

Freedom Charge Lets iPhone® 8 and iPhone X Users Experience Wireless Charging in the Car

Exclusive line of custom-fit wireless charging systems fully compatible with new iPhone models

SOUTHFIELD, MICH., October 6, 2017 (MEDIAWIRE) – Brandmotion LLC, developer of smart safety and convenience solutions for the automotive aftermarket, announced it has certified the new iPhone models to work with its Freedom Charge line of custom-fit wireless charging kits. The iPhone 8, 8 Plus and X models now include wireless charging, adopting the Qi standard used by Samsung and other phone manufacturers. The compatibility confirmation enables retailers to confidently offer Freedom Charge to any customer who has a phone capable of wireless charging.

"We are delighted Apple has joined the party," said Brandmotion President Jeff Varick of the inclusion of wireless charging in its newest phones. "Our Freedom Charge system has given thousands of drivers the seamless ability to leverage Qi-based charging technology in a solution customized to their vehicles and lifestyles. And now Apple has created a huge new market of additional consumers who will be seeking vehicle integration solutions from mobile electronics accessory retailers."

Freedom Charge consists of a professionally installed, Qi standard-based charging pad that is hard-wired to the vehicle's electrical system. Depending on the vehicle, the rubberized, moisture-proof pad is pre-configured to fit an available compartment or tray within the driver's reach.

Brandmotion introduced Freedom Charge to the aftermarket in 2013 with three models covering the Ford Fusion, Toyota Camry and Ram truck. Today, the perfect-fit wireless charging kit covers 13 vehicle applications along with a cut-to-fit universal kit for integration into the center console area of almost any vehicle.

Freedom Charge is also the perfect partner for the new, wireless iteration of Apple CarPlay™, which uses Bluetooth® to connect to the vehicle audio system instead of the USB-to-Lightning cable. Now, iPhone users can simply set their phones on the Freedom Charge pad to charge the battery while experiencing all of the safety and entertainment features offered by Apple CarPlay.

View the available Freedom Charge applications on Brandmotion's website at brandmotion.com. For product availability, contact the company at (734) 619-1250 or sales@brandmotion.com. See Freedom Charge and other Brandmotion products during the Specialty Equipment Market Association (SEMA) show, October 31-November 3 in Las Vegas. Visit Brandmotion at booth No. 11733 in the North Hall of the Las Vegas Convention Center.

Image:

[Freedom Charge Custom-Fit Charging Pad](#)

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