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Crucial Announces BX300 Solid State Drive

New drive supported by an easy-to-use, mobile-friendly guide to installing an SSD

Key Messages:

- Easy installation, easy speed and easy efficiency
- 300 percent faster than a typical hard drive¹
- 45x more energy efficient than a typical hard drive²
- Capacities up to 480GB in 2.5-inch form factor

Boise, ID – AUGUST 29, 2017 – Crucial, a leading global brand of memory and storage upgrades, today announced the availability of a new offering in its solid state drive product portfolio: BX300. It combines Micron® 3D NAND with a value-conscious design to deliver the features DIY upgraders and builders are looking for. The new SSD includes 3D MLC NAND in a 2.5-inch form factor drive and is available in 120GB, 240GB, and 480GB capacities.

Upgrading from a traditional hard drive to a solid state drive has never been easier. The [Crucial® Advisor tool](#) helps users determine a compatible upgrade based on their system’s manufacturer, make, and model. Supporting the BX300 is Crucial’s [mobile-friendly install guide](#) so users of all technical ability levels are armed with the straightforward, step-by-step information they need to successfully install an SSD. Data migration is also simplified with free access to Acronis® True Image™ HD software.

“We’re excited to share the next evolution of the BX family with our customers. The BX300 is a simple-to-use SSD for the everyday consumer and DIYer who’s looking to easily boot up and load apps faster. With its speed, efficiency, and easy install process, the decision to replace an old hard drive has never been easier,” said Jonathan Weech, Crucial worldwide product manager. “As a brand of Micron, one of the largest flash storage manufacturers in the world, the new Crucial BX300 SSDs will help consumers extend the life of their older computers with best-in-class quality and innovation.”

“Silicon Motion is proud to extend our support to the popular Crucial BX line with the latest BX300 SSD” said Robert Fan, President of Silicon Motion U.S.A. “The combination of our leading-edge SM2258 controller with Micron 3D NAND enables high performance, reliability and excellent value for our customers.”

Crucial SSDs have been established, proven, and tested for over seven generations, and the BX300 is supported by the [Crucial® Storage Executive software tool](#) for easy drive maintenance. Available exclusively for immediate purchase at Crucial.com or at Amazon.com, the BX300 is backed by a three-year limited warranty. For more information, visit our [Crucial solid state drive product page](#).

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About Crucial

Crucial is a global brand of Micron Technology, Inc. Crucial solid state drives (SSDs) and memory (DRAM) upgrades are compatible with over 100,000 new and old desktops, laptops, workstations, and servers. Available worldwide at leading retail and e-tail stores, commercial resellers, and system integrators, Crucial products enhance system performance and user productivity. Learn more at Crucial.com.

About Micron

Micron Technology is a world leader in innovative memory solutions. Through our global brands – Micron, Crucial® and Ballistix® - our broad portfolio of high-performance memory technologies, including DRAM, NAND, NOR Flash and 3D XPoint™ memory, is transforming how the world uses information. Backed by more than 35 years of technology leadership, Micron memory solutions enable the world's most innovative computing, consumer, enterprise storage, data center, mobile, embedded, and automotive applications. Micron common stock is traded on the Nasdaq under the MU symbol. To learn more about Micron Technology, Inc., visit micron.com.

1. Speed comparison based on published specs of the Crucial BX300 and the 1TB Western Digital Caviar Blue internal hard drive (WD10EZEX), which as of June 2017, is one of the industry's top-selling internal hard drives.
2. Active average power use comparison based on published specs of the 480GB Crucial BX300 SSD and the 1TB Western Digital® Caviar Blue™ WD10EZEX internal hard drive, which as of June 2017, is one of the industry's top-selling internal hard drives.

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