



Transportation Firm Lewis C. Howard, Inc. Installs Rand McNally DashCams Fleetwide

Carrier gets tickets dismissed by using high-end, front-facing dash cams

CHICAGO, May 15, 2019 – Seeking better accident liability and driver protection, veteran carrier [Lewis C. Howard, Inc.](#) has installed Rand McNally's latest and most advanced dashboard camera across its fleet.

Howard, a family-owned business based out of Kalamazoo, Mich., has long been an advocate for road safety. With more than 60 years of trucking and warehousing experience, the company in the past few years has implemented various technologies that promote safety, efficiency and high-quality customer service. Howard offers a variety of commercial transportation options including boxcar transloading, local delivery, and logistics coordination.

Most recently, Howard executives initiated a search for a cost-effective dash cam option that would seamlessly integrate across the company's fleet of trucks. The reason for the proposed investment was twofold: 1) Help keep insurance premiums down in the case of accidents, and 2) protect their drivers, vehicles, and reputation. According to the Federal Motor Carrier Safety Administration (FMCSA), there are more [400,000 accidents](#) involving commercial vehicles annually – and while dashboard cameras can't prevent them from happening, they can help prove responsibility.

“Introducing new technology to drivers can be difficult. But ours took really well to the Rand McNally dash cams because of how easy they were to use,” said Kevin Howard, Safety Director of Lewis C. Howard, Inc. “When you're a truck driver and you get into an accident, people are quick to point fingers and place blame. Rand McNally's dash cams have helped prove our drivers' innocence in collisions and traffic incidents and have even saved us two tickets since installing them just a couple of months ago.”

The Rand McNally DashCam 500 was engineered to deliver high-quality video and still photos. The key is that the companion app, built for both iOS™ and Android™ smart phones, makes it easy to save, organize and share the images. The camera's proprietary VideoKeeper™ feature helps ensure that videos saved after a collision are not overwritten and are easily saved to the Gallery and/or downloaded to the app for later review.

Additionally, it's easy to show when and where a video was captured by using the MapShots™ feature – a built-in GPS that provides location information.

“It was important to find a partner whose technology we could rely on and whose cameras were user-friendly, so that our drivers would take to them,” continued Howard. “Currently we have set up 63 cameras in our trucks and have experienced great success with defending our business and drivers from fraudulent claims.”

The DashCam 500 quickly mounts to the windshield with a clip-in suction cup mount and records in 1080p on a continuous loop using an included, replaceable 16 GB SD card.

Learn more about the camera at randmcnally.com/DashCam500.

For more information on Rand McNally’s fleet management services, visit fleet.randmcnally.com.

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