



## PRESS RELEASE

### MIDLAND AT EICMA 2024 ENSURES THE SAFETY OF GENERATION Z

*Eicma, November 4, 2024* – Midland, a leader in intercom production worldwide, is addressing younger motorcyclists at Eicma 2024 with the LOKUI K10, a tool designed to ensure safety and avoid the use of headsets and communicators not specifically designed for motorcycles. LOKUI is a brand owned by Midland, dedicated to providing simple and accessible products that meet the primary needs of motorcyclists, supported by Midland's strength, which guarantees maximum quality.

**Facing the road is a significant responsibility, and it is essential to be prepared and use suitable and safe tools for driving.** For this reason, [Midland Europe](#) has decided to contribute to spreading the culture of prevention among younger riders, so they are aware of the dangers and can move safely. To correct the incorrect habits of young Gen Z motorcyclists who are more interested in personal communication (phone, navigation, and music) than intercom functions, Midland is launching the K10, featuring a very cool Made In Italy Design and Bluetooth 5.2 technology that offers a stable and reliable connection.

**The perfect blend of advanced technology and discreet style** makes this device invisible when integrated into the helmet. The intercom guarantees a high-quality stereo audio experience, ensuring maximum comfort thanks to the incredibly thin speakers, just 7mm. The Type-C charging port allows for a quick and convenient connection, while the noise suppression filter enables a perfect experience with the radio, music, voice, and GPS, all without ever getting distracted from driving.

The LOKUI K10 is the best possible response for essential communication on the move, **helping to ensure safety and avoid illegal and dangerous practices.**

The LOKUI K10 is available to the public for 49 euros.

LOKUI K10 can be previewed at EICMA from November 5 to 10 at Pavilion 13 Stand M68.

Immagini:

[VEDI LINK](#)

Per saperne di più:

[LOKUI](#)

[MIDLAND EUROPE](#)



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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.

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