

## Award-Winning Nite Ize Steelie Ecosystem Expands with New Windshield Mounts

**BOULDER, Colo., July, 26, 2017**– The Nite Ize® Steelie® ecosystem is a family of products that make mounting and viewing devices just about anywhere a snap. Featuring a patented, award-winning, magnetic mounting design, this two part ball and socket system creates a hands-free viewing platform for endless adjustable viewing angles in the car, home and on the go. Today, Nite Ize announces two new Steelie products that give users more options than ever before – introducing the Steelie Windshield Mount Kit and Steelie FreeMount™ Windshield Kit.

“We’re excited to now have three different ways to attach Steelie – to the dash, in the vent or on the windshield,” [Nite Ize Founder and CEO Rick Case](#) said. “The addition of the Windshield Mount expands our options so we can appeal to more customers who might prefer this type of versatile set up.”

The [Steelie Windshield Mount Kit](#) pairs a powerful Steelie Magnetic Phone Socket Plus with the new Windshield Mount, which features an adjustable aluminum arm and suspended ball design. The suction cup at the base of the Windshield Mount suctions firmly to the windshield, and is fully engaged with a quick twist of the locking lever for ultimate holding power. The lever can also be used to unlock the mount for easy removal. The lightweight aluminum arm is easily adjusted to match nearly any windshield’s angle by using the knob on the side to loosen, position properly, and tighten. The newly designed Magnetic Phone Socket Plus supports larger “plus” size mobile devices and adheres securely with strong, removable 3M® VHB® adhesive. The phone socket contains a silicon center that creates a smooth glide and firm grip when connected to the Steelie ball and allows for easy rotation to either portrait or landscape orientation.



To create the ultimate universal and versatile mounting system, the Steelie Windshield Mount is also available in the new [Steelie FreeMount Windshield Kit](#). The FreeMount bracket features adjustable arms that cradle nearly any phone with or without a case and includes an integrated neodymium magnet that connects to the Windshield Mount. To secure a phone, simply position it in the FreeMount and squeeze firmly to tighten. The release button on the back of the FreeMount makes it easy to remove the phone with a smooth one-handed motion. The FreeMount Windshield Kit is the perfect portable solution for anyone behind the wheel.



The Steelie Windshield Mount Kit and Steelie FreeMount Windshield Kit will be available soon on [NiteIze.com](#) for \$44.99. The Steelie Windshield Mount and Steelie Magnetic Phone Socket Plus will both be available as separate components for \$24.99 and \$19.99 respectively.

For more information about these Steelie products and others, visit [NiteIze.com](#).



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## 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 28th anniversary in 2017 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).

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