

Press release

September 2013



Maxi-Cosi launches new 2wayFamily: Longer rearward facing travel for children from birth up to 4 years old

We are very proud to announce that Maxi-Cosi's newest i-Size compliant solution for longer rearward facing, the 2wayPearl, received the Kind und Jugend innovation award 2013 in the category 'World of Traveling Baby'!

Helmond, the Netherlands – Maxi-Cosi, the market leader in smart mobility solutions for children, has released the new 2wayFamily car seat concept. This family consists of the 2wayFix base, Pebble and 2wayPearl car seats. The 2wayFamily offers safe rearward facing travel from birth right up to approximately 4 years of age. The ISOFIX Maxi-Cosi 2wayFix base provides perfect anchorage for both the Pebble and 2wayPearl seats, and visible and audible confirmation that the connection is secure. Designed to complement each other perfectly, the three elements can be purchased separately at any time.

i-Size safety offering peace-of-mind

The 2wayPearl is the first car seat to comply with the new i-Size car seat legislation. It offers improved protection at higher forces for side and front impact and provides rearward facing travel safety for children up to about 4 years of age or 105 cm in height. Retaining the rearward facing position for as long as possible provides extra protection. That's because the forces of a frontal collision are better spread over a greater area of the body of the child, which leads to less pressure on the head and neck. The relatively large and heavy head of the child is not thrust forward, but fully cushioned by the head rest.

The 2wayFix base works with ISOFIX installation, offering very safe and easy installation of the Pebble and 2wayPearl car seats. Both seats are installed with a simple click and the base has audio and visual indicators to conform correct installation. Thereby the 2wayFamily concept ensures full protection for the child and peace-of-mind for the parent.

The ultimate convenience and comfort

The Maxi-Cosi Pebble car seat offers top safety performance and the ultimate convenience for babies from birth to approximately 1 year old. The headrest and harness are easy to adjust to ensure a comfortable fit of the baby and the harness stays conveniently open when the baby is lifted in and out. In combination with the Maxi-Cosi 2wayFix base, the car seat provides a highly convenient click-and-go system. Simply lift the Pebble out of the car and place it onto a Maxi-Cosi or Quinny stroller.

The Maxi-Cosi 2wayPearl car seat provides optimal ease of use for toddlers from approximately 6 months to 4 years old. The easy-in harness stays open to easily get the child in and out in seconds. Furthermore the seat has a very easy switch from rearward to forward facing, and full recline options in both positions. The head rest also simultaneously adjusts with the safety harness, to ensure that the seat 'grows' with the child.

For more information visit
www.maxi-cosi.com


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Press release



More information?

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About Maxi-Cosi

Maxi-Cosi is the leading European specialist in safe transport products for children. Maxi-Cosi products offer optimal protection and exceptional comfort thanks to the integration of the newest technology that ensures a continuous updating of the product range. Maxi-Cosi focuses on the active lives led by parents with children from birth to around 12 years of age. Maxi-Cosi was established in 1984 in the Netherlands and, that same year, introduced the very first infant car seat in Europe. Maxi-Cosi is a premium label from Dorel Industries

Dorel Europe in a nutshell

Dorel Europe is a world class juvenile products company and currently employs 1300 people in 13 countries. Dorel Europe is the undisputable leader in high quality, safe and fashionable juvenile products with its well-known and very strong brands Maxi-Cosi, B b  Confort, Quinny, Safety 1st, Hoppop and Baby Art, which can be found in no less than 80 countries around the world. Dorel's strength lies in the superiority of its brands, as well as in the diversity, innovation and quality of its products. We Care for Precious Life.

Division of Dorel Industries Inc.

Dorel Industries Inc. (TSX: DII.B, DII.A) is a world class juvenile products and bicycle company. Dorel creates style and excitement in equal measure to safety, quality and value. The Company's lifestyle leadership position is pronounced in both its Juvenile and Bicycle categories with an array of trend-setting products. Dorel's powerfully branded products include Safety 1st, Quinny, Cosco, Maxi-Cosi and B b  Confort in Juvenile, as well as Cannondale, Schwinn, GT, Mongoose, IronHorse and SUGOI in Recreational/Leisure. Dorel's Home Furnishings segment markets a wide assortment of both domestically produced and imported furniture products, principally within North America. Dorel has annual sales of US\$2.5 billion and employs 5,400 people in facilities located in twenty-four countries worldwide.



For more information visit
www.maxi-cosi.com