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Rand McNally and RVDA Release Free Dealer and Service Location App for RV Travelers

RVDA member dealers will be able to update information easily via online portal

LAS VEGAS, October 1, 2012 – Rand McNally and the National RV Dealers Association (RVDA) today announced the release of the “RVDA Dealer Locator” app, providing RVers a simple way to find RV dealers and service providers across a variety of platforms. The information, available for Android and iOS platforms, also is available via Rand McNally’s [online maps and directions](#), as well as on board [Rand McNally’s RVND™ GPS](#), the first GPS designed specifically for RVers. The release of the new app coincides with the 2012 RV Dealers International Convention/Expo in Las Vegas, a five day educational and networking event for dealer members of RVDA.

The app, powered by Rand McNally’s Best of the Road® online platform, enables RVers to quickly access a listing of nearby [RVDA](#) member dealers across the U.S. and Canada. Each listing includes critical information such as location, contact information, and RVDA service certifications. In the future, the app also will provide up-to-the-minute deals and specials available at dealer and service locations. The service will be marketed by RVDA to its membership. The information will be available on Rand McNally’s RVND™ GPS units shipping next month, and as a download for current owners of the product.

RVDA member dealers will be able to easily update their entries via a password-protected online administrative tool specifically designed for the program. Updates flow on a regular basis to all products and applications.

“This app will be extremely beneficial to our members and allow RVers to quickly find a quality dealership and service provider at the touch of their fingertips on their smart phone, Rand McNally RV GPS device, or online,” stated RVDA Chairman of the Board Andy Heck of Alpin Haus, in Amsterdam, N.Y. “Our members will find it easy to update information about their dealerships by using a new password-protected online portal.”

In addition, RVDA dealer information will be integrated into Rand McNally’s Best of the Road® [“Best of RVing”](#) microsite, and into maps and directions on [randmcnally.com](#). “Best of RVing” ([bestoftheroad.com/rv](#)), launched in May, provides content designed to engage and inspire RVers, offering a variety of information for the experienced and novice RVers.

“Now RVers will have quick access to RVDA members’ top-tier service locations whether they are planning their trip or on the road in an emergency situation,” said Dave Muscatel, CEO of Rand McNally. “Our Rand McNally RV GPS users as well as RVers using the mobile app or online maps will be able to access dealer data easily.”

The new app is being showcased this week at RVDA’s Convention/Expo in Las Vegas, Nevada, October 1st through 4th, 2012.

*Requires internet connection for routing.

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About RVDA - RVDA is the national association representing RV retailers. The association's members include RV dealers, RV rental operators, and RV AfterMarket sales and service locations. Visit RVDA at www.rvda.org.