



CHICCOnection:

Insider news, promotions and child safety tips...brought to you from your friends at Chicco!



Exclusive Offer for CHICCOnection Readers



FREE You & Me Carrier With Purchase of Three Chicco Collection Items

Have you just completed your **Chicco collection**? If you've purchased three items from one of our collections, we'd like to show our thanks by bringing you and baby closer – with a **You & Me Carrier**.







[Click Here to Enter](#)

September is Child Safety Month

As parents, our absolute top priority is the safety and welfare of our children. We can't prevent all of the little bumps and bruises of childhood, but we can certainly protect our little ones in the event of an accident by researching and choosing the right baby gear appropriate for every stage of our children's lives.

During Child Passenger Safety Month, parents and caregivers are urged to **make sure** their car seats and booster seats are properly installed in their vehicles.

National Highway Traffic Safety Administration (NHTSA) 4 Steps for Kids guidelines for determining the best restraint system for your child:

- 1 REAR-FACING SEATS**  For the best possible protection keep infants in the back seat, in rear-facing child safety seats, as long as possible up to the height or weight limit of the particular seat. At a minimum, keep infants rear-facing until a minimum of age 1 **and** at least 20 pounds.
- 2 FORWARD-FACING SEATS**  When children outgrow their rear-facing seats (at a minimum age 1 **and** at least 20 pounds) they should ride in forward-facing child safety seats, in the back seat, until they reach the upper weight or height limit of the particular seat (usually around age 4 and 40 pounds).
- 3 BOOSTER SEATS**  Once children outgrow their forward-facing seats (usually around age 4 and 40 pounds), they should ride in booster seats, in the back seat, until the vehicle seat belts fit properly. Seat belts fit properly when the lap belt lays across the upper thighs and the shoulder belt fits across the chest (usually at age 8 or when they are 4'9" tall).
- 4 SEAT BELTS**  When children outgrow their booster seats, (usually at age 8 or when they are 4'9" tall) they can use the adult seat belt in the back seat, if it fits properly (lap belt lays across the upper thighs and the shoulder belt fits across the chest).

Remember: All children younger than 13 should ride in the back seat.

According to NHTSA research, **three out of four child safety seats are installed incorrectly**. It is critical to choose a child seat that the parent will feel confident installing correctly every time. If possible, try out the seat before you buy it to make sure it fits the specific vehicle in which it will be used, and is easy to install by yourself.

For information on how to properly install your car seat, refer to the instruction manuals of both your vehicle and the child seat. Additionally, you can visit www.nhtsa.gov/cps, or call your local police station to set up an appointment to check your child seat installation.

Summer Product Features

Chicco's Keyfit, Keyfit 30 and Strada Booster

One of the most important purchases you'll make for your new baby is the infant car seat. Chicco's award-winning **KeyFit Infant Car Seat family** includes two infant car seats in exciting new-for-2009 fashions. Whichever you choose, be sure to purchase the car seat well in advance of your due date, and have it properly installed in your car at least three weeks before your due date.

The Keyfit Infant Car Seat Family:

The **KeyFit** is the #1-rated car seat in America, and the easiest to install. The **KeyFit 30** offers all the great features of the KeyFit, plus it allows children to ride in the safer rear-facing position until they weigh 30 lbs.



Ergonomically-designed car seats are baby's first ride home. Both the **KeyFit** and **KeyFit 30** include a newborn insert to improve harness fit on newborn babies, and are lined with energy absorbing foam for improved side impact protection.

Easy to install and use: the **double bubble level guides** aid accurate placement in your vehicle, and the five-point harness pulls tight with one hand, keeping baby snug and secure.

High quality, removable fabric cover is easy to remove and machine wash.

Fashions for 2009:



The Chicco KeyFit Strada Booster:

When children graduate from a convertible seat, at about four years old, they're ready for a booster seat. Chicco will soon be releasing the sleek new **Strada Booster**:

- Easy to install and use, with wide belt paths, one-hand height and width adjustability, and machine washable fabric cover
- Thickly cushioned triple side protection for head, shoulders and hips with deep side wings to make napping more comfortable
- Grows with child by converting to a backless booster for children 40-100 lbs

Chicco in the Press

Today Show – Play 'N Ride Car Deluxe
 The **Play 'N Ride Car Deluxe** was featured on the "Today Show" in August 5th's "Gear That Grows" segment, highlighting the toy's ability to grow with your baby throughout each stage of development. Host Natalie Morales commented that this toy would be a big hit with her youngest, a little boy.





American Baby – KeyFit 30
 American Baby featured the **KeyFit 30** in a piece about car seat safety. The KeyFit 30 was selected as an expert-rated, top infant car seat!

Parenting.com – Liteway
 Parenting.com highlighted the **Liteway Stroller's** affordability and versatility, calling it a 'smooth ride and an easy, compact fold.'



Pregnancy & Newborn – Cortina Stroller
 In the annual Readers' Choice Awards issue, Pregnancy & Newborn Magazine featured four Chicco products – the **Cortina Stroller**, **Cortina Travel System**, **KeyFit 30** and the **Polly High Chair**.