

FOR IMMEDIATE RELEASE

Bumbleride® Strollers Introduces Enhanced Jogger-Friendly Features *Flagship Indie® Stroller Boosts Parent and Baby Jogging Experiences with 2013 Enhancements*

SAN DIEGO, CA (April 29, 2013) - [Bumbleride](http://bumbleride.com), manufacturer of luxury strollers for active,

sophisticated parents, helps moms and dads kick into cardiovascular-gear in effortless style with its 2013 jogger-specific enhancements to the Indie stroller.



“Modern parents have experienced luxury SUVs and high-fashion running shoes and yoga clothes; they know that they don’t have to sacrifice personal style for superior functionality,” says Bumbleride Marketing Coordinator Ryan Willson. “Bumbleride lives up to those contemporary expectations, showing parents that you can look sharp and refined, while staying fit with state-of-the-art jogging technology – all with a stroller that feels ‘Uniquely You.’”

Providing a more agile, comfortable and better-equipped ride for families looking to log a few miles of exercise together, the enhanced Indie stroller boasts specific features for both parents and babies.*

For Jogging Parents

Parents’ fitness goals are within reach with the [2013 Indie stroller’s](#) slightly **redesigned, lightweight aluminum frame**. An in-line front wheel lock system secures the front wheel in the forward position for stability when jogging** so that parents can more easily hit their strides. Meanwhile, the Indie also boasts an **adjustable handle height**, spanning from 32-45 inches, for a customized, comfortable, ergonomic fit for mom or dad.

For Children of Jogging Parents

Babies are outfitted for an optimum ride at faster-than-walking speeds with the 2013 Indie, due to a slightly **redesigned frame that offers a more easily adjustable footrest as well as a deeper footwell for taller toddlers** (up to 23 inches tall). The 2013 Indie stroller also comes with a **bumper bar** attachment (not pictured), providing children with improved security and protection as they go. Additionally, the **rugged rear suspension system and sturdy pneumatic tires** buffer bumps along the path to create a smooth, soft ride for children.

For Active Families

Regardless of the pace they keep, parents will appreciate the vibrant and refreshing **new palette of colors** (including spicy Cayenne, soothing Papyrus, and the eye-catching Aqua) that inspire them to get out and enjoy the fresh air, while matching their sophisticated style. **New natural fabrics**,

featuring an exterior polyester fabric made with 50% recycled PET (plastic bottles) and a silky soft new interior fabric made of 50% sustainable bamboo charcoal, reflect and complement an active family's passion for the outdoors, while protecting baby from the sun's harmful rays with **45-SPF protection and an extended canopy**. The Indie also boasts the **new Bumbleride 5-point breakaway harness** that prevents entrapment, a feature offering improved safety as well as everyday convenience for the modern parent.

Founded in San Diego, California in 2004, Bumbleride strollers balance superior function with luxury design to provide sophisticated, active families with lasting value. Streamlined and intuitively engineered designs make life easier and more comfortable for babies and parents, while fresh, fashion-forward color schemes, fabrics and silhouettes offer discerning parents a heightened stroller aesthetic. Along with informed, inspired and ergonomic designs, social and environmental responsibility and personalized customer care are at the core of the Bumbleride experience.

For more information about Bumbleride, visit www.Bumbleride.com. Editors interested in more information, samples or imagery for planned articles can contact Stephanie at On the Horizon Communications: Stephanie@thepressroom.com; (805) 773-1000.

***Bumbleride recommends that children be six months or older before riding in the stroller at speeds faster than a walking pace. Always check with your pediatrician to determine if stroller-jogging is appropriate for your child. Do not jog or run when using the infant car seat adapter.**

**** The Bumbleride Indie and Indie Twin are all-terrain strollers with a lockable front wheel/s for brisk walks or light jogging. Bumbleride considers light jogging to be a few miles a week. Always lock the front wheel when jogging or moving faster than a walking pace.**

