i-Size

The way to go

MAXI-COSI

The importance of using and installing a car seat correctly

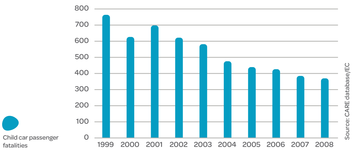
Car accidents are the leading cause of child deaths in Europe

10
Children are killed on the road each week

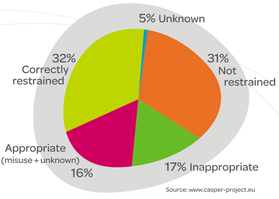
Around
1150
Children are injured on the road every week

Source: WHO 2007, EEVC Working Group 18 Report Child Safety (Feb. 2006). Research in 12 European Countries & Poland, Turkey, Czech Republic, children age 14 and younger (2003)

Number of child fatalities in Europe



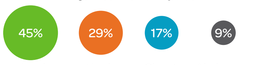
Number of deaths related to use of car seat (Casimir study)



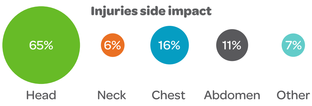
Source: www.casper-project.eu

Injuries

Injuries front impact

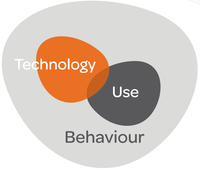


Injuries side impact



Source: CREST: accident database - severe injuries in side impacts

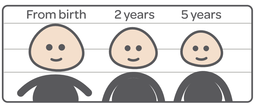
Child car safety is more than a good car seat



27% *of parents are using and installing their car seat incorrect with significant safety faults*

Source: www.protectchildgb.org.uk

The baby's neck is not yet developed enough to support the relatively heavy head



i-Size

A new EU standard for increased child safety

1. Improved protection at higher forces for side & front impact and a much better protection of head and neck
2. Rearward faced travelling mandatory up to 15 months old
3. i-Size also requires Isofix, which has less chance of being incorrectly used than belted car seats
4. i-Size car seats will fit all Isofix cars
5. Length classification for easier choosing the right car seat, similar like clothing sizes

i-Size, the way to go

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