

## ***Rand McNally Publishes a New Retrospective on the ‘Great American Road Trip’***

*Limited edition boxed gift set celebrates the legends, lore, songs, and stories that have shaped the American open road, in store for Father’s Day*

**Skokie, Ill., June 3, 2014** – With Memorial Day – the traditional kick-off to summer – in the rear view mirror, millions of families will soon be packing up the station wagon, SUV and car for this summer’s memory-making road trips. For generations, Rand McNally has been along for the ride as the go-to guide, helping families navigate the highways and byways of America.

Just in time for Father’s Day and the 2014 summer travel season, [Rand McNally](#) has released the perfect gift for dads and others who love their road trips: A limited edition boxed gift set called *The Open Road: Rand McNally and the Story of the Great American Road Trip*.

*The Open Road* is a nostalgic journey through transportation milestones, auto innovations, and roadside iconography – with some modern-day tools to help plan and memorialize the family road trip. The set contains a 32-page book, *The Open Road*, giving an overview of motorists, road-side Americana, and the birth of the road trip; an up-to-date mid-size Road Atlas; an attractive, ready-to-frame 26 ¾” x 39” wall map poster with the U.S. road network; and a gift box to hold all the items.

Peruse *The Open Road* book, which is part of the set, to discover the origin of the U.S. highway numbering system, the development of services (“filling” stations, drive-in diners, roadside inns and more) to support the growing number of road-trippers, and the development of the Recreational Vehicle (RV) lifestyle. From the first cross-country trips of the 1900s to the Mid-Century “Golden Age” through to the high-tech road-culture of the 21<sup>st</sup>-century, this book takes the reader on a journey that spans generations of road trips.

Among other tidbits, the book explores:

- How the drive between New York and San Francisco was reduced from 63 days to less than 7;
- How the family car evolved from the Model T to the SUV;
- When the so-called Tin Can Tourists become intrepid RVers;
- Why a depot hack would be on the lookout for a Sterling Streamliner;
- What makes U.S. Patent 1909537 so entertaining;
- And, who was the Uniroyal Lady?

The set is available at select Walmart and Books-A-Million locations as well as online at [randmcnally.com](http://randmcnally.com) and on [Amazon](http://Amazon) for a suggested price of \$14.99.

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**About Rand McNally** – Rand McNally is the country's most trusted source for maps, navigation, and travel content. Products and services include: America's #1 Road Atlas; IntelliRoute® truck routing software; TND™ truck GPS; HD 100 E-Log devices; TPC 7600 and TND™ 760 mobile fleet management solutions; RVND™ GPS for RVers; and leading geography-based educational resources for the classroom. Learn more at [randmcnally.com](http://randmcnally.com)

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