**PRESS RELEASE**

# MIDLAND G7 EVO: THE ICONIC MOUNTAIN WALKIE-TALKIE IS REBORN

Slimmer, more powerful and with up to 23 hours of battery life: the third-generation G7 keeps climbing teams, hiking groups and mountain huts in touch, with 2 channels dedicated to the Rete Radio Montana

*Reggio Emilia*, *October 2026* – There is a walkie-talkie that anyone who walks mountain trails has seen at least once, clipped to a group leader's shoulder strap or tucked into a hiker's pocket: the **Midland G7**. Now, twenty years after it was born, comes **G7 EVO**, designed for people who never want to lose touch with their group in the mountains: more powerful audio to be heard even in the wind, a **Noise Cancelling** filter, **USB-C** charging from a power bank and up to **23 hours of battery life** for the longest days.

**Three generations, one mission.** The story began in 2006, when Midland launched the first G7 with its unmistakable "egg-shaped" design: controversial at first, it soon won everyone over thanks to its unrivalled ergonomics. Eight PMR446 channels, ruggedness and reliability were the starting point of an outdoor legend, later joined by the Camo, Blaze and White Storm variants developed with Mossy Oak® . In 2017 came G7 PRO: dual band PMR446/LPD, 85 channels, dual PTT and benchmark battery life made it the ideal companion for the outdoors, airsoft and work. In 2026 it is the turn of G7 EVO, designed for people who live the outdoors to the full.

**Compared with G7 PRO: a generational leap.** G7 EVO keeps the compact, intuitive DNA of its predecessor, but improves everything that really matters in the field. Audio output rises from 300 to **500 mW**, for volume **up to 40% louder**, while the new receive **Noise Cancelling** filter clears communications of background noise: wind, engines, crowds. Squelch is now adjustable over six levels, and the new **blue backlit LCD display, 30% larger**, ensures perfect readability by day and by night.

**Two channels under control, like the professionals.** The feature that most changes the way you communicate is the evolution of **Dual Watch**, now truly at your fingertips. G7 EVO monitors **two different channels at the same time** and, thanks to the **quick two-channel control**, lets you reply instantly on the channel the call is coming from, without wasting time changing settings. **Priority channel** management does the rest: the most important communications always come first. It is a feature usually reserved for professional radios, and G7 EVO puts it in everyone's hands. In the mountains, the examples are obvious: the group leader stays in touch with the rope team and, at the same time, with base camp or the mountain hut; on a group hike, whoever leads and whoever brings up the rear can talk to each other without missing what the rest of the party is saying.

## G7 EVO vs G7 PRO at a glance

| | G7 PRO (2017) | G7 EVO (2026) |
|---|---|---|
| **Channels** | 85 + 2 Rete Radio Montana | **87: 69 LPD + 16 PMR446 + 2 RRM** |
| **Audio output** | 300 mW | **500 mW (up to 40% louder)** |
| **Noise Cancelling** | — | **Yes, on receive** |
| **Squelch** | Fixed | **Adjustable, 6 levels** |
| **Two-channel management** | Dual Watch | **Advanced Dual Watch + quick control + priority channel** |
| **Display** | Green backlit LCD | **Blue backlit LCD, 30% larger** |
| **Battery** | 1800 mAh battery pack | **Li-Ion 1800 mAh** |
| **Battery life** | Up to 18 hours | **Up to 23 hours** |
| **Charging** | Dedicated charger, 7 hours | **Ultra-fast USB-C: 30 min = 8 hours of use; full charge in 4 hours** |
| **Thickness** | 34 mm | **26 mm** |
| **Protection** | IPX2 | **IPX4** |

**Ultra-fast charging and 23 hours of battery life.** When it comes to power, G7 EVO brings two figures that make a real difference. The first is **ultra-fast USB-C charging**: in just **30 minutes** the battery already provides **8 hours of use**, the time for a coffee before setting off, and the radio is ready for a hike, a hunt or a work shift. The second is battery life itself: with a full charge, which takes 4 hours compared with 7 for G7 PRO, the new **1800 mAh Li-Ion** battery delivers **up to 23 hours of battery life**, five more than its predecessor. And thanks to the USB-C standard, G7 EVO charges anywhere: from a power bank, in the car or from a phone charger.

**Slimmer, tougher, always ready.** At just **26 mm deep**, compared with 34 mm for G7 PRO, G7 EVO is the slimmest G7 ever and disappears into a pocket or onto a belt thanks to its spring clip. Protection rises to **IPX4**, so rain and splashes are no problem. All the features users know and love remain: **87 channels** (69 LPD, 16 PMR446 and 2 dedicated to the Rete Radio Montana mountain network), range **up to 12 km**, 6-level VOX, SCAN, Monitor, Roger Beep and vibration alert, all licence-free.

**The companion for every outing.** With 2 channels dedicated to the Rete Radio Montana, IPX4 protection against rain and splashes, a depth of just 26 mm and battery life that covers a full day on the trail, G7 EVO is designed for hikers, mountaineers, guides and group leaders, alpine club sections and every group that organises collective outings.

G7 EVO comes in the **Twin Black (C1705)** pack, which includes everything you need to get going straight away: two G7 EVO transceivers, two 1800 mAh Li-Ion batteries, a USB-C dual desktop charger, a USB-C/USB-C cable and a USB-C/USB-A adapter.

**Launch offer.** The twin G7 EVO walkie-talkie pack is available at **€179 including VAT** and comes with **free MA31 L PRO** air-tube earpieces: worth **over €50**, for discreet, comfortable communication even in the most demanding situations.

**Availability.** Midland G7 EVO is available **from leading retail chains and specialist stores across Europe** and online on the official website **www.midlandeurope.com**.

With G7 EVO, Midland celebrates twenty years of one of its most iconic product lines and renews its long-standing mission: keeping you connected, always, everywhere. Even at altitude. **More power, more clarity, more freedom: the new standard in portable communication.**

**Images and information:**
**SEE LINK**

**Find out more:**
https://www.midlandeurope.com/

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**MIDLAND**
Founded in 1959, Midland has been designing and manufacturing products for communication on the move for over 60 years. The Group, headquartered in Reggio Emilia, has an Italian heart and operates in more than 90 countries worldwide through 15 European and non-European subsidiaries. Midland is the largest manufacturer of mobile communication devices by number and type: devices for truck drivers, campervan travellers, motorcyclists and hiking enthusiasts. Midland communication systems make every experience complete, enjoyable and, above all, safe.
Midland created the iconic CB radio that defined the 1980s, a forerunner of social media; Midland made the world's first LPD walkie-talkie; and it was Midland that brought the first bike-to-bike motorcycle intercom to market in 2008. **Innovation in communication on the move, always.**