

## Popular Nite Ize Steelie Phone Mounting Kits Get an Upgrade

*New Dash Mount Kit Plus, Vent Mount Kit Plus & Windshield Mount Kit Plus Coming Soon*

**BOULDER, Colo., Jan. 9, 2018** – When it comes to solutions for hands-free phone-mounting, the Nite Ize® Steelie® system has been recognized as the industry leader. With a unique two-piece ball-and-socket design, the Steelie offers the most secure solution with infinitely adjustable smartphone viewing capabilities. Today, the Colorado-based accessory manufacturer introduces an exciting upgrade to three of its popular Steelie kits – the Dash Mount Kit Plus, Vent Mount Kit Plus and Windshield Mount Kit Plus, all coming soon.

Each kit has been upgraded to include a MultiStick™ Adapter and Steelie Magnetic Phone Socket Plus. The new MultiStick\* holds strong, removes easily and resticks multiple times, offering the unique ability to be magnet-free when needed or to easily move the magnetic socket between devices and cases. It also provides a convenient way to share the Steelie concept with others. The new Magnetic Phone Socket Plus, also included in these new Steelie kits, features a large neodymium magnet with a silicone center that helps create a smooth glide and firm grip that allows the phone to rotate from portrait to landscape mode as needed. The new larger size also provides two times the power of the standard Steelie Magnetic Phone Socket and will support even the largest “plus” size devices.

**Steelie Dash Mount Kit Plus:** The Nite Ize Steelie Dash Mount Kit Plus is the perfect combination of simplicity and functionality -- allowing phones to be magnetically mounted to any vehicle for secure hands-free viewing. The new Dash Mount Kit Plus features a Steelie Dash Ball, Steelie Magnetic Phone Socket Plus, and MultiStick Adapter. The Dash Ball attaches to most vehicle dashboards semi-permanently with a strong 3M® VHB® adhesive and consists of a high-quality steel ball that is press-fit into a machined aluminum base. The Magnetic Phone Socket Plus is then adhered directly to the back of the user’s device or to the innovative MultiStick Adapter. MSRP \$39.99.

**Steelie Vent Mount Kit Plus:** This portable Steelie solution allows for easy attachment of any smartphone to any vehicle vent for secure, hands-free viewing. The versatile Steelie Vent Mount clips securely to most vehicle vents and is just as easy to unclip so it can be used in multiple vehicles. Now available with the Magnetic Phone Socket Plus and the MultiStick Adapter, this kit offers ultimate flexibility and is ideal for travel and interchanging between multiple vehicles. MSRP \$39.99.

**Steelie Windshield Mount Kit Plus:** This kit pairs the larger Magnetic Phone Socket Plus with the Steelie Windshield Mount which features an adjustable arm and suspended ball design. It secures to any windshield using patented suction technology and connects to a smartphone equipped with a Magnetic Phone Socket Plus. The Magnetic Phone Socket attaches with 3M VHB adhesive and will support even the largest “plus” size phones, with or without a case. The phone socket can also be adhered directly to the removable and reusable MultiStick Adapter. MSRP \$44.99.

For more information about these new Nite Ize Steelie products and others, visit [NiteIze.com](http://NiteIze.com).





Nite Ize, Inc. • 5660 Central Ave • Boulder, CO 80301 • 303-449-2576 • 800-678-6483 • info@niteize.com

DISCOVER YOUR SOLUTION™

NITEIZE.COM

## About Nite Ize:

Founded on the principles of creativity and innovation, Nite Ize designs, manufactures and distributes solution-based products with quality and performance at their core. Headquartered in Boulder, Colo., the company celebrates its 29th anniversary in 2018 and offers more than 500 innovative products and accessories in seven unique categories: Mobile, Hardware, LED Lights + Accessories, Bike, Fitness, Pet, and Games + Fun. Still captained by its founder and CEO, Rick Case, the Nite Ize team is passionate about their products, their customers, their partners and the environment.

For more information, please visit [NiteIze.com](http://NiteIze.com).

**Media Contact:** Kelly Wakefield / 720-508-4741 / [kwakefield@niteize.com](mailto:kwakefield@niteize.com)

\*NOTE: MultiStick Adapter requires hardshell case for glass-backed phones