



Three New Dashboard Devices for RVs Now From Rand McNally

Line includes the latest from the company's OverDryve™ OS Connected Vehicle platform

SKOKIE, Ill., Aug. 8, 2017 – Six years after launching the first navigation unit designed specifically for RVers – and pioneering that category – Rand McNally today announced a new line-up of RV devices that go far beyond GPS and navigation.

Leading off the new line is the OverDryve™ 7 RV, an all-in-one dashboard device that combines RV-specific navigation, voice assistance, a built-in dash cam, and hands-free connected calling and texting. The OverDryve™ 7 RV is the fourth product launched from Rand McNally's critically acclaimed OverDryve™ OS Connected Vehicle platform.

For those who want the functionality of a tablet along with superior, customizable RV navigation, the RV Tablet 70 provides Rand McNally's advanced RV routing and content, and pairs it with the versatility of Android. With the tablet, RVers not only can route safely with specialized turn-by-turn directions, but also manage and plan trips with a built-in TripMaker® app and an on-board Road Atlas.

And lastly, for those campers who are looking for a dedicated navigation device, the RVND™7 provides the same Rand McNally RV navigation and tools in a hard-working GPS device.

“With more Americans discovering RVing and camping, it was time to debut a whole new line of technologically advanced devices to meet their needs,” explained Rand McNally CEO Stephen Fletcher. “The OverDryve™ 7 RV is a state-of-the-art dashboard device designed to not only safely route drivers but also enable voice assisted instruction and hands-free features. There’s simply nothing like it on the market.”

“The RV Tablet 70 and RVND™ 7 provide other options for RVers who still want the best-in-class navigation and other features unique to Rand McNally devices,” Fletcher said.

The launch of the new devices – to be sold in Camping World, online, and other stores nationwide – comes amidst a resurgence in popularity of RVing. According to the Recreation Vehicle Industry Association, RV sales are expected to hit a record high for the second year in a row. In addition, roughly 10% of U.S. households have an RV or camper.*

The Line Up:

All three new Rand McNally devices include Rand McNally's award-winning navigation designed for 11 types of RVs plus cars. The devices all include Lifetime Maps** and millions of RV-friendly locations and amenities.

Rand McNally's OverDryve™ 7 RV combines advanced navigation for RVs, a full Android tablet, voice assistance, a built-in dash cam, hands-free calling and texting, music streaming, and more. RVers will appreciate and rely on its high-quality interface, and the array of features at their fingertips. The mount for the OverDryve™ 7 RV also is powered and magnetic, which makes taking the device on and off a snap.

The RV Tablet 70 pairs navigation and content with the versatility of Android. It comes with a built-in dash cam and a video input option for adding a back-up or rearview camera. As a tablet, it can be used off-the-road to browse the web, check email, and play games. Travelers also can manage and plan trips with the built-in TripMaker® app and an on-board Road Atlas.

The RVND™ 7 is Rand McNally's latest RV-specific GPS device focused on providing award-winning navigation and RV tools.

For more information, please visit randmcnally.com/RV

*Source: Recreational Vehicle Industry Association, RV Ownership Trends, June 2017 and 2011.

**Lifetime Maps provides the original purchaser with base map updates for the useful life of the specific Rand McNally device purchased. See details at randmcnally.com/lifetimemaps.

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About Rand McNally – Rand McNally is transforming personal and business travel with its revolutionary connected vehicle technology and consumer electronics. Celebrating 161 years in 2017, Rand McNally's mission is to deliver innovative products and services that enrich life's journey in four key segments: Consumer Electronics, Consumer Travel, Commercial Transportation, and Education. Learn more at randmcnally.com

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