



## FOR IMMEDIATE RELEASE

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## **Rand McNally Launches Industry-first RV Navigation Application for iPad** *RV GPS turns an iPad into a fully functional GPS device for RVs*

**LAS VEGAS, January 9, 2013** – Nearly two years after introducing the first GPS designed specifically for RVers, Rand McNally today launched the first [RV GPS app](#) for the iPad. The *RV GPS* is being shown for the first time at the Consumer Electronics Show in Las Vegas, Nev.

Rand McNally's *RV GPS* for iPad is the first iOS application offered that is specifically designed for RV navigation. The new application, available on the [App Store<sup>\(sm\)</sup>](#), provides RV class-specific routing (and with a quick toggle, over to car routing) based on Rand McNally's proprietary road data and navigation, plus thousands of RV parks and campgrounds, RV-friendly locations, RVer tools and pre-planned trips. The app also includes dynamic weather\*, a map overlay feature that helps drivers anticipate conditions such as high wind and precipitation along the route.

Also included is a bonus feature of the app: An e-book version of America's #1 [Road Atlas](#).

"About 20% of RVers have an iPad, and many of them take it on the road," said Dave Muscatel, CEO of Rand McNally. "Our new app lets those travelers access the same premier RV routing, navigation and content available on our RVND™ GPS devices, and load it on their tablet."

The Rand McNally *RV GPS* is an on-board app that provides safe and easy routing customized for an RV or car. Unlike off-board navigation, the maps load on an iPad, providing access everywhere — even in remote areas where a cellular or Wi-Fi connection is not available. For real time navigation as the vehicle progresses, a GPS signal is required\*\*.

The *RV GPS* app includes:

- Safe and easy routing for 11 types of RV in the U.S. and Canada; also includes car mode for cars towed to the destination and used for excursions, or for everyday use.
- Routing based on legal and physical restrictions, such as height, width, weight limits and propane restrictions, and favors right- or left-hand turns depending on RV class. Includes Rand McNally proprietary RV-specific road attributes and Rand McNally exclusive highway construction project information.
- Warnings for speed limit changes, sharp curves, dirt roads, and other potential hazards.
- Millions of general and RV-specific points of interest including thousands of RV parks and campgrounds listed by category; RV parking, rest stops, exits and other locations; RV dealer information; and Rand McNally Editor's Picks, including Best of the Road<sup>®</sup> adventures, trips, and getaways.
- Real-time weather information\* including current and forecasted information for current location, destination, and anywhere along the route. Choose from 10 different map overlays to display important information for RVers, such as wind speed, current and forecasted precipitation, and weather-based traffic impact.
- RV Tools such as RV checklists to prepare for trip departure, campsite setup, and more; Trails to record a "bread crumb" path from the campsite, or a favorite shortcut; Quick Planner to calculate time, distance, and cost for trips between major cities; Fuel logs to track fuel purchases, including where purchased, gallons and total cost; Tools to record vehicle maintenance.

Rand McNally also sells an in-vehicle [mount](#) for an iPad and an [external GPS accessory](#) online at [www.randmcnally.com/store](http://www.randmcnally.com/store).

For more information about the Rand McNally *RV GPS* for iPad, SRP \$99.99 USD, visit [www.randmcnally.com/rvgpsapp](http://www.randmcnally.com/rvgpsapp).

\*For real-time weather, an Internet connection is required.

\*\*3G/4G enabled iPads have an internal GPS receiver. Users of non-GPS enabled iPads require an external GPS device.

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