



PRESS RELEASE

MIDLAND GEARS UP FOR EICMA 2025: THE PERFECT BLEND OF TECHNOLOGY, PERFORMANCE, AND DESIGN

Midland unveils at EICMA its **brand-new customized covers** – a first on the market – and the new **BIKEPLAY PRO** and **MLH LITE LED** models.

Reggio Emilia, November 2025 – Midland, a leader in communication and safety technology for two-wheel enthusiasts, **debuts its stylish new covers** and introduces two major innovations designed to revolutionize the riding experience: **BikePlay PRO**, the evolution of the connectivity system that has redefined digital interaction on motorcycles, and **MLH LITE LED** auxiliary lights, designed to ensure maximum visibility, style, and safety in any condition. Two new products, one shared vision: **making every journey more connected, safer, and more engaging.**

THE NEW COVERS

Midland is the first company in Europe to launch customized covers for its entire range of new intercoms (BT Mini and the R1 line: BTR1, BTR1 ADV, BTR1 ADV X, R1 Mesh, Rush RCF). Easy to apply, **these covers turn the intercom into a true design element.** Made from adhesive, water-resistant materials, they perfectly adapt to the device's shape and enhance its profile. The premium metallic red edition proudly signs Midland's technology with a touch of style. **The covers will be previewed at EICMA in a limited edition** and will later be available on Midland's e-commerce platform and at selected retailers. An idea that goes beyond simple accessories: a touch of personality, color, and character for a device that travels with you on every ride.

Because even technology, when combined with design, becomes an expression of identity.

BIKEPLAY PRO – THE DIGITAL REVOLUTION FOR RIDERS

After the success of **BikePlay Guardian**, the first product of its kind introduced by Midland in 2024, the company once again redefines the riding experience with **BikePlay PRO** – a step forward toward smoother, smarter, and safer motorcycle connectivity.

Fully compatible with **Siri** and **Google Assistant**, it's like **CarPlay** and **Android Auto** for motorcycles, enhanced by Midland's unique technological edge and signature style. The new **5.5-inch display**, larger, brighter, and anti-glare, ensures excellent visibility even under direct sunlight or low-light conditions. Its **high-sensitivity touchscreen**, usable even with gloves, allows for quick and intuitive interaction. Thanks to **mirroring functionality**, the main smartphone features – maps, music, calls, messages, and voice assistants – are always within reach, in total safety.

Through the **BikePlay Extension Kit**, BikePlay PRO integrates the most advanced protection and monitoring technologies:

- Dual front and rear cameras with QFHD resolution for full vision and dashcam-quality recording;
- Tire pressure sensors for continuous monitoring;
- Night vision and anti-glare display for any lighting condition.



The system is also compatible with the **BikePlay Pro Remote**, a handlebar-mounted controller that allows riders to manage main functions without ever taking their hands off the grips.

Another highly anticipated new feature of the PRO version is **removability**. Thanks to the RAM-standard mount and the new waterproof USB-C quick-release connector, the device can be installed or detached in seconds – combining practicality and protection. Moreover, the system is **modular and upgradable**: users can add accessories, cameras, or extra sensors over time without replacing the main device. **BikePlay PRO** is more than a display – it's a **smart riding companion**, designed for those who see their motorcycle as an extension of their digital world. A perfect balance of technology, comfort, and freedom **for a connected, controlled, and inspiring ride**.

MLH LITE LED – SEE THE DIFFERENCE

Alongside its digital revolution, Midland also introduces the MLH LITE LED auxiliary lights – a powerhouse of brightness, design, and reliability. Approved for road use, they're the ultimate answer for riders seeking visibility, safety, and style in every condition.

With its dual-tone light system, MLH LITE LED delivers maximum versatility:

- Bright white beam for long-distance vision,
- Yellow fog beam for rain, fog, and low visibility,
- Mixed mode for total, perfect illumination.

The wireless handlebar remote, easy to use even with gloves, allows instant mode switching without losing focus on the road.

Made of high-strength aluminum with an optical glass lens, the MLH LITE LEDs combine a compact design with durability. The surface features a special protective coating resistant to shocks, weather, and daily wear. With IP68 certification, they're fully protected against dust and water immersion, while the thermal dissipation system maintains consistent performance even in extreme conditions. Thanks to low-consumption LED technology, they're ideal even for smaller motorcycles without draining the battery. MLH LITE LEDs are also E57 approved, in compliance with regulations governing the introduction of vehicles or components into the automotive market.

The universal installation (compatible with 10–32 mm bars) requires no modifications – simple, quick, and safe. By connecting the system to the horn, riders can also enable the automatic strobe function, perfect for quick alerts or emergencies. The new lights complete Midland's MLH LED lighting system, designed to enhance motorcycle visibility and safety.

Strength, versatility, and practicality make MLH LITE LED the perfect ally for every motorcycle and rider – from daily commutes to the toughest adventures, delivering **the right light for every road**.

MIDLAND: INNOVATION AND PASSION ON EVERY ROAD

For over 60 years, **Midland** has been accompanying riders worldwide with products that combine **technology, safety, and freedom**. After introducing the world's first intercom approved under **ECE 22.06**, pioneering **Mesh technology**, and developing iconic devices such as **BTR1** and **BikePlay Guardian**, the Reggio Emilia-based company continues to set the standard for innovation, design, and reliability.



With **BikePlay PRO** and **MLH LITE LED**, Midland reaffirms its mission: to create solutions that make every motorcycle experience even more **connected, safe, and extraordinary**.

Because with Midland, every road is light, connection, and freedom.

Customized Covers: from €9.99 (2 covers) – Premium Metallic red edition €14.99 (2 covers)

BikePlay PRO: €249

MLH LITE LED: €169

Discover all the new products at **EICMA 2025, November 4–9, Pavilion 5, Stand E60**.

Images:

[LINK](#)

Learn more:

[BIKEPLAY PRO](#)

[FARETTI](#)

[MIDLAND EUROPE](#)

Press Office:

Laura Rigodanza

LR&CO - Ufficio Stampa Midland

Mobile +39 3494448145

laura@laurarigodanza.it

Midland was founded in 1959 and 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 over 90 countries worldwide through 15 European and non-European subsidiaries. Midland is the largest producer of mobile communication tools by number and type, catering to truck drivers, campers, motorcycle enthusiasts, and passionate hikers. Midland's communication systems make experiences complete, enjoyable, and above all, safe.

Among Midland's offerings is the iconic "baracchino," which defined the 1980s and was a precursor to social media, as well as the world's first LPD Walkie Talkie. Midland also introduced the first motorcycle-to-motorcycle intercom to the market in 2008. In 2024, Midland launched BikePlay Guardian, the first display with mirroring functionality that duplicates the phone's screen and features, equivalent to CarPlay and Android Auto, along with BT MINI, the world's first intercom to meet the stringent requirements of the ECE 22.06 standard. Innovation in communication on the move has always been our hallmark.
