price. Although Strimbu has used fleet management/mobile communications technology for more than ten years, the company was not satisfied with its provider, experiencing inconsistent connectivity, and a lack of customer service and driver training for the product.

Strimbu evaluated several systems before choosing Rand McNally.

“Rand McNally’s TND™ 760 product has the features we were looking for at a competitive price, which has allowed us to take a big leap forward in acquiring necessary technology across our fleet,” said Bill Strimbu, President of Nick Strimbu, Inc. “This product is the best we’ve seen, but what really solidified our decision to move forward is the high level of customer service, reliability, and ease of installation we’ve experienced. Rand McNally is literally just a phone call away, ready to assist quickly with any question.”

Strimbu is currently taking advantage of the Rand McNally Connect software to integrate information coming from the TND™ 760 devices with its McLeod Loadmaster system for communication and dispatch, fuel tax miles, equipment location, and maps and directions.

According to Mr. Strimbu, the company has realized a significant drop in the training necessary for drivers to understand and use the device, decreasing the training time from several hours on the prior system, to several minutes with the TND™ 760.

“Our director of technology systems reports that the driver acceptance of the TND™ 760 has been very positive,” continued Strimbu. “Typically, you would experience some pushback from drivers when installing unfamiliar technology. The product is so intuitive; we’ve been able to get the most out of it very quickly.”

Strimbu intends to use the EOBR features of the device for Hours of Service logging, and the engine diagnostics to optimize driver behavior and vehicle performance.

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

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About Nick Strimbu, Inc. - Since 1926, Nick Strimbu, Inc.'s mission has been to understand customers' needs and meet them. We strive to be exceptional, dependable partners with the businesses we serve, the people we employ, and the communities in which we live. Operating out of Brookfield, Ohio, Nick Strimbu, Inc. provides flatbed and refrigerated carriage. www.nickstrimbu.com.