



## PRESS RELEASE

### **The documentary about the Italian company that started in a garage in Bagnolo in Piano and bought Midland of Kansas City was presented in Reggio Emilia.**

February 19, 2024 - This is the Italian story of Corrado Torreggiani, President of Midland Europe, a company that has become Italian thanks to the entrepreneurship of a businessman who, starting from Bagnolo in Piano, in the province of Reggio Emilia, has never stopped taking on new challenges. The company recently presented the documentary about its history to its collaborators and customers, narrated by Corrado Torreggiani, who has proudly waved the Italian flag for over 40 years.

It all started with Corrado Torreggiani's passion for radios in a historical period, the late 1960s, when only landline telephones and radios existed. Torreggiani founded CTE International in a basement in Bagnolo in Piano, reminiscent of the best American success stories. In a short time, CTE expanded and built its first real headquarters on family land in 1977. They never stopped. The company continued to grow, increasing volumes and revenues until it acquired the American brand Midland, a giant created to provide telecommunications equipment to US law enforcement, owned by Western Auto of Kansas City.

Today, Midland Europe is a leader in the field of mobile communications for motorcycles, RVs, trucks, agriculture, and sports. Alongside Corrado Torreggiani are his sons, Paolo, Technical Director of Midland Europe, and Gabriele, Vice President and Sales Director. Midland Europe, based in Mancasale, employs 50 people in Italy, 10 in Spain, 10 in France, 20 in Germany, and 50 in the United States, but still maintains the frankness and genuineness of Emilian companies, built primarily on human relationships, big dreams, and down-to-earth attitudes.

[WATCH THE TRAILER OF THE DOCUMENTARY 'THE MIDLAND STORY'](#)

[WATCH THE FULL DOCUMENTARY 'THE MIDLAND STORY'](#)

The documentary 'The Midland Story' was created in collaboration with Webgriffe, a digital agency from Reggio Emilia.

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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.

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