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ACME Truck Line Moves to Rand McNally TND™ 760s to Solve Operational Challenges

Owner-Operator Fleet Embraces New Technology

Skokie, Ill., March 24, 2014 – Seeking to balance the company need to innovate with concerns from its owner-operator drivers about in-cab technology, [ACME Truck Line, Inc.](#) has chosen to install [Rand McNally's TND™ 760](#) devices for mobile communication, fleet management and navigation. ACME, a Louisiana-based carrier with 2,800+ owner-operators and 120 locations, is focused on the oil field and energy industries.

With a fleet comprised totally of drivers who own their own trucks, ACME sought a technology partner that would provide value to the company but also to the owner-operators.

“Changing processes or introducing new technology is difficult in any industry, and oil-field transportation is no exception,” said Mike Coatney, President, ACME Truck Line, Inc. “We already understood how these devices would benefit the company, but we wanted to be sure that they would add immediate value for our drivers as well.”

Coatney said ACME's drivers have quickly embraced several features of the [TND™ 760](#) including the unit's easy-to-use interface; Rand McNally's award-winning navigation (with which many are familiar having used a Rand McNally GPS or the *Motor Carriers' Road Atlas* for a number of years); and ease of installation – the device is a simple, no-holes-drilled connection, able to be installed in fifteen to twenty minutes.

”During our evaluation process, we found the ability to track trucks using the TND™ 760 greatly reduced the need for dispatchers to call those drivers for status updates,” said Tyler Coatney, Project Manager, ACME. “The automatic flow of information provided by the device will help support our long-standing commitment to excellent communication and on-time delivery for our customers.”

Other important considerations as ACME evaluated device vendors included having an Hours of Service application, the ability to integrate with ACME’s custom-developed management system and other TMS systems in the future; and the use of information gathered to process fuel-tax reporting.

“We’ve spent decades developing a system that is ideally customized to meet our operational needs. It was critical to find a partner that could integrate its technology with our system without a major overhaul,” said Mike Coatney. “The integration of the data from the Rand McNally in-cab units with our fleet management system is where the real ROI will be seen.”

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About Rand McNally – Rand McNally is the country’s most trusted source for maps, navigation, and travel content. For more than 75 years, Rand McNally has been an innovator in the Commercial Transportation market – from providing mileage and routing software, to truck navigation and E-Logs to mobile fleet management solutions. Learn more at randmcnally.com.

Rand McNally is a registered trademark, and TND is a trademark of RM Acquisition, LLC d/b/a Rand McNally.

About ACME Truck Line, Inc. - Since 1960 [ACME Truck Line](#) has been a leader in the transportation of equipment, materials, and supplies throughout the United States. The reasons for our success are simple. We gathered the very best people and equipment available anywhere and committed ourselves to exceptional customer service. ACME is proud of its outstanding record of safe on-time deliveries, and our reputation for integrity and financial stability.