



## PRESS RELEASE

### **Spring-Summer: Everyone on the Saddle! The entire range of Midland motorcycle intercoms is available for motorcyclists hitting the road with the warm season.**

Reggio Emilia, April 22, 2024 - The first bike-to-bike intercom in its evolved version, the most innovative and affordable intercom on the market, the first intercom in the world approved for ECE 22.06, all the solutions to meet the needs of motorcyclists who decide to travel connected to their devices. The proposals for those who travel in pairs or in groups, for those who choose to use Bluetooth or mesh technology, for younger riders who want top-level audio performance, or for female riders who need to be 'always connected' for family needs – all these options are offered by Midland for motorcyclists returning to the road with the beautiful season.

Midland, a brand originally American that today represents Italian excellence, guarantees the highest performance in communication, and it could not be otherwise for the company that launched the iconic CB radio in the 80s and the world's first LPD Walkie Talkies! Every motorcyclist is a universe unto themselves, and the relationship they establish with their bike and the road tells a different story each time. That is why Midland Europe dedicates so much time to getting to know its motorcyclist customers, to ensure they can always respond to the market with top-level products perfectly suited to specific needs and usage experiences. It is no coincidence that Midland is the largest producer of mobile communication tools by number and type.

- Midland R1 Mesh, the most innovative and affordable on the market, offering the best value for money and incredible user-friendliness;
- BTR1 Advanced, first in sound quality, delivering audio to the motorcyclist's ears through a dedicated audio system and promising weekend-long battery life, compatibility with other brand models, smartphones, navigators, and TFT dialogue systems present on many motorcycle dashboards;
- Midland Rush RCF, a next-generation intercom with Mesh technology and sound by RCF;
- BTX2 Pro, which allows communication for up to 8 people and up to 1.6 km distance, while also listening to GPS instructions or a favorite playlist;
- BT Mini, the first intercom in the world to obtain approval for the new ECE 22.06 standard.

For more information:

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Midland was founded in 1959 and for over 60 years has been designing and producing products for communication on the move. The Group, headquartered in Reggio Emilia, has an Italian heart and operates in over 90 countries worldwide through 15 European and non-European subsidiaries.

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Midland is the largest producer of mobile communication devices in terms of number and type, providing tools for truckers, campers, motorbike enthusiasts, and hiking lovers. Midland's communication systems make experiences complete, enjoyable, and above all, safe.

Midland is known for the iconic CB radio that marked the 80s, a precursor to social media, the first LPD Walkie Talkie in the world, and in 2008, Midland introduced the first motorcycle-to-motorcycle intercom on the market.

Innovation in communication on the move has always been their hallmark.

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