



Agency Contact: Stephanie Musso (805) 773-1000; Stephanie@thepressroom.com
ABC Kids Expo Booth: 654

Client Contact: Melissa Gambrell (704) 409-1719; Melissa.gambrell@britax.com; www.bobgear.com

FOR IMMEDIATE RELEASE

BOB® and BRITAX® Join Forces to Introduce BOB B-SAFE Infant Car Seats by BRITAX
BOB-Branded Car Seats Match BOB Strollers to Offer Complete Infant Travel System

CHARLOTTE, NC (September 06, 2012) – **BOB**, the top manufacturer of strollers for the active family and recent addition to the BRITAX family of car seats, strollers and baby carriers, expanded its versatile product line in August 2012 with the **BOB B-SAFE Infant Car Seat by BRITAX** (pictured).



Available in Black, Orange and Navy, the BOB-branded infant car seat pairs with the corresponding BOB Revolution SE (Black, Orange, Navy), BOB Sport Utility Stroller (Orange) or Revolution CE (Black) strollers to create a matching infant travel system appropriate from birth up to 70 pounds.* The infant car seat also mates with BOB strollers of other colors manufactured since 2011.

The BOB B-SAFE Infant Car Seat by BRITAX collection features Side Impact Protection – which includes deep side walls lined with energy-absorbing EPS foam to distribute crash forces and shield the child from vehicle intrusion – and can accommodate children up to 32 inches tall and weighing between four and 30 pounds. Removable comfort pad, harness pads, and an extra-large canopy keep baby comfortable and safe. Premium, push-button LATCH connectors and an ergonomic carry handle make the seat easy to install and carry.

The BOB B-SAFE by BRITAX is secured to the stroller with the recently introduced **BOB Infant Car Seat Adapter** for all BRITAX infant car seats (SOLD SEPARATELY). The Infant Car Seat Adapter is easily installed and removed from the built-in Accessory Adapter in the BOB stroller (for a quick video demonstration, [click here](#)).

The BOB B-SAFE Infant Car Seats by BRITAX (MSRP \$199) are sold exclusively at REI stores and www.REI.com. The BOB Infant Car Seat Adapter for BRITAX infant car seats (MSRP \$55) is currently available at multiple retail outlets and online. For more information

about BRITAX and BOB, visit www.britax.com and www.bobgear.com, or find both brands on [Facebook](#).

About BRITAX Child Safety Inc. and BOB Strollers

BRITAX manufactures and markets a full line of premium car seats, strollers, baby carriers and accessories. Since its founding in Britain in 1939, the company has established itself as a trusted juvenile products brand, known for a commitment to thoughtful, innovative engineering of safe, top-quality and intuitively designed products.

In 2011 BRITAX acquired BOB Trailers, Inc. This addition reflects the company's commitment to offering a full line of strollers to meet the modern family's lifestyle needs. BRITAX and BOB offer versatility and a lifespan beyond one child.

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.

BRITAX USA is located in Charlotte, N.C., and employs more than 200 people. For more information, visit www.BRITAXusa.com.

To make an appointment with BOB at ABC Expo or to collect additional information or images, editorial media 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 without the infant car seat. 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.

