

CHICCO AT THE KIND UND JUGEND 2024

Chicco is back at Kind und Jugend, one of the main international events dedicated to the world of childhood, **with lots of novelties and a new claim** that highlights the company's long-standing commitment to supporting parents on the incredible journey that begins when a child joins the family.

Chicco products and solutions are a valuable ally, meeting real needs with optimal solutions and encouraging mothers and fathers to enjoy the parenting experience. The brand's message to parents is to live and love each moment in a unique way: **Live it. Love it.**

The innovative products developed by Chicco are the outcome of dedicated research, dialogue with parents, observation of children, work by the Chicco Research Center and continuous collaboration with experts and the medical world to meet the ever-changing needs of families.

Quality, safety and innovation have been at the core of Artsana's DNA since its inception. All Artsana products are designed, developed and tested to meet and, when possible, anticipate or exceed regulatory requirements. Car safety is the ultimate expression of the brand's attention to detail: Chicco car seats are developed and designed to ensure maximum safety and comfort for the little ones, with the support of expert physiotherapists. There are three new products this year.

FIRST-SEAT RECLINE i-SIZE



The First-Seat Recline i-Size car seat is the ideal car seat not only for the car, but also when taking walks, spending time at home and travelling by plane! First-Seat Recline i-Size is approved according to the latest ECE R129/03 standard for car transport of infants from birth to 15 months (40-87 cm / 13 kg max.) but also for use as a reclined cradle according to the latest EN12790 standard and has obtained the certificate for use in aeroplanes.

First-Seat Recline is also compatible with most Chicco stroller, Mysa and Bellagio first and foremost.

This seat offers **three different** reclining positions that can be used **in any situation**: in the car, both with and without the base, on compatible Chicco strollers and at home or during air travel. **The most reclined position of the backrest ensures maximum comfort for newborns, allowing the baby to lie almost completely flat.**



Installation

The car seat can be installed in two ways, always in the rearward-facing position:

- using the 'Full 360 i-Size' base (separate accessory) with Isofix connectors and support leg
- using the vehicle's 3-point seat belt only.

When installed on the Full 360 i-Size base, the seat can be rotated 90° towards the parent thanks to the **Easy-Boarding rotation system**, making insertion and positioning of the child much easier and more comfortable. The child is restrained by the seat's 3-point safety harness system for the entire period of use.

ENERGY-ABSORBER REDUCER



For children between 40 and 60 cm, the reducer cushion must be used. The First Seat Recline car seat was developed in cooperation with physiotherapists and the **Chicco Research Center** to ensure an ergonomic and relaxed position, offering extra protection and comfort for the little ones.

Both the reducer cushion and the headrest are lined with bamboo fibre: due to its softness, natural bamboo fibre is particularly suitable for direct contact with a baby's delicate skin. Bamboo fabrics are also breathable and have a good ability to absorb and dissipate moisture, helping regulate body temperature. The holes on the sides and back of the car seat's backrest also allow more air to pass through.

The headrest can be adjusted with one hand at the same time as the safety harness system, to follow the growth of the infant up to 87 cm

The **canopy** is designed with a **UV50+ coating** to provide effective protection from the sun, keeping your child safe from harmful UV rays. It is water-repellent and easy to clean, ensuring uncomplicated maintenance. A handle-independent adjustment allows the canopy to be easily adapted to the child's needs and weather conditions. In addition, a zip allows the canopy to be further extended to provide more privacy and comfort. The canopy also features a small window that can be opened to provide better airflow when travelling.



CHICCO SEAT105

The Seat105 i-Size car seat is approved according to the latest ECE regulation R129/04 for transporting children from birth to approx. 4 years (40-105 cm). The car seat has the innovative **Fast-Fit System** consisting of elastic bands that help open and hold up the shoulder straps and 5-point harnesses while keeping the harness tabs visible and easily accessible. Installation is quick and easy with Isofix connectors and support leg. Correct installation indicators on Isofix connectors and on the support leg help the parent.



Thanks to the **Easy-Boarding rotation system**, the seat can be rotated up to 90° towards the parent, making insertion and positioning of the child much easier and more comfortable. Once the child is properly seated, the seat can be easily swivelled both to the rearward-facing position, for younger children, or forward-facing as the child grows. The rearward-facing position is compulsory until 15 months, but children can be kept in this position until they reach a height of 105 cm (approx. 4 years) for **additional safety**. In any event, the car seat is equipped with a safety system that helps the parent avoid switching to the forward-facing configuration before the baby reaches 15 months of age.

For babies between 40 and 75 cm, there is a **reducer cushion developed with the Chicco Research Center** to guarantee an ergonomic lying position with extra comfort and protection. Use of the reducer cushion is mandatory from 40 to 60 cm while, from 61 cm onwards, the reducer cushion can be used as a comfort element only, depending on the child's needs.

The reducer cushion and headrest have a bamboo fibre lining: due to its softness, natural bamboo fibre is particularly suitable for direct contact with a baby's delicate skin. Bamboo fabrics are also breathable and have a good ability to absorb and dissipate moisture, helping regulate body temperature. Optimal air circulation is ensured by the **Air Ventilation System**: the design of the body, perforated on the sides and on the back of the backrest, ensures greater **airflow**, significantly improving ventilation and comfort for the child, especially in hot weather.



The **height of the headrest can be adjusted in 8 positions** to grow with the child in step with the seat's 5-point safety harnesses, and the seat can be **reclined in 6 different positions**, in both forward and rearward-facing directions, with an inclination of up to 150° for greater comfort and an optimal head position.



Thanks to the **Side Safety System**, the car seat offers **additional protection in the event of side impact**, can be opened with one hand, and can be folded in the event of insufficient space between the seat and the door.

CHICCO SEAT&GO



The Seat&Go i-Size car seat is approved according to the latest ECE R129/03 standard for transporting children from 76 cm (minimum 15 months) to 150 cm. Seat&Go is designed for comfort and ease of use thanks to the **Recline Plus System**, a patented system that allows the seat to be reclined in **3 positions** without having to adjust the rear Top Tether hook every time the seat is reclined.

The car seat has the innovative **Fast-Fit System** consisting of elastic bands that help open and hold up the shoulder straps and 5-point harnesses while keeping the harness tabs visible and easily accessible.

The car seat can only be installed forward-facing and has two installation modes:

- with the Isofix system consisting of Isofix connectors and Top Tether up to 105 cm for quick and easy installation. The child is restrained by the car seat's 5-point harness system from 15 months (76 cm) up to 105 cm (max. 21 kg). The seat is equipped with a soft reducer cushion that can be used from 76 cm to 87 cm to ensure maximum comfort for the small child.
- **From 100 cm** (approx. 3 years) the car seat is installed using the vehicle's 3-point belt **up to 150 cm** (approx. 12 years); in this case the Isofix connectors are optional and the top tether must be removed.



The **height** of the headrest for the Seat&Go car seat can be adjusted as the child grows and in the configuration with the 5-point harness system, it adjusts at the same time as the harness.

The **headrest and reducer cushion are lined with soft bamboo fibre**, which is particularly suitable for direct contact with the baby's delicate skin. Bamboo fabrics are also breathable and able to absorb and dissipate moisture, helping regulate body temperature. The special design of the car seat body allows optimal ventilation thanks to the holes on the sides and back of the backrest, which ensure greater airflow and guarantee maximum comfort for the child, especially in hot weather.

The Seat&Go i-size car seat has the **Side Safety System**, which can be easily installed with one hand on the side facing the car door, for additional protection in case of side impacts.



Chicco

Chicco prides itself on being right beside families, listening to their needs and supporting them, thanks to the company's broad expertise with children, gained through its extensive range of products and services. Innovative products are designed and developed with dedication, through discussions with parents, observing children, the work of the Chicco Research Center and its ongoing collaboration with experts and with the world of medicine and science. Today, supporting families also entails thinking about the world they will grow up in and their future, which is why we are constantly committed to acting responsibly, with the utmost respect for people and the environment. Today Chicco is present in more than 120 countries worldwide.

For further information:

Artsana Group – Press Office Chicco

Manuela Cervelli – manuela.cervelli@artsana.com