

From Saving Lives to Empowering Lives: Road ID Unveils Evolved Company Branding and Website

(ERLANGER, KY—September 28, 2017) — [Road ID](#), the leading provider of wearable ID products, is launching an updated brand and website to connect with a wider audience who may not understand the importance of wearing ID. ROAD ID’s heritage has been providing peace of mind to endurance athletes while they train, but moving forward they hope to empower casual athletes, active families, and others with the freedom they need to pursue the what makes them happy.

“The new website and logo convey our ultimate message to help others feel confident, safe, adventurous, and connected while performing the activities they love,” said Wimmer. “With our new branding, we are able to better communicate our mission to empower active lifestyles while keeping people safe.”



OLD LOGO



NEW LOGO

Road ID was founded in 1999 after Co-Founder, Edward Wimmer, was nearly hit by a truck while training for a marathon. After his near miss, father-son duo, Mike and Edward, realized that people needed a way to not only be identified should the need arise, but to also communicate emergency contact and medical information to individuals who may need it. And, over the past 17+ years, Road ID is proud to have received [countless thank you letters and emails](#) from customers who needed their custom ID bracelets, necklaces, and shoe tags while performing activities that range from cycling and running, to hiking, traveling, and even as a way to empower children with the freedom to explore and be kids.

The new Road ID [website](#) is more user friendly and offers a wide variety of ID products for the wrist, neck, ankle, shoe, fitness trackers, and even pets. Each ID is fully customizable with personal information, such as an individual’s name, contact numbers, allergies, or even a personal quote for motivation. The diverse lineup of ID products are available in a wide range of band colors and metal finishes, including gold, rose gold, and a stylish black option. The simple, innovative design of Road ID requires no batteries or charging for quick and easy identification, no matter the activity or location.

On social media, the new brand launch will be celebrated with an interactive contest that will



reward five individuals with a \$100 Road ID shopping spree by sharing their #MyRoadIDStory. Current Road ID customers will share why they wear Road ID and those new to the brand will share how a Road ID can benefit their life. The contest will run from October 3-October 9, and all contest rules will be available on [Twitter](#), [Facebook](#), and [Instagram](#).

Alongside the new brand, the family owned company also recently announced the [groundbreaking of a new 3-story office building](#) in the heart of Covington, Kentucky to accommodate their growth. To learn more about Road ID and the products they offer, check out [RoadID.com](#).

About Road ID

The mission of Road ID is to help save lives, provide priceless peace of mind, and empower adventures through wearable identification. Road ID products communicate who you are, who to contact, and how to access medical information should an emergency situation occur. Since 1999, Road ID has helped millions of people feel safer while being active, which has led to countless stories and testimonials from customers who have used Road ID in their times of need. Many of these customers even say they might not be alive today if it had not been for their [Road ID](#).