



## FOR IMMEDIATE RELEASE

### Contact:

Amy Krouse  
Rand McNally  
9855 Woods Drive  
Skokie, IL 60077  
[akrouse@randmcnally.com](mailto:akrouse@randmcnally.com)  
847-329-6798

## RAND McNALLY UNVEILS THE FIRST GPS FOR RVers

*Navigation device provides RV-specific routing, amenities, and things to do along the way*

**Skokie, Ill., May 6, 2011** – After extensive research and beta testing in the RVing community, Rand McNally has released the TripMaker® RVND™ 5510 – the first navigation device designed specifically for RVers.

“We’ve listened carefully to members of the RVing community, who told us overwhelmingly that they would be interested in purchasing a GPS if it provided RV-specific routing, stops and amenities that RVers need while on the road, and things to see and do along the way. Our new TripMaker® RVND™ line will solidly deliver on these expectations,” said Dave Muscatel, CEO of Rand McNally.

The TripMaker® RVND™ features:

### RV-Easy Routing

Starting with a base of award-winning navigation from Rand McNally, the TripMaker® RVND™ 5510 layers on all the information needed to have an enjoyable and safe trip in an RV. The routing includes legal (including propane and other RV-only), height and weight restrictions, right or left-turn preference based on eleven different RV types, and a quick reference to the Rand McNally Road Atlas. Turn-by-turn spoken and text directions keep the driver focused on the road ahead.

### RV-critical Information

The TripMaker® RVND™ features more than 14 million points of interest – including festivals, and National, State, and Regional Parks. Other key information includes:

- RV Campgrounds, RV Dealers and Service, Parking and Rest Areas, Travel Centers with detailed amenities such as dump stations, propane availability and more.
- Detailed exit information and available amenities on upcoming interstate exits.
- RV-er Tools such as Checklists for set up and take down, Maintenance Logs, Trails back to your campsite, and Quick Mileage Calculators.

- Pet friendly locations including parks, animal hospitals, and beaches.

#### Things to see and do along the way

In addition to routing and tools critical to RVers, the TripMaker® RVND™ features Rand McNally Editor's Pick Content – proprietary data provided by our editorial staff with video and photos! The content includes:

- Best of the Road® – three-to-four day adventures including unique stops, photos of the locations, maps and more to plan a memorable adventure.
- Regional Trips, Scenic Tours, Weekend Getaways, and City Trips.
- 12,000 researched locations that will make any trip exciting and unique.

The Rand McNally *Best of the Road*® program is also being featured this month in a promotion with USA TODAY (for more information, visit [www.BestOfTheRoad.com](http://www.BestOfTheRoad.com)), and in the recently released 2012 Road Atlas.

The TripMaker® RVND™ 5510, available in North America in June, is fully operational in English, Canadian French, and Spanish.

For more information, visit [www.randmcnally.com/rvgps](http://www.randmcnally.com/rvgps).

###

**About Rand McNally** – Rand McNally is the most trusted source for maps, directions, and travel content. Rand McNally's products and services include: Interactive travel service, Tripology; America's #1 Road Atlas; Award-winning IntelliRoute® truck routing software and GPS devices; TruckPC mobile communications solutions for the transportation industry; and the leading geography-based educational resources for the classroom. Consumers, businesses, truckers, and educators depend upon Rand McNally to help navigate today's world.  
[www.RandMcNally.com](http://www.RandMcNally.com)

Rand McNally, TripMaker, and Best of the Road are registered trademarks of RM Acquisition, LLC. d/b/a Rand McNally.

**Visit us –**  
[www.randmcnally.com](http://www.randmcnally.com)

Twitter:  
<http://twitter.com/randmcnally>

Facebook:  
<http://www.facebook.com/randmcnally>

Travel Blog:  
<http://ontheroad.randmcnally.com>