



Contact:

Kendra Ensor
Rand McNally
9855 Woods Drive
Skokie, IL 60077
kensor@randmcnally.com
847-329-6178

The New Rand McNally Road Atlas is Here!
Start planning the summer road trip with the 2016 Edition

SKOKIE, Ill., April 15, 2015 – Today, 91 years to the day since [Rand McNally](#) released its first atlas of roads and points of interest, the company launched the newest annual edition of America's #1 [Road Atlas](#).

Shipping today, the new Road Atlas is packed with upgrades such as more detailed city maps, dozens of road-tripping recommendations, and additional inset maps. Rand McNally also released new editions of the Road Atlas [iOS app](#) and [eBook](#) today.

"Maps are still the best way to build excitement and get a big picture view of upcoming trips and adventures," said Stephen Fletcher, CEO of Rand McNally. "Every year, our cartographic experts spend thousands of hours reviewing and updating our maps to ensure that they are the most beautiful and accurate on the market. Our team of travel editors has explored every corner of the U.S. and Canada, collecting hundreds of suggestions to maximize family fun along the way. The Rand McNally Road Atlas continues to be the go-to resource for road trips."

While more travelers use GPS maps on phones and other devices to route their travels, the oversized, 11 x 15 ½" Road Atlas continues to be the best resource to plan trips, provide the "big picture" while on the road, and serve as a trusted backup in the car. No batteries required. Indeed, Rand McNally has experienced year-over-year increases in print Road Atlas sales during the last few years.*

Each year, the cartographic team considers new areas that may benefit from additional mapping focus, including expanding metro areas, or consumer-requested travel destinations. With the

new edition, six new city and park inset maps were added, including a detail map of the Canadian National Parks of Banff, Kootenay, Glacier and Yoho National Parks in Alberta and British Columbia; four new inset maps in Texas - Abilene, Bryan/College Station, Killeen, and Tyler; and a new inset map reflecting the fast-growing Tri-Cities metro area in Washington State.

For travel planning, the book includes: Favorite road trips from Rand McNally's Best of the Road® collection, tourism websites and phone numbers, toll road contact numbers and websites.

The updated Road Atlas contains U.S. state, a Mexico overview, and Canadian provincial maps. Detailed inset maps of more than 350 cities and 20 U.S. national parks also are included, as well as a quick-reference mileage chart showing distances between 90 North American cities and national parks, and a driving-times map.

Visit <http://www.randmcnally.com/roadatlas> for more information on all Road Atlas products.

*2013, 2014 calendar year POS data, Rand McNally

###

About Rand McNally – Rand McNally is the country's most trusted source for maps, navigation, and travel content. Products and services include: America's #1 Road Atlas; IntelliRoute® truck routing software; TND™ truck GPS; HD 100 E-Log devices; TPC 7600 and TND™ 760 mobile fleet management solutions; RVND™ GPS for RVers; and leading geography-based educational resources for the classroom. Learn more at randmcnally.com

© 2015 RM Acquisition, LLC d/b/a Rand McNally. All rights reserved.

Rand McNally, the globe logo, IntelliRoute, and Best of the Road are registered trademarks, and TND and RVND are trademarks of RM Acquisition, LLC d/b/a Rand McNally. U.S. Patent Nos. 7,580,791 and 8,214,141.