



Kick off Road Trip Season with the 94th Edition Rand McNally Road Atlas

The New Edition of America's #1 Road Atlas is packed with updates and tips to make every journey memorable

SKOKIE, Ill., April 19, 2017 – Longer days and warm weather bring the anticipation and excitement of summer vacations. With domestic leisure travel on the rise,* Rand McNally has released the 94th edition of America's #1 Road Atlas, a best-selling and trusted "big picture" resource for savvy travelers. The atlas is hitting store shelves this month.

With nearly 80% of families planning road trips this season, and the U.S Travel Association predicting the domestic leisure travel rate to continue to rise, the new Road Atlas is arriving just in time.

"The Rand McNally Road Atlas continues to provide inspiration for travelers planning their next trip as well as serving as a trusted back-up in the car," said Stephen Fletcher, CEO of Rand McNally. "For generations, we have been providing accurate and detailed maps, travel information, points of interest, and more in the Road Atlas. This new edition is not only updated, but provides even more city inset maps to help travelers find their way."

Every year Rand McNally's team of cartographic experts considers new areas that may benefit from additional mapping – including expanding metropolitan areas, enlarging major road changes, and focusing on up-and-coming travel hotspots. The new 2018 Edition Road Atlas is packed with thousands of updates, including new maps of the popular and increasingly trafficked towns of Ithaca and Watertown, New York. The publication now includes more than 450 individual country, state, region, metro, city, downtown, and National Park maps.

And to spark travel ideas, this year's atlas features six of our editor's favorite road trips from Rand McNally's Best of the Road® collection. From *Inspirational Blue Ridge Parkway* to *San Francisco and the Central Coast*, each trip follows scenic routes and suggests points of interest for all ages.

The Road Atlas line features a collection of publications in addition to its classic 11 x 15 ½" oversized atlas; the line also includes an atlas with large scale maps for easier readability and several in smaller trim sizes for packing into tighter spaces.

Visit randmcnally.com/roadatlas for more information on all Road Atlas products.

*Sources: U.S. Travel Association, Travel Trends Index, February 2017; AAA, "Ahead of Summer, Many Americans Say Gas Prices Are too High," March 28, 2017

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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 161 years in 2017, 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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