

# Motorola Announces Moto X Smartphone, Will Make it in the U.S.

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Speaking Wednesday at All Things Digital's D11 conference, Motorola head Dennis Woodside revealed his company's new flagship smartphone will be called Moto X. He added that it will be manufactured in Fort Worth, Texas and should see a fall release.

Woodside said the Moto X would be broadly distributed and that the handset would be uniquely intuitive to its user's needs. He also emphasized the handset's battery performance.

Motorola has been suffering since Google bought the handset maker for \$12.4 billion last year. Google [cut an additional 1,200 Motorola jobs](#) [1] in March, those cuts coming on top of the 4,000 positions Google eliminated last summer.

In Comscore's [latest U.S. smartphone numbers](#) [2], Motorola was still holding onto an 8.5 percent share, down from 9.1 percent in December 2012. Comscore [reported](#) [3] that Motorola held a 13.3 percent share in December 2011.

Full video of the interview is available [here](#) [4]. Woodside is joined onstage by Regina Dugan, the former Darma head who now heads advanced research for Motorola.

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<http://www.wirelessweek.com/news/2013/05/motorola-announces-moto-x-smartphone-will-make-it-us>

### Links:

[1] <http://www.wirelessweek.com/news/2013/03/google-cutting-1200-more-motorola-jobs>

[2] [http://www.comscore.com/Insights/Press\\_Releases/2013/5/comScore\\_Reports\\_March\\_2013\\_U.S.\\_Smartphone\\_Subscriber\\_Market\\_Share](http://www.comscore.com/Insights/Press_Releases/2013/5/comScore_Reports_March_2013_U.S._Smartphone_Subscriber_Market_Share)

[3] [http://www.comscore.com/Insights/Press\\_Releases/2012/5/comScore\\_Reports\\_March\\_2012\\_U.S.\\_Mobile\\_Subscriber\\_Market\\_Share](http://www.comscore.com/Insights/Press_Releases/2012/5/comScore_Reports_March_2012_U.S._Mobile_Subscriber_Market_Share)

[4] <http://allthingsd.com/20130529/motorolas-dennis-woodside-and-regina-dugan-talk-moto-x-tattoos-and-taking-big-risks-at-d11-full-video/?refcat=d11>