



## MIDLAND MEDIA KIT

# **THE COURAGE TO START FROM SCRATCH: MIDLAND, A GREAT ITALIAN SUCCESS STORY**

FROM A GARAGE IN BAGNOLO IN PIANO (ITALY) TO THE ACQUISITION OF THE AMERICAN GIANT  
MIDLAND: THE STORY OF AN ITALIAN FAMILY THAT BET ON VISION, PASSION,  
SACRIFICE, AND INNOVATION.

## **COMPANY PROFILE**

Midland Europe Group, an Italian leader in radio communication and video, is present in over 90 countries worldwide with headquarters in Reggio Emilia, Italy, and Kansas City, USA. The company, with 150 employees, operates globally through 15 European and non-European subsidiaries and is today recognized among the largest manufacturers of mobile communication devices by quantity and type, including tools for truck drivers, RV enthusiasts, motorcyclists, and hiking lovers.

Midland Europe's pride is its internal R&D division, which oversees the entire Design and development process for its product lines. The division consists of a skilled team of professionals, researchers, engineers, and firmware and hardware designers, all with extensive experience in communication technology.

Led by the Torreggiani family, the Midland Group boasts revenues exceeding 90 million euros, driven by an annual production of various types of mobile communication products. Corrado Torreggiani, founder of CTE International, acquired the Midland Group in 1995 and serves as its current Chairman. His son, Gabriele Torreggiani, born in 1982, heads the Group, supported by his brother Paolo Maria Torreggiani (1981), CIO and Technical Director. Paolo is committed to implementing innovative systems and technological development, and he also leads the R&D department. Responsible for international market expansion is Davide Cantoni, born in 1988, Global Sales Manager, who manages business development in Europe, the USA, Latin America, South Africa, the Middle East, Japan, India, Australia, Singapore, Malaysia, and Thailand.

## **OUR HISTORY**

Today, the story of Midland Europe is an inspiring Italian entrepreneurial success that began with Corrado Torreggiani's passion for radio in the late 1960s, a time when only landlines and radios existed. Torreggiani founded CTE International in Bagnolo in Piano: he used a basement for storage and his bedroom as an office to design and assemble his first electronic kit boxes, which he sold throughout Italy. In 1977, the first company facility was built on family land, marking the beginning of the company's growth and development. In 1982, the company settled permanently at its current headquarters on Via Sevardi in Reggio Emilia.

The company continued to grow in size and revenue acquiring the American brand Midland in 1995. Founded to supply telecommunications equipment to U.S. law enforcement and owned by Kansas City's Western Auto, Midland began in a Kansas City garage. Founded by a group of electronics enthusiasts, the company quickly revolutionized the communications industry and became an undisputed leader in the field.



Midland Europe's history is filled with notable milestones: in the 1970s, the launch of the first CB Radio, the iconic device that defined radio communication through the late 1980s; in the late 1980s and early 1990s, Midland introduced the world's first LPD walkie-talkie, which opened up new markets and uses for the technology. In 2008, the release of the first motorcycle-to-motorcycle Bluetooth intercom forever changed the user experience for motorcyclist intercoms.

## PRODUCT RANGE

### Bluetooth Intercoms

Midland Europe launched its first Bluetooth intercom in 2006, the BT Intercom, a device designed to allow motorcyclists to communicate with their passengers and connect via mobile phone. In 2008, Midland introduced the world's first bike-to-bike intercom, featuring a revolutionary stereo mode. In the following years, the company introduced the BT Next, the first long-distance intercom that broke the one-mile barrier, achieving a communication range of 1.6 km. This model supported multi-rider connectivity (up to four people), a feature that quickly became essential among motorcyclists.

Midland Europe's deep sector expertise and mastery of cutting-edge technology have driven unprecedented innovation. A key achievement is the creation of the MWE Midland wind tunnel, a unique tool for simulating wind noise and turbulence in the lab, which enabled the integration of digital noise suppression (digital noise killer). This feature set new performance standards for motorcycle communication.

In 2023, Midland launched the market's most innovative and affordable Mesh&Bluetooth intercom, and in 2024, it introduced the world's first ECE 22.06-certified intercom, meeting new safety standards in the sector. Today, the Reggio Emilia-based company offers comprehensive solutions for motorcyclists who want to stay connected with their devices—whether riding solo, in pairs, or in groups. The product lineup caters to those preferring Bluetooth or mesh technology, young users seeking high-level audio performance, or female motorcyclists needing continuous connectivity for family needs.

Midland's latest intercoms stand out for their performance and quality:

- **Midland Rush RCF:** A next-generation intercom with Mesh technology and RCF-enhanced sound.
- **Midland R1 Mesh:** The most innovative and affordable Mesh&Bluetooth model on the market, offering exceptional quality at an affordable price, and highly user-friendly.
- **BTR1 Advanced:** Leading in sound quality with dedicated audio for the rider, a battery life suited for weekend trips, compatibility with models from other brands, smartphones, navigation systems, and TFT dashboard interfaces on many motorcycles.
- **BTX2 Pro:** the only double Bluetooth chipset intercom in the market, it enables communication for up to 8 people over a range of 1.6 km while listening to GPS directions or favorite playlists.
- **BT Mini:** The world's first best seller intercom certified under the new ECE 22.06 standard.

### CB RADIO TRANSMITTERS

Midland made history in the CB radio sector with the launch of the ALAN K350/BC, the first-ever certified CB radio, followed by the ALAN 48 in 1986, the first certified 40-channel CB. Today, CB radios remain essential communication tools for those who live on the road. These transmitters



allow users to share important travel information in any conditions, even the most extreme, with reliable radio signals enabled by the CB antenna.

The available channels streamline communications to enhance the experience of those on the road, whether for work, leisure, or tourism. Channel 5 is typically used by truck drivers, channel 19 by off-road enthusiasts, channels 11 and 15 by RV drivers, while channel 9 is designated as the emergency channel.

Midland offers a comprehensive range of CB radios tailored to meet the different needs of road users:

- **Truckers:** Midland's ALAN 48, the king of CB radios, is an iconic choice, with the PRO version for European travel. The Midland 88, the newest model, stands out for its versatility and performance.
- **Agricultural Use:** The ALAN 68, widely used in farming, the compact Midland M5 for smaller cabins, and the versatile Midland 88 are ideal options for agricultural work.
- **RV Drivers:** For RVs, the Camper and Camper PRO kits include the Midland M5 with the RV 65 or Funk 90 antenna, and the M-Mini USB, which is easily installed via the cigarette lighter port.
- **Off-Road Vehicles:** Off-road drivers often choose the 4X4 CB Kit with the M-Mini USB and LUX 1500-S antenna, though the Midland M5 and Midland 88 models are also popular in the off-road community.

With these versatile and high-quality models, Midland CB radios continue to serve as trusted companions for travelers of all kinds, supporting safety and connectivity on the road.

## WALKIE TALKIES AND RADIOS

**Popular** for business, leisure, outdoor activities, and holidays, Midland's walkie-talkies cater to diverse consumer needs with a range of features. These license-free models come in increasingly sophisticated versions to suit more complex situations. The XT Pro Line, ideal for outdoor use, includes rugged radios with extended frequency ranges, while the G9 Pro is the world's best-selling model for outdoor activities. The G7 Pro is popular for airsoft enthusiasts, and the Midland XT10 Pro Multicolor is designed for kids. For hobbyists and professionals, Midland offers the XT 70 and XT 50 Pro models in the Hobby & Work category.

Midland's Amateur Radio lineup includes the CT590 S, an easy-to-use entry-level radio with numerous features, the CT590 S and the CT990, the most powerful VHF/UHF model with up to 21 hours of battery life.

For marine use, Midland offers the Midland Arctic, a portable VHF marine transceiver with professional-grade durability and reliability. It features an easy-access emergency channel 16 button, a removable antenna, and an SMA standard connector, allowing users to switch to other antenna types as needed.

## CAMERAS

Midland has developed cameras for leisure and safety purposes. The Action Cam lineup includes the H9 Pro, H5 Pro, H3+, and H360 Smart models, each with varying features to suit different needs. These Action Cams are known for high resolution, a user-friendly touchscreen, and built-in Wi-Fi.



The Dash Cam range ensures safer travel with a continuous recording system. Particularly useful for motorcycles and RVs, Midland's Dash Cams eliminate blind spots and offer a safer wide-angle view, especially when reversing.

For hunting and security, the WILD Guardian captures animal or human movement within a 15-meter range, day or night, even in low light conditions. New in 2024, the BikePlay Guardian is designed for motorcyclists, featuring a display with mirroring capabilities for both Android and Apple phones. It is the only model on the market equipped with dual front and rear cameras at QFHD resolution for constant environmental monitoring, even in low visibility, as well as tire pressure sensors.

## **ACCESSORIES**

Midland's product range is rounded out with accessories for radios, CB radios, intercoms, cameras, smartphones, LED lights, air compressors, power adapters, and GPS collars, offering solutions that enhance convenience and functionality across all their product lines.

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