

Pure changes the face of award-winning radio



Pure takes inspiration from key colour trends for its new Evoke Mio digital radios

London, UK, 20th August 2014: Pure, today announces its Evoke D2 and D4 Mio range of digital radios with Bluetooth in a choice of seven interchangeable casings to suit every interior.

Taking inspiration from 2014/2015 key colour trends*, the new Evoke D2 (SRP £129.99) and D4 (SRP £179.99) Mio ranges are available in seven new colours, Almond, Aloe, Cerulean, Charcoal, Pewter, Raspberry and Scarlet. As the chosen colours match key trends for small domestic appliances, such as kettles and toasters, users can match their radio to their kitchen décor. The stylish leather effect casings are available to purchase as accessories for (SRP £24.99 and £29.99) so it's easy to update the radio's look.

Both models come with Bluetooth as standard giving users the flexibility to stream music wirelessly from their smartphone or tablet both inside and outside the home.

The new radios build on the success of the iconic Evoke, renowned for excellence and quality and offer something for all the family. The luxury but compact Evoke D2 Mio is ideal for small spaces from the kitchen to the study, while the premium Evoke D4 Mio is perfect for all around the home including the bedroom, thanks to its handy SnoozeHandle**. Both models come with the added assurance of a three year warranty.

Nick Hucker, senior director of sales and marketing at Pure, says: "For many consumers, home and garden improvements are one of life's great loves, which is why our new range comes with interchangeable casings, giving consumers that added flexibility when they next choose to customise their home."

Benefitting from Pure's heritage in British design and engineering, both radios are packed with high-quality components, hand tuned and built with wooden cabinets to enhance audio. This combined with highly energy efficient digital audio amplification, the Evoke D2 and D4 Mios deliver the best possible sound quality. They also benefit from excellent battery life and low power consumption.

Other features include an aux input for an iPod/ MP3 player, alarm, sleep and snooze timers, high quality OLED display and a kitchen timer. The radios can also be taken out and about thanks to support for the optional rechargeable battery packs, which give users up to 20 hours of portable listening per charge for the Evoke D2 Mio and 12-15 hours for the Evoke D4 Mio. The Evoke D4 Mio also comes with a remote control. As with all of Pure's current range of digital radios, both models are Digital Tick approved, meaning they are ready for a Digital Radio switchover, ensuring they will not only look good and sound great in any room, but are future proofed.

The Evoke D2 (SRP £129.99) and D4 (SRP £179.99) Mios will be available to buy at all good electrical retailers, and <https://shop.pure.com/UK/>. The interchangeable casings are available from and SRP of £24.99. For more information on the range, including technical specifications and more, please visit www.pure.com.