



PRESS RELEASE

New Helmet Approval Standards: Can Intercoms Still Be Applied?

Midland Europe's BT Mini is the first intercom in the world to meet the stringent requirements of the ECE 22.06 standard and can be applied to helmets with UA approval.

Reggio Emilia, March 12, 2024 – The first intercom to meet the parameters of the ECE 22.06 standard, which redefines helmet safety performance in almost all countries worldwide, including Italy, is signed by Midland. The BT Mini meets all the standards in terms of size, weight, and performance in case of impact, rotation, or compression.

Once again, the Italian company, headquartered in Reggio Emilia, stands out for its contribution of innovation and technology in the motorcycle accessory sector, boasting important milestones such as the launch of the first bike-to-bike intercom in 2008 and the design of a very extensive range of models that can meet all the different needs of motorcyclists, from solo travelers to couples to groups of riders.

For almost a year, since July 2023, it has no longer been allowed to produce helmets with the previous standard (ECE 22.05). Although old helmets can still be used, all new models will have to meet stricter approval criteria to improve motorcyclist safety.

The new standard requires that every element of the helmet, from the visor to the intercom, must be approved according to the new standards, an aspect that was not considered in the previous regulation. Regarding communication systems, all intercoms for communication with your devices or with other passengers or riders must be approved along with the helmet as SA (Specific Accessories) or as UA (Universal Accessories) and therefore must receive specific certification. The BT Mini is the first model in the world to obtain such approval, and the entire Midland range has been designed to meet the stringent parameters introduced by ECE 22-06.

Once again, Midland Europe is able to reassure the market and meet the needs of the motorcycle world in terms of innovation, safety, and support services.

Price BT MINI single 129 euros, double 219 euros.

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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.

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.
