

SCOSCHE® Industries Introduces 6 Models of MagicMount™ Fresche™ 2-in-1 Phone Mount / Air Freshener

Las Vegas, Nev. – (January 7, 2020) SCOSCHE – (pronounced skōsh/skohsh) Industries, innovators of award-winning consumer technology and accessories introduce Fresche, a new line of mounts designed for drivers who like a safe, uncluttered and fresh-smelling vehicle.

Most states now have hands-free driving laws, so a stable and reliable phone mount is a necessity. Many drivers also enjoy having a clean fresh-smelling vehicle. We found an elegant solution to fulfill both of those needs. Fresche is a range of vent mounts, with a selection of different mounting heads, including: magnetic, universal mount, and fast wireless charging. Fresche mounts not only securely hold your phone, but also hold an air freshener cartridge that uses the airflow from your vehicle's vent to release fragrance throughout your vehicle.



The MagicMount Fresche utilizes Scosche's patent pending FreeFlow vent mount design that has an open circular design and an articulated swing-arm. This arm lets you move your phone away from the vent in any direction, while the base remains securely anchored there. The FreeFlow design proved to be the perfect vehicle for housing an air freshener cartridge and harnessing the airflow to disperse the scent.

Fresche mounts incorporate all of the features of Scosche's multi-award-winning, tried and trusted MagicMount line. All Fresche mount models use the same replaceable air freshener cartridges that are available in a variety of scents, including "New Car Scent".

The Fresche range of mounts also features non-magnetic, universal mounts (*shown right*).



We know that many Scosche customers are true car enthusiasts who like to drive a clean fresh vehicle, so we're forming a Fresche refill subscription service. Members of this Fresche Club will be confident that "smelling good" is a constant attribute of their vehicles.

MagicMount Fresche vent mounts will be available March, 2020, starting at an MSRP of \$19.99. Qi Wireless Charging Fresche mounts will be available June, 2020 starting at an MSRP of \$54.95.

Follow us on: Instagram (@scoscheinc) and @scosche on Twitter, Facebook, Pinterest and LinkedIn for the latest news on all of the company's award-winning consumer tech and car audio products and accessories. Also visit our company Press Room on scosche.com.

About SCOSCHE: Founded in 1980, SCOSCHE Industries is an award-winning innovator of consumer technology and car audio products - committed to delivering superior product quality and functionality, exceptional value and unmatched customer service. The designers and engineers at SCOSCHE develop products that reflect a rich heritage in audio and mobile technologies. SCOSCHE finds inspiration in the California lifestyle, culture, music and people. These influences can be seen in the accessories and products that are now in the homes, offices and vehicles of people in over 50 countries. With over 400 patents/trademarks and industry awards received, it is easy to see why SCOSCHE is consistently at the forefront of technology and innovation. www.scosche.com



###

Media Contact:

Darryl Miya
Brand Manager,
Scosche Industries
marketing@scosche.com