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FOR IMMEDIATE RELEASE

BOB® Boosts Compatibility & Convenience with New Infant Car Seat Adapters *New Britax®, Chicco® and Peg Perego®-Compatible Adapters Expand BOB Stroller Versatility*

CHARLOTTE, NC (June 6, 2012) – **BOB**, manufacturer of strollers designed to help active parents navigate the often chaotic world of parenting, introduces several new Infant Car Seat Adapters to its line of accessories this summer and fall, offering expanded compatibility with top-selling infant car seats. The new products will allow parents with corresponding infant car seats to use fully-accessorized BOB strollers from their child’s infancy* up to 70 pounds**.

Beginning with the new **Britax-compatible single Infant Car Seat Adapter** accessory (available July 2012), BOB strollers will mate with [Britax brand infant car seats](#) that feature the Click & Go system. The single, Britax-compatible adapter joins BOB’s pre-existing line of single Infant Car Seat Adapters, compatible with top-selling car seat models from Chicco, Graco®, and Peg Perego brands (see the full list of compatible car seats [here](#)).



In September 2012, BOB will also introduce **new Duallie® Infant Car Seat Adapters, for use with BOB Duallie (two-seater) strollers**. The Duallie adapters will be compatible with Britax, Chicco and Peg Perego infant car seats. These Duallie adapters join the previously available Graco Duallie adapter. All Duallie adapters include a Snack Tray for one seat of the Duallie stroller, for use by older children.

Designed for convenient, quick installation and removal, the single and Duallie Infant Car Seat Adapters slide into the built-in Accessory Adapter in the BOB stroller and audibly “click” into place. Then, parents can install the infant car seat into the Infant Car Seat Adapter (similar to installing it into its base in the car). The Infant Car Seat Adapter is designed for walking only, due to the higher center of gravity.

Accommodating a growing baby, the accessory is easily removed again so that an older child can ride directly in the stroller seat. (For a quick video demonstration, [click here](#).)

“As a new member of the Britax family, BOB is thrilled to unveil its newest Britax-compatible Infant Car Seat Adapters, as well as our expanded line of Duallie adapters compatible with Chicco and Peg Perego,” said BOB Marketing Manager Nicole Brown. “Aside from underscoring our common bonds with Britax, the new products strengthen BOB’s lineup of convenient, ‘transitional’ stroller accessories that enable parents to use their stroller from their child’s infancy and beyond. These products increase BOB strollers’ versatility and longevity, thus offering the consumer more value.”

The BOB Infant Car Seat Adapter (MSRP: single \$55, Duallie \$85) is sold separately. Look for BOB strollers and accessories in baby stores and sporting goods stores nationwide. BOB formed in 1994 as one of the first manufacturers of single-wheeled bicycle cargo trailers. As the founders of the company became fathers, they designed and developed the first Sport Utility Stroller in 1998. For more information, visit the website at www.bobgear.com.

Editorial media interested in additional information or images can contact Stephanie Musso at On the Horizon Communications: (805) 773-1000; Stephanie@thepressroom.com.

***Age Recommendations**

With the addition of the BOB Infant Car Seat Adapter and compatible infant car seat, newborns can safely ride in the stroller for walking; do not jog or stroll off-road while using an infant car seat. Children develop at different rates. Prior to first use, consult with your pediatrician regarding suitability of stroller use with your child.

BOB recommends that your child should be at least eight weeks old before riding in a BOB stroller. Please note that babies incapable of holding their head up must have additional head and neck support to ride safely and comfortably. For jogging or off-road stroller use, children should be at least eight months old.

****Weight Limits**

Single-child BOB strollers have a weight limit of 70 lbs/32 kg (occupant plus luggage). Duallie strollers have a weight capacity of 100 lb/45.4 kg (occupants plus luggage).

