

## **SCOSCHE® Industries Introduces Extendo™ Telescoping Cup Holder Phone Mount At 2021 All-Digital International CES**

Oxnard, CA – January 14, 2021 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 their extended reach cup holder phone mounts.

Most modern vehicles come with multiple cup holders and Scosche's innovative new cup holder phone mounts give them a purposeful life. Coupled with the fact that most states now have hands-free phone safe driving laws, cup holder mounts are a quick, simple, and safe solution. The base adjusts with a simple twist to fit snugly in any cup holder.



Scosche combined the cup-holder base with the award-winning Extendo mounts. The telescoping arm extends up to approximately 9 inches, with 220-degrees of angle adjustment, so your phone comes to you (or your passenger), instead of you having to reach. The arm also retracts into the base when it is not needed. The 360-degree adjustable head lets you view your device in portrait or landscape and also angles back and forth to further adjust your viewing angle.

Once the base is in place in the cup holder, you can extend and angle the mount to your perfect viewing angle and then use the lock-nuts to secure it. It works in any vehicle with a cup holder and allows drivers, as well as front- and rear-seat passengers, to easily view their phones.



The MagicGrip™ Extendo Cup Holder mount features the award-winning Qi wireless charging head that automatically closes its arms when it senses the charging coil is aligned with a Qi-enabled phone. Available Spring 2021 at [Scosche.com](https://www.scosche.com) and select retailers at \$79.99 (MSRP). Scosche will continue to add award-winning mount heads, including MagicMount magnetic, and regular (non-Qi) options, to this versatile base.

\*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. Also visit our company Press Room on [scosche.com](https://www.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](https://www.scosche.com)

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