

FOR IMMEDIATE RELEASE

Dads Take to the Trails with Bumbleride® All-Terrain Strollers *Father's Day Celebrations Venture Off-Road with Path, Sand, and Road-Ready Indie® Strollers*

SAN DIEGO, CA (May 22, 2013) - [Bumbleride](http://bumbleride.com), the line of luxury strollers for active, sophisticated parents launched by father-and-mother team Matthew and Emily Reichardt in 2004, makes it easier



for dads to take the paths less traveled this Father's Day with the all-terrain 2013 [Indie](#) and [Indie Twin](#) strollers.

Slightly redesigned for off-road excursions, the strollers' slim, **lightweight aluminum frame** makes navigating family outings over sand, dirt and gravel paths a breeze, while the **new in-line front wheel lock system** secures the front wheel(s) in the forward position for greater stability when walking or jogging** on uneven

surfaces.

Kids will enjoy every step of beach and trail adventures with Papa thanks to the **rugged rear suspension system and sturdy, 12-inch pneumatic tires** that help the strollers absorb bumps in the road, as well as the **easily adjustable footrest and deeper footwell**, accommodating taller toddlers (up to 23 inches) for a safer, more comfortable ride. The trailblazing tots are also outfitted for the outdoors with the protection of the Indie and Indie Twin's **bumper bar** accessory (not pictured)—now included with the strollers—as well as **45-SPF fabric, an extended canopy**, and the **new Bumbleride 5-point breakaway harness** that prevents entanglement.

Designed to cater to both Mom and Dad's sensibilities, taller dads taking the reins will feel right at home with the Indies' **adjustable handle height**, spanning from 32-45 inches. Meanwhile, a vibrant **new palette of colors** (including nature-inspired Papyrus and Aquamarine) and **earth-friendly fabrics**, featuring exterior polyester from 50% recycled PET (plastic bottles) and interior fabric from 50% sustainable bamboo charcoal, reflect and complement the active family's passion for the outdoors.

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 or off-road. 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.**

