

Go Long: Beats Extends its Charging Game with 3-Meter Cables

CULVER CITY—April 21, 2026— Beats announced today the addition of a 3-meter (10 ft) USB-C to USB-C cable to its portfolio of accessories. Designed with the brand's signature blend of style, quality, and performance in mind, the cable reduces space constraints and gives you more freedom to move throughout your day. Available in all four of Beats' electric colors — Bolt Black, Surge Stone, Nitro Navy, and Rapid Red — the cable is sold in over 50 countries and available to order now at apple.com for \$29.99, and on shelves 4/23.

Built for enhanced durability, the Beats charging cables are designed with a tangle-free woven design and reinforced internally to help prevent fraying. Optimized for ultra-fast charging up to 240 watts this 3m cable enhances speed and efficiency, elevating your charging experience.

To ensure quality and performance, the charging cables undergo thousands of hours of testing throughout the design and manufacturing process. Compatible with all USB-C Apple and Android devices, Beats Cables support charging, syncing, audio, CarPlay, and transferring data.

Whether powering your favorite Beats product or laptop, the cables deliver fast, efficient charging without compromising durability — now with extra length and flexibility, so you're not stuck hovering by the outlet. Stretch out on the couch or move around the room while you charge and keep listening, whether you're playing lossless audio or streaming your favorite series.

For optimal charging, pair the USB-C cable with a USB-C power adapter and charge your compatible iPhone or other devices from a wall outlet.* The current portfolio of Beats Cables come in an array of colors— Bolt Black, Surge Stone, Nitro Navy, and Rapid Red—and a variety of lengths, including:

**USB-C power adapter not included.*

Ports	Length	Colors			
USB-C to USB-C	3 m (10 ft)	Bolt Black	Surge Stone	Nitro Navy	Rapid Red
	1.5 m (5 ft)	Bolt Black	Surge Stone	Nitro Navy	Rapid Red
	1.5 m (2-pack) (5 ft)	Bolt Black			
	20 cm	Bolt Black			
USB-A to USB-C	1.5 m (5 ft)	Bolt Black	Surge Stone		Rapid Red
	1.5 m (2-pack) (5 ft)	Bolt Black			
	20 cm	Bolt Black			
USB-C to Lightning	1.5 m (5 ft)	Bolt Black	Surge Stone		Rapid Red
	20 cm	Bolt Black			