

Scosche® Industries To Showcase New Products At The 2023 SEMA Show In Las Vegas

Las Vegas, NV – October 31, 2023 Scosche Industries, a leading innovator of award-winning consumer technology, powersports, car audio products and accessories and the #1 Mount, FM Transmitter, and 30W Wall Charger brand* in North America is pleased to announce that they will be demonstrating their line-up of new products in North Hall, Booth #11009, at the 2023 SEMA Show in Las Vegas, NV.



The **MagicMount™ Elite Charge – 3-in-1 Wireless Charging Phone Mount** is a unique and highly adaptable magnetic phone mount that delivers up to 15W of wireless charging using Qi2 technology. It has an adjustable/rotating magnetic charging head that moves on a sliding rail system allowing for very precise adjustments. A reversible swing-arm lets you easily mount it to the back of a tablet-style display – now found in many modern vehicles. Or if you prefer, it mounts to a dash or a vent. An ingenious integrated cable management system neatly coils & conceals the cable behind the charging head for a clean dash.

The MagicMount Elite Charge 3-in-1 will be available Q2, 2024 at [Scosche.com](https://www.scosche.com) and select retailers for an MSRP of \$79.99.



The **HDGRIP – Heavy Duty Universal Phone Mount** and the extended arm **HDGRIP XL** version are built with premium materials to provide a strong, shake-proof hold which is especially suitable for trucks, off-road and overland vehicles. The tension knob and silicone padding on the surface and arms of the mounts ensure a secure, protective hold for phones up to 4” wide. They easily accommodate most phone cases – even the rugged ones.

Both mounts can be attached to flat surfaces, including textured, with the included adhesive pad and extra-strong suction-cup base. The HDGRIP XL, with its 6.5” arm, is especially suited for vehicles with deep dashes – such as trucks or vintage vehicles. Both the angle of the arm and the 360° rotating head can be adjusted and then locked securely in place when the required viewing angle is achieved.

The HDGRIP Heavy Duty Universal Phone Mount will be available Q4, 2023 at [Scosche.com](https://scosche.com) and select retailers for an MSRP of \$54.99.

The HDGRIP XL Heavy Duty Extended Arm Universal Phone Mount will be available Q2, 2024 at [Scosche.com](https://scosche.com) and select retailers for an MSRP of \$64.99.



The **MagicMount Pro2 HD – Heavy Duty Magnetic Phone/Tablet Mount** and the **MagicMount Pro2 HD XL Extended Arm Phone Mount** are built with premium materials to provide a strong, shake-proof hold which is especially suitable for large vehicles and trucks, off-road and overlanding. They are compatible with MagSafe® iPhone® models and come with a heavy-duty MagicPlate™ to hold phones of all sizes or, for the regular, not extended arm mount, for tablets (weighing up to 3 lbs).

These mounts can be attached to flat surfaces, including textured, with the included adhesive pad and extra-strong suction-cup base. The MagicMount Pro2 HD XL, with its 6.5" arm, is especially suited for vehicles with deep dashes – such as trucks or vintage vehicles. To allow for maximum viewing options both the angle of the arm and the 360° rotating head can be adjusted and then locked securely in place when the required viewing angle is achieved.

The MagicMount Pro2 HD will be available Q4, 2023 at [Scosche.com](https://www.scosche.com) and select retailers for an MSRP of \$54.99.

The MagicMount Pro2 HD XL has been available since July 2023 at [Scosche.com](https://www.scosche.com) and select retailers for an MSRP of \$69.99.



The **MagicMount Elite2 Dash – Magnetic Phone Mount** is a stylish low-profile mount for drivers who like an elegant minimalist look. Compatible with MagSafe iPhone models, the Elite2 comes with a MagicRing Adapter for non-MagSafe iPhone and Android models. A ring of neodymium magnets that are 30 percent more powerful than those used in standard mounts securely holds phones of all sizes. The Elite2 attaches to either the top or the front of a dash with the included automotive grade adhesive. Installing it is as simple as peel, place, and stick.

The MagicMount Elite2 Dash mount has been available since August 2023 at [Scosche.com](https://www.scosche.com) and select retailers for an MSRP of \$39.99.



Just like its sister mount detailed above, the **MagicMount™ Elite2 Vent – Magnetic Phone Mount** provides a stylish and secure option that lets you use your phone safely hands-free while you drive. The Vent version fits most vehicle vents, offers simple installation and can be easily moved to another vehicle. It can also be used as a convenient phone kickstand.

The MagicMount Elite2 Vent mount has been available since July 2023 at [Scosche.com](https://www.scosche.com) and select retailers for an MSRP of \$39.99.



The **MagicMount™ Pro2 / ProClip® – Exact-Fit Magnetic Phone Mount For Ford 150 Raptor Trucks** is part of a vehicle-specific collection from a Scosche/ ProClip USA collaboration. It holds MagSafe iPhone models using their circle of magnets. A MagicPlate Adapter is Included for non-MagSafe iPhone and Android phones. The ProClip base is an exact fit for the vehicle's make, model and year. The mount snaps into the dashboard seams of a Ford 150 Raptor for a secure fit, with no drilling or professional installation needed. These mounts are available for many other makes and models of vehicles at [Scosche.com](https://www.scosche.com).

The MagicMount Pro2/ProClip phone mount has been available since August 2023 at [Scosche.com](https://www.scosche.com) and select retailers for an MSRP of \$74.98.



The **StrikeLine™ HH – USB-C to USB-C / Lightning Cable** is a 2-in-1 Charge and Sync Cable that works with both USB-C and Lightning devices. Its patented (HammerHead) design has a sliding mechanism to allow only one device (either Lightning or USB-C) to be connected at once. This four foot premium braided cable is MFi certified and Power Delivery compatible and is available in black or white.

The StrikeLine HH has been available since September 2023 at Scosche.com and select retailers for an MSRP of \$34.99.



The **Scosche PowerUp™ 600 Jump Starter** is a 600 Amp portable power jumper that starts vehicles with gas engines up to 4 liters or V6, and diesel engines up to 2 liters. Its Power Boost feature starts vehicles even when the battery is completely drained and its Lithium-ion battery provides over 1,000 full charge cycles. Safety and ease-of use are built in with the 6-Point Safety System that protects from: overheating, overcurrent, overcharge, over discharge, short circuits and reverse connection. It also features a 10W USB port and USB-A to USB-C cable to charge small portable devices. A built-in LED flashlight with Strobe and SOS modes adds another layer of safety and convenience.

The Scosche PowerUp 600 will be available Q4, 2023 at Scosche.com and select retailers for an MSRP of \$119.99.



Like the 600 Amp model described above, the **Scosche PowerUp 2000 Amp Jump Starter** will start gas engines up to 8 liters or V8, and diesel engines up to 7 liters. With all of the same features as the 600 model described above, the 2000 also offers a 36W USB-C Power Delivery port in place of the 10W, so it can charge phones, tablets, cameras, laptops and more. A USB-A to USB-C cable and 12V CLA is also included. In addition to cars, trucks, RVs, and buses, the Scosche PowerUp can also be used to start boat engines.

The Scosche PowerUp 2000 will be available Q1, 2024 at Scosche.com and select retailers for an MSRP of \$159.99.

Visit Scosche Industries at SEMA in Booth #11009, North Hall, LVCC

*Source: Circana/Retail Tracking Service, U.S. & Canada combined, Mobile Holders/Stands, excluding Mobile Holder Type: Mobile Grip/Stand, Jan. 2019 – Feb. 2023 combined

Circana/Retail Tracking Service, U.S. & Canada, PDPA Connectivity, Type: Wireless/FM Transmitters/ Modulators, Jan. 2018 - Aug. 2022 combined.

Circana, Retail Tracking Service, U.S. Sales, Mobile Power, Charger Type: AC Adapters/Chargers, 30W, Jan 2022 – Aug 2023 combined

Follow us on: Instagram (@scoscheinc) and @scosche on X, Facebook, Pinterest, YouTube and LinkedIn, for the latest news on all of the company's award-winning consumer tech and car audio products and accessories. And 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 hands, homes, offices and vehicles of people in over 50 countries. With over

400 patents/trademarks and countless industry awards received, it is easy to see why SCOSCHE is consistently at the forefront of technology and innovation. www.scosche.com

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