



Press Release

KIOXIA extends range of TransMemory U301 USB Flash Drives

The compact and reliable solution is now available in a blue version



Düsseldorf, Germany, 30 November 2022 – [KIOXIA Europe GmbH](#), today announced the availability of a light blue color option to its USB 3.2 Gen 1 compatible KIOXIA TransMemory U301 flash drive lineup.

The TransMemory U301 USB flash drives make it simple to store media – with a design that’s small in size, but big on storage. With a range of capacities up to 256GB, the drives can organize more documents and media across various devices – including photos, music, video, documents, and more.

All TransMemory U301 flash drives are PC and Mac^[1] compatible and include a Type-A USB interface that is also compatible with USB 2.0. Small and convenient, the drives measure just 51.4 x 21.4 x 8.4 mm including the cap. A 5-year warranty is provided as standard.

The light blue color products will form a new color option lineup along with the existing white color products.

“Consumers are looking to store an incredible amount of data these days, so memory devices need to evolve to meet this challenge,” said Jamie Stitt, General Manager B2C Sales & Marketing, KIOXIA Europe GmbH. “Our TransMemory flash drives are reliable, convenient and compact, providing consumers with the storage they need in their busy lives.”

The new light blue flash drives are available now from select retailers and distributors, along with the existing white versions.

To get more information on the TransMemory U301 USB flash drives go to: [TransMemory U301 USB Flash Drive | KIOXIA - Europe \(English\)](#)

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Notes

[1] Compatible PC & Mac: Models equipped with the following OS, and the Type-A USB interface as a standard feature. Compatible with macOS Mojave 10.14, macOS Catalina 10.15, macOS Big Sur 11, macOS Monterey 12 Windows 8.1, Windows 10 and Windows 11

* Capacity is based on installed flash memory and not user available memory as part of the memory is used for management functions. About usable capacity (available user area), please check each product (1GB is calculated as 1,073,741,824 bytes).

* Company names, product names, and service names may be trademarks of their respective companies.

*Information in this document, including specifications and contact information, is correct on the date of the announcement but is subject to change without prior notice.

About KIOXIA Europe GmbH

KIOXIA Europe GmbH (formerly Toshiba Memory Europe GmbH) is the European-based subsidiary of KIOXIA Corporation, a leading worldwide supplier of flash memory and solid-state drives (SSDs). From the invention of flash memory to today's breakthrough BiCS FLASH, KIOXIA continues to pioneer cutting-edge memory solutions and services that enrich people's lives and expand society's horizons. The company's innovative 3D flash memory technology, BiCS FLASH, is shaping the future of storage in high-density applications, including advanced smartphones, PCs, SSDs, automotive and data centers. [Visit our KIOXIA website](#)

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