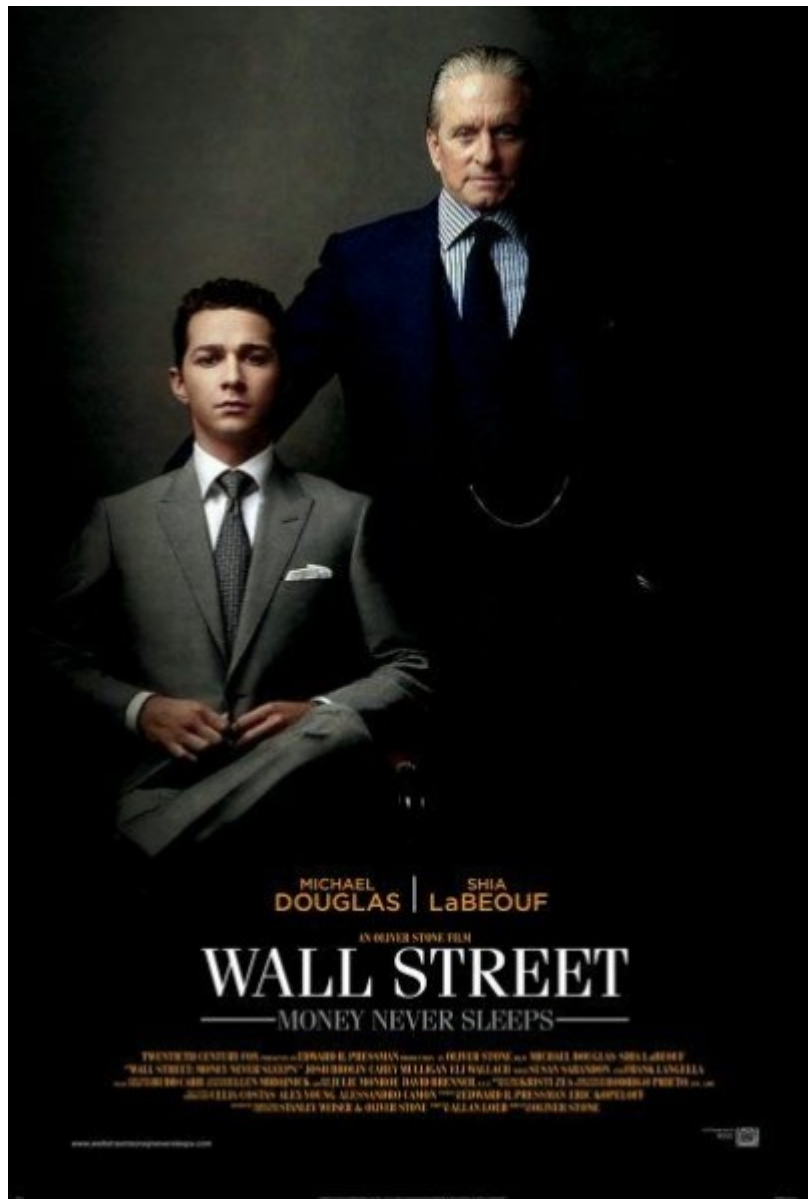


## Strike's leading supplier Cardo stars in Hollywood Blockbuster: Wall Street – Money Never Sleeps

By Strike, Wednesday, 20th October, 2010



In the opening scene, lead actor Shia LaBeouf (former Blockbuster hit and Transformers star) sports a Scala Rider communication device whilst riding through the streets of New York. The “Cardo” logo can clearly be seen on the device and makes a statement of “a stylish and safe way” to communicate via Bluetooth whilst riding in a busy city street.

The Cardo team is proud the production team chose the Scala Rider Solo out of all of the Bluetooth devices on the market and incorporated it in to such an early scene in the movie.

Chris Ryan of Strike said it was an honour to have a leading product from one of their exclusive suppliers in a Blockbuster movie. “It gives the product credibility and proves the quality assurance of Scala Rider devices. It’s great to see Cardo receive global publicity.”

For anyone who is wanting to get their hands on a Scala Rider product, Strike’s dedicated and friendly sales staff would be more than happy to assist. With prices ranging from A\$399 – \$699 consumers can choose from a single or dual headset to suit their riding requirements.

All Scala Rider products come with a 12 month warranty and are designed to be enjoyed for many years to come by riders of all ages. So what are you waiting for? Follow Shia LaBeouf’s lead and cruise the Australian city streets in style! Visit [strike.com.au](http://strike.com.au) today.

## About Strike

Strike is dedicated to keeping Australian and New Zealand businesses and consumers on the cutting edge of motoring technology. Strike was founded in 2001 by two savvy and enthusiastic entrepreneurs Adam Rockett and Chris Ryan who had a vision to create a business based on vision both internally and externally. Strike now exports to over 79 countries worldwide and is the largest distributor of Bluetooth motoring technology in Australia and is one of the fastest-growing distributors of electronic products in the Asia-Pacific region.

## About Cardo

Cardo Systems, Inc. is the world's acknowledged market leader in Bluetooth communication systems for motorcycle and other head protection helmets. Cardo's Scala Rider line of Bluetooth devices covers a wide spectrum, from solid entry level products to the most advanced and feature rich communication and entertainment system available. Today, bikers in over 60 countries can find Scala Rider products in their motorcycle accessory store. Cardo also develops Bluetooth solutions for a select group of leading manufacturers in the field of motorcycle accessories, such as Polaris/Victory, TomTom and Schuberth.

## Media Enquiries

For all media enquiries or interview opportunities with Strike's CEO Chris Ryan, please contact Strike's publicist, Rachael Williams on 0410 296 860 or via email, [rachael.williams@touchpointmarketing.com.au](mailto:rachael.williams@touchpointmarketing.com.au). Alternatively, visit [strike.com.au](http://strike.com.au).

Cardo Scala Rider G4 Motorcycle Bluetooth Headset: The Scala Rider G4 redefines the notion of high-end communication for motorcycle helmets. Encased in a rugged yet streamlined body, the Scala Rider G4 offers Bike-to-Bike Intercom at a remarkable range of up to 1.6km. The G4 also features a unique 4-way intercom between 2 bikers and passengers or a 3-way intercom among 3 separate riders. Multi Device Connectivity, including mobile phone, (A2DP (Bluetooth stereo), FM radio with RDS, intuitive button controls, wire connectivity to iPod/MP3 player and much more, make the G4 the world's most feature rich communication and entertainment device for bikers. The Scala Rider G4 offers Multilingual status announcements allowing bikers to maintain smooth and safe hands-free communication whilst on the move. The device transmits useful information regarding connectivity status to other bikers, to your mobile phone, the FM station you are listening to and more. The G4 is the most user-friendly headset on the market! RRP: \$399 for single unit & \$699 for the dual Powerset unit (inc GST) - [strike.com.au](http://strike.com.au).