



Rand McNally Introduces New Low-Cost, Plug-and-Play E-Log Device

The ELD 50 simplifies and solves electronic log legal requirements

Louisville, Ky., Mar. 31, 2016 – Seeking to provide a simple, low-cost electronic logging option for professional drivers, Rand McNally today unveiled its new ELD 50 device at the Mid-America Trucking Show. When paired with a driver’s existing Android phone or tablet, the ELD 50 creates a secure compliance solution that will meet federal requirements – and meet drivers’ budgets.

The ELD 50 is the first E-Log device that: 1) installs in seconds under the dash, 2) allows drivers to use Android devices to view logs, and 3) provides access to Hours of Service and Driver Vehicle Inspection Report (DVIR) logs via the Rand McNally DriverConnect web portal.

“This is the answer to the ELD mandate for many professional drivers,” said Stephen Fletcher, CEO of Rand McNally.

“There are thousands of owner operators and small fleets who will now be required to implement electronic logs and face the prospect of investing in a completely new logging system. Just as we did with our truck-specific GPS devices, our goal was to provide drivers with a cost-efficient, easy-to-use option for complying with the law,” Fletcher explained.

According to the ELD mandate’s rules, published last December, drivers and fleets using paper logs and or a mix of paper logs and Automatic On-Board Recording Devices (AOBRDs) must be using compliant electronic logs by December 2017.

How it works

The ELD 50 is a sleek, 3 ¼-inch long device that plugs into a truck’s diagnostic port, right below the dash. Through a Bluetooth connection, the device sends Hours of Service data to the complimentary Rand McNally DriverConnect app, where drivers may view current HOS logs as well as DVIR documents.

As a bonus, the app also provides access to 10 helpful engine-driven gauges, powered by information collected by the ELD 50. The gauges include: average fuel economy, coolant temperature, and boost pressure.

“We wanted to provide a nice extra for drivers – just as we provide extra tools on our GPS devices,” Fletcher explained.

Since the Android app is free, drivers can get a feel for the product by downloading the application and inputting their status manually. Those reports can be turned into PDFs and exported.

For a small subscription fee, drivers may access the Rand McNally DriverConnect web portal, where up to six months of HOS logs and DVIRs are stored. Using the web portal, drivers and fleet managers also may view vehicle locations on a map and administer functions such as adding drivers to a device.

The app automatically syncs with the web portal via Wi-Fi or cellular transmission, providing the most up-to-date reports.

The ELD 50, priced at \$149.99, will be available at travel centers and online at the end of April.

For more information, please visit randmcnally.com/eld50.

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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: OverDryve™ connected-car device; America's #1 Road Atlas; IntelliRoute® truck routing software; TND™ truck GPS; HD 100 E-Log devices; TND™ 765 mobile fleet management solutions; RVND™ GPS for RVers; and leading geography-based educational resources. Learn more at randmcnally.com.

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Patent pending.

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All prices are U.S dollar.

User is responsible for all third party data charges associated with Wi-Fi or cellular transmission.