



## **What's Bigger, Better, and Full of Surprises?**

*This year, it's Rand McNally's new booth at the Mid-America Trucking Show in Louisville*

**Louisville, Ky., March 19, 2018** – After years of overflowing attendees and lines of professional drivers snaking around its popular Mid-America Trucking Show booth, Rand McNally this year is moving to a larger location in the North Wing with more giveaways and more room for updates and on-site support. The new booth will continue to showcase the company's vast portfolio of cutting-edge solutions for the commercial transportation market, but in a more engaging and electric setting.

The expansive booth features a lounge-like atmosphere that sets the stage for customers to learn about the company's latest devices and mingle with staff for a more engaging experience. A redesigned customer support bar, run by Rand McNally's tech gurus, is equipped to more efficiently offer complimentary updates to existing products as well as answer "how to" questions.

The company's knowledgeable and experienced booth staff will be on hand to answer questions and demonstrate various product lines – including OverDryve™ connected devices, TND™ truck-specific navigation units, dash cameras, and electronic logging devices. Plus a new large-scale video wall with monitors will provide valuable product and company information for visitors as well as those just passing by.

"Rand McNally is excited to improve our overall customer experience with an expanded and improved presence at this year's Mid-America Trucking Show," said Stephen Fletcher, CEO of Rand McNally. "With a range of innovative product launches during the last few years, our new exhibit will not only educate current and potential customers, but deliver a more personalized and unique experience."

In a sea of exhibits, Rand McNally's booth is not one to be missed. In addition to demonstrating devices, company employees will be handing out giveaways, running daily drawings, and offering not-to-be missed show specials. Rand McNally is located at booth #16180 in the North Wing of the Kentucky Exposition Center March 22-24, 2018.

Learn more at [www.randmcnally.com](http://www.randmcnally.com).

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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](http://randmcnally.com)

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