



Rand McNally Now Provides Asset Tracking via its DriverConnect Platform

New high-efficiency trackers provide detailed locations and reporting with a single log in

CHICAGO, October 1, 2018 – In another engineering milestone, Rand McNally today announced that its flexible and powerful DriverConnect platform now supports the tracking of assets – whose locations are visible via a single log-in to the DriverConnect web portal. The company also unveiled two compact and highly efficient tracking devices, which transmit precise locations – whether the trackers are in motion or still.

The tracking solution is launching as it becomes increasingly important for fleet owners and managers to understand where their cargo is at all times – whether to inform a customer of whereabouts, locate a missing or stolen trailer, or even confirm the presence of an asset in a yard.

“We continue to enhance our dynamic DriverConnect fleet management solution with a variety of features and benefits that make fleet managers’ lives better. Today, we are pleased to announce the addition of asset tracking to this platform,” said Stephen Fletcher, CEO of Rand McNally.

“Transportation companies have asked us to provide seamless trailer, container and high-value asset tracking within our DriverConnect solution so that they can access this new functionality from within the same environment that they already know,” he explained.

Asset tracking is the latest option available on Rand McNally’s DriverConnect platform, which offers mix-and-match fleet management tools for compliance, reporting, navigation, productivity, and analytics.

With the tracking service, which can be added to a company’s monthly DriverConnect subscription – or used as a stand-alone product – Rand McNally offers two models of tracking devices: A cost-effective battery powered model (AssetTracker B100™) and a rechargeable solar version with battery backup (AssetTracker S100™).

Both models are designed to work in extreme weather conditions and installation takes less than 10 minutes. Moreover, each model comes pre-configured and ready-to-go; there are no bulky and confusing switches or cables to get in the way.

A single log-in to the DriverConnect platform provides access to on-screen mapping and location information plus up to 6 months of tracking data and reporting. Managers can set up custom geofences in order to receive an email alert when an asset moves, enters, or exits a designated boundary.* The trackers send their location when idle and in motion using a built-in cellular modem that runs on a 4G LTE network.

For more information please visit: randmcnally.com/asset-tracking

*Geofence feature to be available in November 2018

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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 162 years in 2018, 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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