

Scosche® Industries Debuts Portable HEPA Air Purifier/Deodorizer and Cup Holder Mounts At SEMA360 Virtual Show

Oxnard, CA – November 5, 2020 SCOSCHE – (pronounced skōsh/skohsh) Industries, the #1 Mount Brand* and a leading innovator of award-winning consumer technology, powersports and car audio products and accessories is pleased to introduce a HEPA Air Filter/Deodorizer designed to fit in a cup holder, along with a new line of Cup Holder Mounts.



Getting into a clean fresh vehicle, whether as a driver or passenger, is a great feeling. Knowing that your vehicle will stay fresh and free from dust and allergens for your whole trip is even better.

FrescheAir is a HEPA Filter Air Purifier and Deodorizer designed to sit conveniently in a vehicle cup holder. Motion activated, with 2 fan speeds, you can plug it in and forget it. A digital display on the top makes it easy to see Air Quality, Temperature and Humidity with just a glance.

The FrescheAir HEPA Air Filter will be available December 2020 at an MSRP of \$99.99. It comes with one replaceable HEPA air filter, a dual 12W USB port car charger and a charging cable.

Modern vehicles typically feature multiple cup holders, making it easy and practical to use them to hold more than just beverages. Our new range of cup holder mounts have bases that adjust with a simple twist to fit any size cup holder. A telescoping arm lets you adjust the reach of the mount and then secures it in place with a lock-nut when you find the right height. A 360-degree rotating head lets you view your phone in portrait, landscape, or any angle in between, and tilts and adjusts so that you can safely use your phone hands-free while you drive.

These cup-holder mounts are available with different types of heads, including: QuickGrip Universal and Gravity Hold, as well as Qi-certified wireless charging options, such as MagicGrip™ and MagicMount™ Charge3.



The new cup holder mounts will be available beginning early 2021 for the Gravity Head, and Spring 2021 for the QuickGrip, MagicGrip and MagicMount Charge3. Prices will range from \$29.99 to \$49.99 for the regular mounts, and \$79.99 (MSRP) for the wireless charging mounts, which also come with a 20W car charger and cable.

*Source: The NPD Group, Inc., Retail Tracking Service, U.S. & Canada, Mobile Holders/Stands, Excluding Mobile Holder Type: Mobile Grip/Stand, Dollars & Units, Jan. 2017– Aug. 2020.

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. 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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