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RAC announces two new state-of-the-art high definition dash cams

The RAC, together with its dash cam technology partner ProofCam, has today announced two new additions to its product portfolio with the latest evolution in dash cam technology - the RAC 04 Plug and Play Dash Cam (RAC 04)* and RAC 05 GPS Super HD Video Dash Cam**.

The latest models offer a range of features which go beyond just a camera on the dashboard and have superb image quality at an affordable price.

The new dash cams build upon the RAC's reputation of championing

motorists and addressing their needs. The RAC 04 and 05 will meet the demands of motorists, from entry-level users to those who require more advanced features. The RAC 05 is armed with GPS to record speed and location, and includes a speed camera database which alerts the driver to upcoming speed (fixed, average and mobile), roadworks and red light cameras.

Both the RAC 04 and RAC 05 boast industry-beating video recording capabilities at 1080p and 1269p Super HD respectively – one of the very best available on the market, giving users the confidence that when on-road incidents occur, they are being captured in the best possible quality.

Key features of the RAC 04 include:

- A sleek, discreet and compact design
- 1080p HD recording
- Full 120° field of view to capture all road situations
- 5” screen over the mirror which disappears a few seconds after starting
- A free 8GB Micro SD card allowing for ample amounts of video

The RAC 05 key features include:

- Records in 1296p Super HD Quality
- 7” screen for instant playback
- Forward facing unit with a 150° field of view
- GPS enabled for speed camera alerts using data from PocketGPSWorld.com
- Lifetime Safety Camera and Speed Alerts plus Lane Diversion and Forward Collision Warning Systems

Both the RAC 04 and RAC 05 record in segments, the length of which is pre-set to three minutes. When the SD card is full, each dash cam will simply record over the oldest footage, meaning the SD card never needs to be removed as it will record on a continuous loop. If an incident takes place, segments can be protected to ensure that footage is not lost or recorded over.

RAC head of retail Lynn Hayzelden commented: “RAC research has found that

dash cams are the most coveted in-car gadget and almost a quarter of motorists think having a dash cam would improve their driving. On top of this, one in five drivers told us they had been in a previous accident and 69 per cent said that if they had a dash cam in a previous incident it would have helped solve the issue.”

Julian Pollock, ProofCam founder, added: “Our customers need four simple things: superb recording quality, unfaltering reliability, robust design and an affordable price. The RAC 04 and RAC 05 provide this in abundance. We have worked with road users over the years to develop a product that fulfils their needs whilst never compromising on the important need for recording footage of the road.

“This new range of dash cams will help motorists have peace-of-mind whilst on the road and deliver them the image quality, robust design and innovative features they have been asking for.”

The RAC 04 retails at £59.99 and the RAC 05 is available at £149.99. RAC insurance customers can also save £30*** on their annual RAC car insurance premium with the purchase of an RAC dash cam.

*With a sleek and compact design, the RAC 04 is a forward facing entry-level dash cam offering outstanding value for money, reassurance and security whilst driving at any time, day or night. Suitable for any vehicle, it records in Full HD 1080p quality, ensuring that all the details of your journey are recorded in high quality and available during playback. The RAC 04 is supplied with a free 8GB Micro SD card allowing for 8 minutes of video for each 1GB of space on the supplied card. The RAC 04 records in 3 segments, but can be adjusted using the simple menu functions of the camera. When the SD card is full, the RAC 04 operates on a loop recording system, and will overwrite the oldest recording and continue without the need to erase or download any data.

**The RAC 05 is a forward facing dash cam with built-in GPS, using a state of the art technology AL750 chip from Ambarella. Suitable for any vehicle, the RAC 05 is packed with driver-friendly features which include Lifetime Safety Camera and Speed Alerts, a Forward Collision and Lane Diversion Warning System and video recording capability in Super HD 1296p. The RAC 05 is supplied with a free 8GB Micro SD card allowing for 5 minutes of video for

each 1GB of space on the supplied card. The RAC 05 records in segments, the length of which is pre-set to 3 minutes, but can be adjusted using the simple menu functions of the camera. When the SD card is full, the RAC 05 operates on a loop recording system, and will overwrite the oldest recording and continue without the need to erase or download any data.

***The £30 dash cam discount will be applied to the annual insurance premium at point of purchase for the first year only, and so will not be applied at renewal. The discount is only valid on new quotes and purchases made by calling RAC Car Insurance direct on 0330 159 0490 after the purchase of an RAC dash cam. Proof of purchase may be requested at any point during the policy term. Existing RAC Car Insurance customers will be excluded from this offer and promotion. Not available to customers who have purchased RAC Car Insurance directly using a quote reference obtained from a comparison site. Any additional products, add-ons, fees and charges will not be discounted and the offer cannot be used in conjunction with any other offer. We reserve the right to withdraw this offer at any time. Minimum annual car insurance premium of £30 applies in order to qualify for this promotion.

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