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IMMEDIATE RELEASE

Strike Offers The Best Father's Day Gift Solution

BRISBANE, Aug. 21, 2014 -- Tired of giving the same gift to your dad every year? Looking for a unique and useful present for him this coming Father's Day? Why don't you give him something that would help make him safe while on the road?

Most fathers check their mobile phones whilst driving for important purposes. As shown in a study conducted by Centre for Accident Research & Road Safety in Queensland, 25% of surveyed drivers in the state reported using their hand-held mobile phone on a daily basis to answer or make calls, as well as read text messages, while 14% reported using their hand-held phone to send a text message on a daily basis.

However, the law does not allow Aussie drivers to use hand-held mobile phones whilst driving. NSW Roads Minister Duncan Gay said, "Holding your mobile phone to call or text while driving is extremely dangerous, and threatens your safety and that of your passengers, other motorists and pedestrians." Drivers are only allowed to use their mobile phone to make and receive phone calls if it is secured in a commercially available cradle which is fixed to the vehicle.

This answers your dilemma of identifying the best gift for your dad!

Strike, Australia's leading provider of Bluetooth car technologies, offers you Strike Alpha Cradle. It is the most advanced phone cradle yet and is fully compliant with Australian road laws. The Strike Alpha will not only minimize driver distraction but also enhance the driving experience. Not only that, this would of course allow you to talk to your dad on long drives and never miss out on his 'hilarious dad jokes.'

The Strike Alpha Range covers most of the phones available on the market.

Know more about its unique features:

- Flush passive antenna that helps boost signal especially in rural areas
- With embedded NFC (Near Field Communication) chip*
- Available for either a professional installation or for a DIY installation
- Accepts 12/24 Volt charging making it great for both cars and trucks

Available online at www.strike.com.au, RRP\$149.

*exclusive to Android phone

About Strike Group:

Strike Group is Australia's leading provider and manufacturer of innovative car technologies. Strike integrates innovative design and seamless engineering in all of its products. The company now exports to 72 countries having appointed key partners in the American and European market.

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