

FOR IMMEDIATE RELEASE

Bumbleride® Streamlines Summer Family Vacations with 2013 Flite® Stroller *Compact, Lightweight-Yet-Tough Stroller Simplifies Summer Traveling and Sight-Seeing*

SAN DIEGO, CA (May 15, 2013) - [Bumbleride](http://Bumbleride.com), manufacturer of luxury strollers for active, sophisticated parents, gets families moving with ease and effortless style this summer vacation season



with the [Flite stroller](#), enhanced for 2013 with bright new environmentally-friendly fabrics and an improved, extended canopy ([watch the new video](#) to see it in action).

Designed to provide maximum functionality with the minimum weight and bulk, the ultra-slim, 14-pound Flite helps parents catch the train, board the plane, hit the road or see the sights, hassle-free, so that family vacations can stay focused on fun and relaxation.

“The Flite stroller has all of the convenience of an umbrella stroller, but unlike others is supported by a durable frame,” says Bumbleride Marketing Coordinator Ryan Willson. “It’s designed smart, slim and strong to last the miles on summer trips and everyday commutes.”

Built with a lightweight aluminum frame that can accommodate up to 50 pounds, the 2013 Flite boasts several key features for the frequent-flyer family:

Stow - The Flite’s ultra-slim, quick-release fold makes storage and stowing a cinch, while saving room in the trunk for souvenirs and luggage. The **built-in carrying handle** enables parents to easily lift the folded stroller into the car, train or storage bin.

Drive - Unlike many lightweight strollers, the Flite comes standard with a **universal car seat adapter**, helping ease the transition of infants from the car to the stroller, and back again. For toddlers, the **new five-point breakaway harness** simplifies the process of getting in and out of the stroller, while keeping them safe from entanglement.

Explore - Whether traversing the brick piazzas of Europe or the boardwalk of Atlantic City, the Flite’s tough **four-wheel suspension** provides a smooth ride for traveling tots, while the ample

cargo basket makes room for toys and essentials for the day. When it's nap time, parents won't miss a step thanks to the **larger, redesigned SPF-45 canopy** and multi-adjusting backrest and footrest.

Reduced "Footprints" - With a vibrant and refreshing **new palette of colors** (including spicy Cayenne, soothing Papyrus, and the eye-catching Aquamarine) the 2013 Flite is made with **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**, helping the traveling family protect the planet as they explore it.

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.

