



Lifesavers 2009

Latest Technology Update


Garth Truter
CPS Tech






Agenda

- Education & Community
 - Web Site Resources
 - Consumer Education
 - Airbag Warning Instruction Changes
- Product Updates
 - Infant Seats
 - Convertible Seats
 - Booster Seats
- Contacting Evenflo






Education and Community

Our Mission - To be and be viewed by Mom as the industry leader in child restraint safety and worry-free installation

- CPS Training
 - Over 90% of Car Seat team are certified CPS technicians – includes marketing, engineering, quality and Parent Link
- Safety Made Easier Website- Background, New Product Updates, links to installation videos.
- Evenflo has donated over 250 seats for our community in the past year
- Revised instructions on many models designed for easier use by consumer



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Online Resources

www.evenflo.com

- Easy to use replacement parts ordering
- Installation videos for **all** Evenflo Car Seats
- Parentlink contact information
- Product Support




www.safetymadeeasier.com

- Specific information for CPS community
- Recently updated
- Product Specific Information




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2008/2009 Product Update





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Product Updates

Airbag Warning Changes

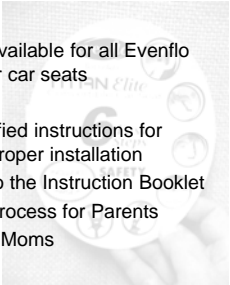

- We continue to prohibit use in seating positions with an active front air bag.
- For vehicles manufactured before 2002 we prohibit use for other airbag locations unless the vehicle manufacture approves that use.
- For vehicles manufactured after 2002 we allow our seats to be used in seating positions with other airbags, as long as the vehicle manufacture does not prohibit that use.
- This is retro-active for all products.

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Product Updates


- **Tether Lengths:**
 - Tether extenders now available for all Evenflo Convertible and Booster car seats
- **Quick Start Guide:** Simplified instructions for consumers to encourage proper installation
 - Strictly a Supplement to the Instruction Booklet
 - Simplifies Installation Process for Parents
 - Positive feedback from Moms

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Product Updates

- **Test Standards**
 - All Evenflo seats now meet side impact test criteria
 - 23% of vehicle crashes are side impact
 - Increased Structural Integrity testing
- **Model Names now being applied to Date/Model Labels**
 - Products shipped in April 2008




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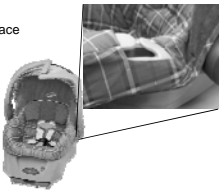

Infant Seats

 **Discovery® & First Choice®**

- Side Impact Tested
- Revised model number prefix to highlight Side Impact Qualification
 - Discovery Changed from 391 to 302
 - First Choice remains 360
- Three shoulder height positions
- Two crotch positions
- Harness locations designed to match Embrace
- Push-button LATCH adjuster

 **Embrace™**

- Side Impact Tested
- Revised model number prefix to highlight Side Impact Qualification, changed from 317, 397, 398 to 331 and 332
- Belt Path added for use without base
- Push-button LATCH adjuster

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Convertible Seats

Tribute™





- 4th harness slot version launched in September.
- Look for updates on safetymadeeasier.com!
- Push Button LATCH adjuster

Titan® Sport & Titan® Elite

- \$99 Pad Restyle – improved comfort and side depth Comfort Touch foam
- New \$79 version – Titan Sport
- 50 lbs forward facing, 35 lbs Rear Facing
- Push Button LATCH adjuster
- Latch storage attachment added to seat back

Triumph®

- Infinite Slide Harness
- 50 lbs forward facing and 35 lbs rear facing
- Push Button LATCH adjuster
- Parenting Magazine "2007 Greatest Products"

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Convertible Seats

The Newest Addition to the Evenflo Convertible Product Line
Launched August 2008

Symphony™

- Rear Facing 5lbs to 35lbs
- Forward Facing 20lbs to 40lbs
- Belt Positioning Booster 30lbs to 100lbs
- Evenflo "Infinite Slide Harness System"
- Upright Adjuster
- New Evenflo SureLatch System
 - Retractable Lower Anchor Restraint System
 - It is really as simple as "Click Click Push".





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Booster Seats

Chase® & Sightseer®





- Side Impact Tested
- 100 lbs weight rating in belt positioning
- Energy Absorbing foam

Generations®

- Side Impact Tested
- Energy Absorbing foam

Big Kid®

- Side Impact Tested
- New softgoods & hardgoods
 - Improved side support (LX/DLX)
 - Enhanced head support (LX)



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Booster Seats

The Newest addition to the Evenflo Booster Family
Launched in October 2008

Amp™

- Backless Booster
- 30lbs to 100lbs
- Comes in 3 stunning colors

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