

## Nite Ize Creates a New Way to Go Hands-Free

**BOULDER, Colo., July 23, 2018** – Nite Ize®, a leading manufacturer of innovative solution-based products, is introducing a new line of hands-free smartphone mounts helping to address an issue facing many motorists.

With the devastating increase of accidents caused by distracted driving, thirty-eight U.S. states now prohibit or restrict the use of handheld devices while operating a vehicle, according to the Insurance Institute for Highway Safety. Motorists need in-vehicle solutions that eliminate distraction and comply with hands-free laws. The new Nite Ize® Steelie® Orbiter™ is designed as a low-profile, powerful magnetic mounting system that securely displays mobile phones in the car without interfering with the view of the road. With three convenient ways to display the phone and navigate hands-free, the Steelie Orbiter will be available as a [Dash Kit](#), [Vent Kit](#), [Windshield Kit](#) or individual Orbiter Magnetic Socket Component.

The Steelie Orbiter features an ultra-thin metal plate that adheres to nearly any phone or case using 3M® 300LSE adhesive and connects with the Orbiter Magnetic Socket. The socket's patented design contains a silicone center and powerful neodymium magnet that creates a firm grip and provides a smooth 360-degree rotation around the Dash Mount, Vent Mount, or Windshield Mount. When a phone is clicked in place on the mount, a unique non-slip silicone ring compresses between the metal plate on the phone and the Orbiter Magnetic Socket. By combining high-friction silicone with powerful magnetic strength, the Orbiter provides a secure hold, even on rough roads.

The Dash Mount attaches to most vehicle dashboards semi-permanently with a strong 3M VHB® adhesive, which can be removed without damage to the surface, and consists of a high-quality steel ball that is press-fit into a machined aluminum base. The Vent Mount features a cast aluminum body with a cam locking lever that secures the mount to nearly any vehicle vent, and a stainless-steel ball that connects to the Orbiter Magnetic Socket. The Windshield Mount is engineered with an adjustable arm and a patented suction cup featuring a locking mechanism to provide a reliable hold onto the windshield surface. The intuitive design of the Steelie Orbiter allows for smooth adjustment and rotation for the perfect viewing angle.





The [Steelie Orbiter Dash Kit](#) and [Steelie Orbiter Vent Kit](#) are available for an MSRP of \$34.99, and the [Steelie Orbiter Windshield Kit](#) is available for an MSRP of \$44.99. The Orbiter Magnetic Socket is available as a component only for \$19.99 and is compatible with all Steelie mounts.

For more information about these Nite Ize products, visit [Nitelze.com](http://Nitelze.com).

*\*Updated on January 8, 2019 to include new Steelie Orbiter Windshield Kit.*

#### **About Nite Ize:**

Nite Ize designs and manufactures inventor-driven products that organize your life, protect your gear, light your way, and creatively solve everyday problems. Headquartered in Boulder, Colo., the company celebrates its 30th anniversary in 2019 and offers more than 500 products in a variety of channels, including Mobile, Hardware, Pet, LED Lights + Accessories, Bike + Fitness, and Games + Fun. Still captained by its founder and CEO, Rick Case, the Nite Ize team is passionate about their products, customers, partners and the environment.

**Media Contact:** Jason Silva, CGPR (for Nite Ize) / 781.639.4924 x112 / [jason@cgprpublicrelations.com](mailto:jason@cgprpublicrelations.com)