

## Scosche® Industries Introduces The FrescheAir™ Portable HEPA Filter Air Purifier/Deodorizer At The 2021 All-Digital International CES

Oxnard, CA – January 13, 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 FrescheAir Portable HEPA Air Purifier/Deodorizer.



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.

The FrescheAir is designed to fit conveniently in a vehicle cup-holder. Motion activated, with two fan speeds, you can plug it in and forget it as it purifies and deodorizes the air. The FrescheAir has a digital display on the top that makes it easy to see Air Quality, Temperature and Humidity with just a glance.

Great for people with allergies to dust, pollen, pets and smoke, it can purify up to four square meters of space, so is invaluable for cubicles and small offices as well as vehicles. Available now at [Scosche.com](http://Scosche.com) and at select retailers (MSRP \$99.99), it comes with one replaceable HEPA Filter and a dual 12-W USB Car Charger and Charging Cable. For a fresh and healthy drive it is recommended that the HEPA filter be replaced every four to six months, and filters are also available at [Scosche.com](http://Scosche.com).



\*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](https://www.instagram.com/scoscheinc)) and [@scosche](https://twitter.com/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](http://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](http://www.scosche.com)

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