



cybex
PLATINUM

FOR ALL
TOMORROW'S
PEOPLE!

MARCEL WANDERS THE EAMES SPIBIT JEREMY SCOTT
A PERFECT FAMILY - THE CYBEX PLATINUM CAR SEATS
FASHION COLLECTIONS YEMAYA PRIAM MIOS

COLLECTION 2017



 **cybex**
PLATINUM

EDITORIAL

FOR ALL TOMORROW'S PEOPLE

We have set ourselves to the task of creating innovative products that not only make life easier but also enrich it aesthetically. In keeping with the motto »form follows family«, we create products that combine the highest safety and quality standards, intelligent functionality and outstanding design.

Design inspired by real style icons. Ground-breaking innovations such as the MIOS stroller, our CLOUD Q and SOLUTION Q3 car seats and the YEMAYA baby carrier unite masterful technologies with maximum attention to detail. Products that adapt to all the situations faced by modern parents in their urban lives and that not only meet, but go far beyond the requirements of international safety standards. LIVING YOUR MOST FABULOUS DREAM: This is what life with children is all about, and this is where we come in! Helping you to live and enjoy life together with your children. Having won over the streets of the world, CYBEX is moving into Bohemian homes; developing, in cooperation with designer Marcel Wanders, a stylish children's furniture and accessory line. Be it a high chair or a Hausschwein, rocker or little adorable monsters, the new »Parents' Collection« completely redefines home life with children, creating a design-led culture that can be passed down to the next generation.

We cordially invite you to join us on this exciting journey in the knowledge that: life with kids is never dull!



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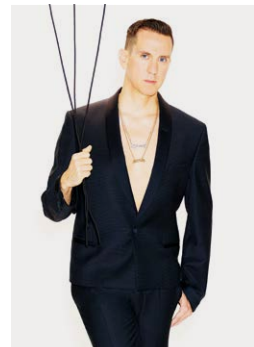
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RAY & CHARLES EAMES

LIFE'S A CLASSIC

By combining functionality and charm, the American designers Ray and Charles Eames created design classics that were distinctly modern. The PRIAM stroller from the CYBEX Platinum range is an homage to the innovative power of their life's work.

Text by ADRIANO SACK

Perhaps it is no coincidence that it was two Americans who enhanced classic modern architecture and design in two significant ways, by infusing it with sound judgement and humor.



THE DESIGNERS AND ARCHITECTS RAY & CHARLES EAMES IN THEIR STUDIO

Bauhaus design was always closely linked with ideology. One could say that the Bauhaus movement followed the principle »form follows religion«. But Ray and Charles Eames worked according to a different principle: they took the aesthetic world as it was and improved it. The dream duo met during the Second World War – he was an architect, she was an artist – and started out designing leg braces, stretchers and aircraft parts for the US Army. What they learnt from these experiences was a strong curiosity for what could be achieved with limited materials and means, and how you could glean new characteristics and qualities out of simple materials. During the subsequent decades, the couple

would completely shake up people's understanding of what was attractive and useful, and their influence still strongly endures today. There is hardly a flat in Berlin Mitte, Barcelona or Williamsburg New York that does not contain at least one of the Eames designs, lovingly unearthed at a flea market or bought new. Because, unlike many other classic pieces of furniture, the chairs of Ray and Charles Eames have always remained true to their original concept. Even new they are relatively affordable, and they look good whatever their age. Although the word »age« should be used with care – they are absolute classics.

But what is a real classic? We need look no further than some of Ray and Charles Eames' biggest hits. The »Eames Plastic Side Chair« is ostensibly just a piece of plastic that was organically molded into a seat and backrest perfectly aligned with the human anatomy, and then screwed to a wire frame. The simple design innovatively combined two materials: plastic, which was liberated from its reputation of being cheap, and metal, which was a stylish reference to the hard-core functionalism of the machine age. What's more, this chair allows for countless different configurations, with a variety of legs, a rocking function, and a wide range of colors. For Ray and Charles, design had to be both functional and fun.

The »Lounge Chair« (pictured left) was the result of a pioneering spirit in terms of research. Since the 1930s, the Eames' had

experimented with the technique of bending plywood to form three-dimensional curves. With this design (developed in 1956), the designers succeeded in finding a solution that still sets benchmark standards today.

Inspired by the ingenious simplicity, functionality and beauty of Ray and Charles Eames' designs, we at CYBEX asked ourselves »How would Ray and Charles Eames create a stroller if they were alive today?« The aim was to translate the aesthetic and functional standards into a modern stroller. This led to the development of the PRIAM, an extremely robust and versatile stroller that still possesses a form that is incomparably light and timeless. The PRIAM is an homage to Ray and Charles Eames. Their motto »The details are not the details. The details make the design« was the motto that ran through the entire development of this premium stroller.



INSPIRED BY THE EAMES' BEAUTY OF SIMPLICITY: THE PRIAM PREMIUM STROLLER

»
WHOEVER
SAID
THAT
PLEASURE
WASN'T
FUNCTIONAL?
«

CHARLES EAMES

THE EAMES SPIRIT



MICHAELA AUE *photographed by* MARIO LOMBARDO

The enduring spirit of design masters Ray and Charles Eames is still in the air today. Who said that functionality, comfort and aesthetics are mutually exclusive? The couple disproved this notion over 60 years ago by creating real classics that fused simplicity, functionality and elegant design. CYBEX was inspired, and have transferred the Eames vision to the present day following the motto »form follows family«!

»
**BEYOND
THE
AGE OF
INFORMATION
IS THE
AGE OF
CHOICES.**
«

CHARLES EAMES

»
**THE
DETAILS
ARE NOT
THE DETAILS.
THEY
MAKE THE
DESIGN.**
«

CHARLES EAMES

»
TAKE
YOUR
PLEASURE
SERIOUSLY.
«

CHARLES EAMES





URBAN
STREET
POETRY

PRIAM WITH CARRY COT FASHION EDITION BUTTERFLY



PRIAM WITH CARRY COT AUTUMN GOLD



RIGHT PAGE: PRIAM WITH CLOUD Q PLUS AUTUMN GOLD

Text by
ULF LIPPITZ

A new social class is emerging in key cities across the globe — the »S(tyle) class«. For this group of people, comprised of eclectic individuals, identity is no longer about social background, money, or having the right university degree. It's now about your tastes, your style, and the way you live your daily life. These are the things that set you apart. The philosophy is self-taught, communally cultivated and developed through an immersion of multiple cultural forms like art, architecture, and literature. They live by the code: »Dress like JFK, speak like Hemingway, work like Ralph Lauren, party like Gatsby.« These urban men and women have a deep respect for cultural heritage; they appreciate the indie band playing at the underground club, they read vintage books that have been passed through many hands, and they appreciate that art isn't always in a museum — it can be on the walls beside their local corner store. This style-conscious class use the inter-

net to search for new nuggets of knowledge. For them the galleries of the world are just an Instagram click away, and they spend time sifting through SoundCloud for the love ballads of the future. Design blogs provide insight into the latest innovations from Tokyo and Helsinki and give ideas on how to make their own space unique — to reflect their true selves. Since the online universe is only a click away, it seems the new »S class« needn't leave their apartments to keep pace with the latest trends, but it takes more than a sofa and a laptop to experience the urban poetry of the space they inhabit. The street café is the sounding board, the pavement the catwalk, and the cool local neighborhood the extension of their living room, with a stream of like-minded friends coming and going. It's the culture of consciousness: to become a better person without closing one's mind off to the alternative side of life. Four key cities are leading the charge to change the status quo.



TO KYO

The Tokyo equivalent of Berlin's SO36 district is the postcode 150-0034. This is Daikanyama, the style and design nucleus of the Japanese capital. French and Italian racing bikes flit by on the pavements and in the small workshops and studios, young tailors produce made-to-measure jeans. In local bars, guests flick through vintage Japanese magazines, and some fashion stores double as galleries, displaying works by up-and-coming artists. Patisseries, record stores, party people: in Daikanyama there is no shortage of any of these. Which is why the club scene in the film »Lost in Translation« was also filmed in Daikanyama. You don't get more hip than that.



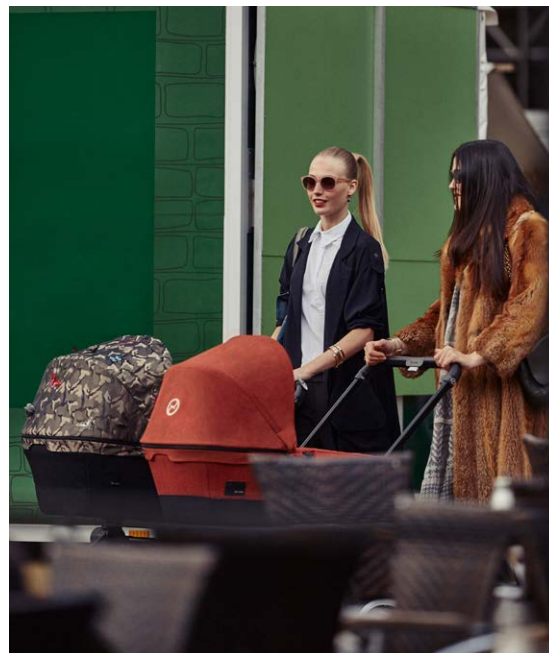


PRAM WITH CLOUD Q FASHION EDITION BUTTERFLY

PRIAM WITH CARRY COT AUTUMN GOLD



PRIAM WITH 2-IN-1 LIGHT SEAT AUTUMN GOLD



PRIAM WITH CARRY COT FASHION EDITION BUTTERFLY AND AUTUMN GOLD

PARIS

For a long time, the Marais was a hidden quarter within the city. In the third arrondissement you would wander through narrow alleys, a labyrinth of streets interspersed with little squares that eventually grew into a town within a town. Today, Jewish family businesses, young designers and »famille chic« populate the sometimes warped buildings, at the bottom of which cocktail bars or quirky furniture shops lure in pedestrians from the street. In the north, the district merges into the tenth arrondissement, with its many bars and restaurants on the Saint- Martin Canal. In summer, stylishly dressed groups lounge on the bankside eating local cheese, drinking French wine, and discussing their latest photo shoot projects. Très chic.



PRIAM WITH CARRY COT FASHION EDITION BIRDS OF PARADISE



PRIAM WITH CLOUD Q FASHION EDITION BUTTERFLY, PRIAM WITH LUX SEAT FASHION EDITION BUTTERFLY AND PRIAM WITH CARRY COT STARDUST BLACK



PRIAM WITH LUX SEAT STARDUST BLACK

NEW YORK

The successful comedy series »Girls« proved what locals already knew: that the really cool people, à la Lena Dunham, paint the town red in Bushwick as well as in Williamsburg. Bedford Avenue is still filled with trendy steak houses, German beer gardens, and cozy cafés. In this neighborhood, it feels like you're moving through a huge queue in front of the Berlin club Berghain — there are so many T-shirts with unique funky prints, tattoos and more tattoos, and finely coiffed beards — although the scene has already moved to the heart of Brooklyn. And Manhattan? Dead as a doornail.

**PRIAM WITH LUX SEAT FASHION EDITION BUTTERFLY AND PRIAM WITH
CLOUD Q FASHION EDITION BUTTERFLY**





PRAMI WITH CARRY COT FASHION EDITION BUTTERFLY

PRIAM WITH LUX SEAT FASHION
EDITION BUTTERFLY



PRIAM WITH LUX SEAT FASHION
EDITION BUTTERFLY

PRIAM WITH CLOUD Q FASHION
EDITION BUTTERFLY



BER LIN

In Mitte and Prenzlauer Berg, trendsetters from Italy, the States, Australia, and Israel meet with Germans from the Frisian Islands, Swabia, Saxony (and one or two actual Berliners) to work on new innovative ideas and aspirations. They all communicate in English, the global language that unites the world. Here, authentic multicultural life meets sparkling creativity. This marriage of ideas spans from vegan food blogs to avant-garde streetwear shops with German vintage design. It is no surprise then that in the triangle between Oranienstraße, the Landwehrkanal and Sonnenallee there are now more cafés than supermarkets. The former working-class districts have become real style quarters – fortunately without exclusive attitudes, but instead a strong sense of community-led design.



PRAM WITH LUX SEAT STARDUST BLACK

CYBEX



INDIVIDUALIZED MOBILITY

The requirements of a stroller and travel system are as diverse as life itself. Because when you're out and about with children, things don't always go according to plan. The PRIAM is an ideal companion because it meets all requirements right from the start. Whether baby or infant, Light or Lux version, you'll find the right attachment for every age and every need. Regardless of which choice you make – or if the choice changes – everything will still fit onto the lightweight, classic frame which is available in chrome or black color. The CYBEX travel system is also fully compatible

with CYBEX infant car seats such as the Aton Q and Cloud Q. There is also a choice of wheels for every path: Light Wheels for smooth asphalt, All Terrain Wheels for bumpy cobbles and, as a hybrid solution, Trekking Wheels for the city and country. The PRIAM also has features suitable for snow, ice, and even carrying siblings, with ski attachments for the front wheels and a Kid Board available as additional accessories. Parents of young children have enough to think about – luckily the PRIAM system offers a simple and practical solution to offer peace of mind.



SHOPPING BASKET



The PRIAM impresses with its spacious and easily accessible shopping basket that can be extended if needed. The basket provides plenty of room for spontaneous and stress-free shopping trips with your child.

PRACTICAL TWO-WHEEL MODE



When faced with ledges and curbs or when out at a sandy beach or in the forest, the PRIAM easily converts into the two-wheel – manageable with just one hand and without having to remove the seat unit.

THE PRIAM WITH SKIS



Winter in the city: with the ski attachment to replace the front wheels, the PRIAM can be transformed into a stylish snowmobile.

SEAT AT TABLE HEIGHT



The seat height of the PRIAM is perfectly aligned with the average table height (80 cm) so that it can be used on the go as a mobile child seat in restaurants or cafés.

CARRY COT



CHOOSE YOUR
INFANT CAR SEAT:



CLOUD Q



ATON Q

CHOOSE YOUR
SEAT UNIT:



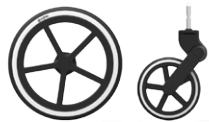
2-IN-1
LIGHT SEAT



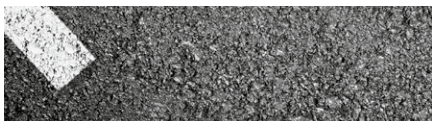
LUX SEAT



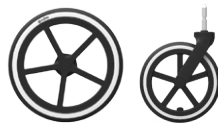
LIGHT WHEELS



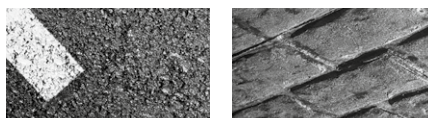
Comfortable and agile; the slim profile and the light weight are ideal for smooth surfaces.



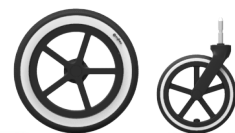
TREKKING WHEELS



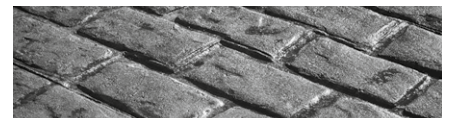
The hybrid solution for different surfaces. The slim rear wheels offer excellent agility while the bigger front wheels keep a firm grip on the road.



ALL TERRAIN WHEELS



A smooth and comfortable ride even on bumpy surfaces. The big, wide wheels provide additional suspension, and are suitable for cities with cobble streets or for trips to the countryside.



FUN CTI ONS

Behind the PRIAM's classic, simple frame design hides a surprising variety of configurations and equipment options. In it you will find everything that a young family needs in the early years, both for everyday use and travelling.

THE PRIAM 3-IN-1 SYSTEM



With the PRIAM, CYBEX has brought a complete 3-in-1 system to the market. This means that one frame enables three different uses: as a stroller with matching carry cot, as a travel system with one of the award-winning CYBEX infant car seats (adapters included) and later as a luxurious buggy, which can be used either forward or rear-facing.

TWO-STEP FOLD MECHANISM

The PRIAM is easy to fold into a compact package with one hand. The Lux Seat (1) simply folds away with the frame. The PRIAM can also be folded into a self-standing unit, with the handle always ready to go – ideal for storing in a restaurant, on a bus or train, or in the hall at home (2). It can be folded to fit under the stairs or by the door at home (3).



ONE-HAND RECLINE FUNCTION



The PRIAM Lux seat can be adjusted to a comfortable lie-flat position with just one hand.

ROTATABLE SEAT UNIT



Whether forward or rear-facing, the PRIAM Lux and 2-in-1 Light Seat can be easily adjusted to the favored position.

**BOHEMIAN
ELLE
GANCE**

**URBAN MOBILITY
NEWLY DEFINED**



MIOS WITH SEAT UNIT FASHION EDITION BUTTERFLY





EX PRESS YOUR SELF

See and be seen: walking, strolling, and posing. These days, the stroller is no longer a commodity for transporting infants from A to B. On the contrary, it's an expression of a new appreciation of style. It's the status symbol of intercultural Bohemians, who prefer to spend their time in cool city quarters than with complicated stroller instructions that don't make sense. In an age where everything happens so quickly and is expected to function simply and smoothly, the new MIOS emerges as the most elegant link between urbanity and mobility. These are the stories of Bohemians who live their lives as they want, even with children, ever true to the motto: »Express yourself!«

MIOS WITH SEAT UNIT AUTUMN GOLD

MIOS WITH CLOUD Q PLUS AUTUMN GOLD



DANCING IN THE STREET

»All we need is music. Dancing in the street!« Loud, colorful, vivacious – spending the afternoon browsing for fashion relics at the vintage store, then meeting friends for a drink in the evening. They are young. They are lively. They're relishing the moment. With David Bowie in their ears and the right beat in their feet, they dance in the streets. Nothing can stop them. With or without a child. Ever true to the motto: »The Time is Now!«



MIOS WITH SEAT UNIT FASHION EDITION BIRDS OF PARADISE



MIOS WITH SEAT UNIT FASHION EDITION BUTTERFLY



MIOS WITH SEAT UNIT
FASHION EDITION BUTTERFLY



MIOS WITH CARRY COT STARDUST BLACK

THE EASY WAY OF LIFE

Artist Erwin Wurm once said, »Humour is a weapon.« Not taking yourself more seriously than necessary. Living life without a care and taking things lightly. The Bohemian savoir-vivre embraces cherished walks in the heart of the most popular cities, passing the most impressive sights on the way to exhibitions featuring the trendiest artists. Following the trail of modern art, the MIOS adapts perfectly to its surroundings. Be it narrow lanes or shiny gallery floors, the urban hero takes each obstacle in its stride – as do its owners.

MIOS WITH SEAT UNIT STARDUST BLACK





MIOS WITH SEAT UNIT AUTUMN GOLD

FOREVER NOW

In the words of designer Karl Lagerfeld: »There's no escaping fashion. Even when fashion goes out of fashion, it's already fashion again.« The timelessness of style is wholly inherent in the MIOS. An enduring elegance that leaves short-lived trends far behind. Style is a question of attitude and how we choose to lead our lives. Bohemian elegance emerges from the implicitness of this luxurious way of life. Be it music, art or fashion, all the elements of an expressive lifestyle fuse to form a perfect overall image. It's the celebration of the moment, an avant-garde harmony between different life worlds.

CYBEX

MIOS



LIGHT AND COMPACT

MIOS pays homage to the innovative energy inherent in the life's work of Ray and Charles Eames. Their motto: Design must not only function, it must also be fun. A younger brother of the PRIAM, the MIOS stroller successfully combines maximum stability and minimum weight. X-bracing, widely used in architecture and interior design, creates maximum stability coupled with the minimum use of material. The sta-

tic chrome frame gives the impression that the MIOS is almost floating. A retro-modern design with a breathable mesh that not only underlines its »lightweight« character, but also helps to regulate the body temperature of the child. A perfect stroller that features outstanding agility in the hustle and bustle of the urban landscape. Compact, flexible, functional, and stylish – perfectly in tune with the needs of modern parents.

THE
NEW
LIGHT
NESS





3^{IN} ONE

TRAVEL SYSTEM

THE NEW STANDARD FOR THE 3-IN-1 TRAVEL SYSTEM



CARRY COT



CLOUD Q



SEAT UNIT

THE MIOS 3-IN-1 SYSTEM

CYBEX introduces a beautifully coordinated system known as the MIOS. The MIOS offers many customization options; with the matching MIOS carry cot featuring a particularly soft memory foam mattress, the travel

system using an award-winning infant car seat from CYBEX or gb (adapter supplied), or the lightweight, compact stroller with an innovative breathable seat unit that attaches either forward or parent-facing.



50 cm

SMALL WONDER

The MIOS is the epitome of the carefree urban lifestyle: Weighing just 9kg and measuring a mere 50 cm in width, the MIOS is the ideal companion for parents navigating the city streets. Its compact design is rounded off with smart functionality and maximum comfort.



FLEXIBILITY PUT TO THE TEST

Thanks to its small footprint and front swivel wheels, the MIOS elegantly handles even the narrowest of paths with ease. Be it at the entrance to the subway or in the cozy boutiques of this world.



BREATHABLE SEAT

The seat's breathable mesh fabric helps to regulate the child's body temperature, perfect for the warm and balmy months of summer.



COMFORT INLAY

An additional padded insert can easily be included in the seat unit. The MIOS Comfort Inlay also provides cozy warmth on cooler days.



BREATHABLE

The backrest and footrest on the MIOS are designed with an innovative mesh fabric. It elegantly blends with the design of the MIOS and creates a pleasant climate even on hot days thanks to the breathable properties of the fabric. Available as an optional extra, a comfortable padded insert can be added to the seat unit for additional warmth on cooler days.



FOLD IT

ONE-HAND FOLDING MECHANISM

The innovative folding mechanism transforms your stroller into a self-standing compact package in seconds using only one hand.



EXTENDABLE XXL SUN CANOPY

With UPF50+ and viewing window,
available in seven colors with included head cushion.



REVERSIBLE SEAT UNIT

Whether forward or parent-facing, the seat unit can
be turned in the desired direction in an instant.



ONE-HAND RECLINE FUNCTION

Can be reclined to four different
comfortable positions using one hand.



ALL-WHEEL SUSPENSION

Smooth all-wheel suspension
provides a comfortable ride.

EMBRACE
INDIVI
DUALITY

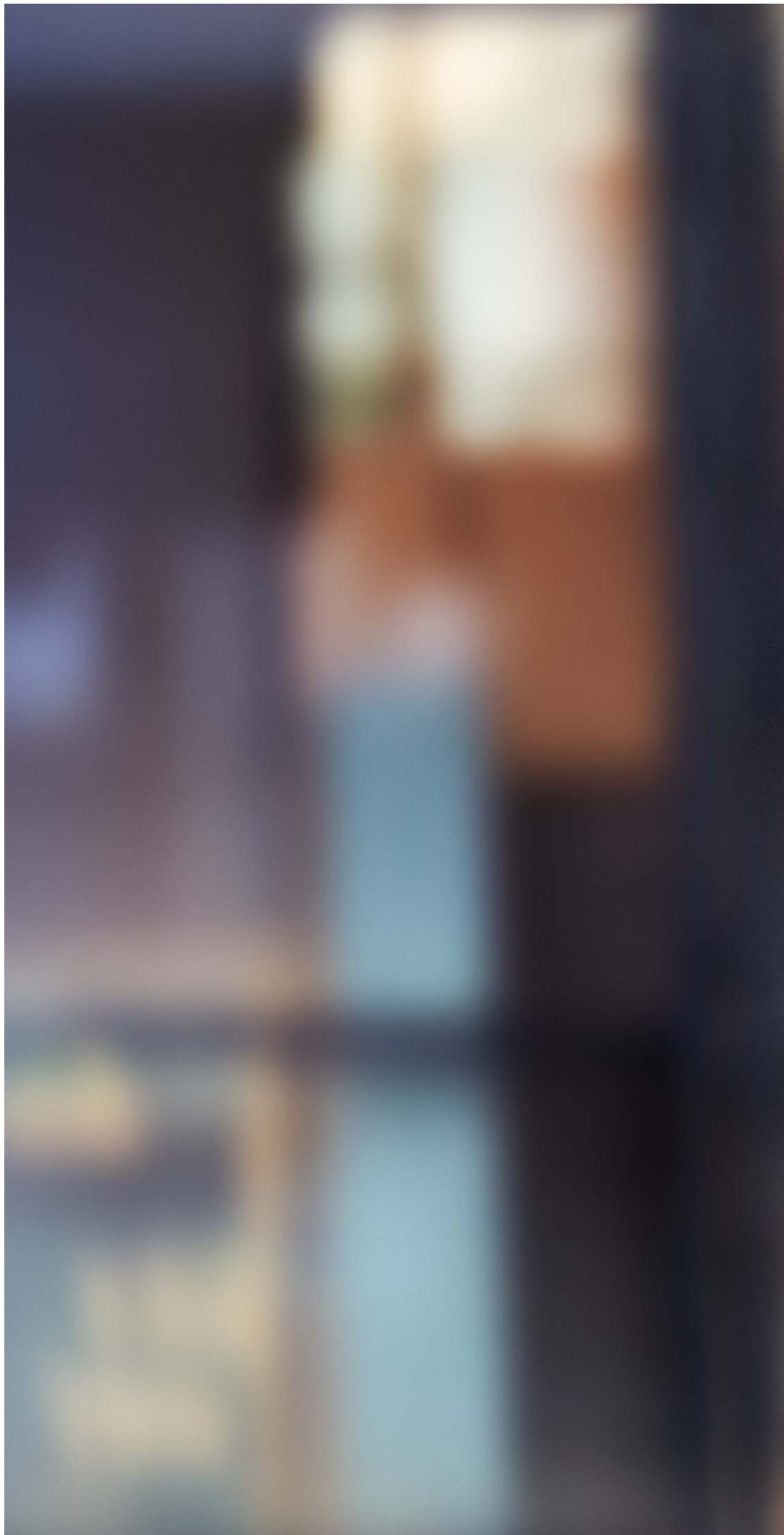
WEARABLE
ELEGANCE



YEMAYA LEATHER-LOOK STARDUST BLACK

A NEW ERA

Confidently stylish, cosmopolitan, extrovert. We do not blend in. We stand out. We make a statement. Our look? It's as multifaceted as our very being. Birds of Paradise, not chameleons. The overall image is what counts, and so we ensure that all our accessories coordinate with our outfit. Jewelry, handbag, sunglasses, shoes – baby carrier! As Eames said so fittingly: »Details are not the details. They make the design.« And how right he was! Once the overall outfit is perfect, why shouldn't the look be accentuated by the baby carrier? The YEMAYA from CYBEX creates new fashion statements as well as indispensable accessories for young parents, highlighting the expression of their individual style. So, we shouldn't just deliberate over the right choice of shoes or bags to carry us and our belongings through life, we should also take time to select the right baby carrier, which holds our most precious possession of all!





YEMAYA FASHION EDITION BIRDS OF PARADISE

YEMAYA DENIM MANHATTAN GREY



YEMAYA FASHION EDITION BIRDS OF PARADISE



YEMAYA LEATHER-LOOK STARDUST BLACK

BACK TO BAG

As Gabriele Strehle once said so aptly, »A handbag must trigger as intense feelings in a woman as a favorite toy in a child.« Many women carry their whole lives in their handbags. A huge responsibility that weighs heavily on their shoulders. It accompanies them on their life journey, doing its job while looking fabulous. You could say that the handbag is the baby carrier's little sister. Here too, style is given as much weight as practicality. Jazzy Marlene-style trousers twinned with an oversize blazer and patent heels: the baby carrier has to be styled accordingly, in a classic minimalist look. Could you imagine our urban style icons combining hippie style slings with business attire?

YEMAYA FASHION EDITION BUTTERFLY



YEMAYA FASHION EDITION BIRDS OF PARADISE

TIMES ARE CHANGING

The time has come to spread your wings and open your mind to a new world. A new world in which parents set the trends and baby carriers are real eye-catchers. Ever since the success of our Fashion Collections, we have come to appreciate that understatement is just so yesterday! We're filling your lives with color and adding rough edges to perfection. Birds of Paradise in the urban jungle. Flying free as a bird. Styling beyond the boundaries. There are no limits. It's as individual as we are, ever true to the motto: »Embrace individuality!«



YEMAYA

CARRY ON!

Inspired by the artistic drapery of international fashion designers, YEMAYA not only sets new standards in functionality, but this carrier collection genuinely catches the eye while hidden functions focus attention on the design. In the first few months of an infant's life, it is important to have as much physical contact as possible. Our baby carriers create the perfect connection

between mother and child – encouraging a close bond and a deep sense of security. Lying against the chest, a baby can hear the mother's heartbeat, which was so familiar in the womb. Skin contact, warmth, and scents leave infants feeling protected and safe. The YEMAYA: A product that not only promotes healthy development but also makes a bold design statement.



ERGONOMICAL CARRYING

A familiar voice, cozy warmth and that unique smell – a baby carrier intensifies that important bond between parent and child from birth. »Babywearing« nurtures a deep sense of trust between parent and infant, while stimulating the child's cognitive development. The correct carrying method places

the infant in the healthy spread-squat position, while taking the weight away from the hips and helping the joints to develop. A baby carrier provides you with almost unlimited mobility: while your baby is in a snug and safe place, your hands are free to deal with the challenges of fast, urban life.

CARRY POSITIONS

3 carrying positions
from birth to 2 years (3.5 kg – 12 kg):
On the front, side or the back.



FRONT CARRYING

Babies can be carried facing the chest from birth. The baby carrier encourages the correct posture in the spread-squat position, which can help the hip joints to develop correctly.



SIDE CARRYING

Babies that can hold their own head (from around 3–4 months) can also be carried in the side position. This allows them to rest against mum's or dad's shoulder while taking in their surroundings.



BACK CARRYING

Babies with good head and upper body control (from around 6 months) can be carried in the YEMAYA on your back, making it easy for parents to bear the baby's weight.



FUNCTIONS

The design of the YEMAYA includes many functions that make it easy to carry an infant and enhance comfort for both parent and child. These functions have been designed to be useful and easy to reach, yet are barely visible, turning the baby carrier into a genuine fashion accessory.

PRIAM WITH CARRY COT FASHION EDITION BIRDS OF PARADISE



BIRDS *of* PARADISE

Follow nature's path. Nature springs to life in the new Birds of Paradise collection as CYBEX transports vivid and exotic wildlife into the big city. Shimmering and colorful parrots and plants are added as elaborate embroidery to the Lux Seat, Carry Cot, Cloud Q, YEMAYA and numerous accessories of the award-winning CYBEX Platinum Range. Drawing inspiration from the latest catwalk trends from across the world, this new collection is the ultimate fashion statement. What better way to catch the eye of the metropolis than a flock of bright and brilliant Birds of Paradise?

MIOS WITH CLOUD Q FASHION EDITION
BIRDS OF PARADISE



CHANGING BAG FASHION EDITION
BIRDS OF PARADISE





MIOS WITH SEAT UNIT FASHION EDITION BIRDS OF PARADISE



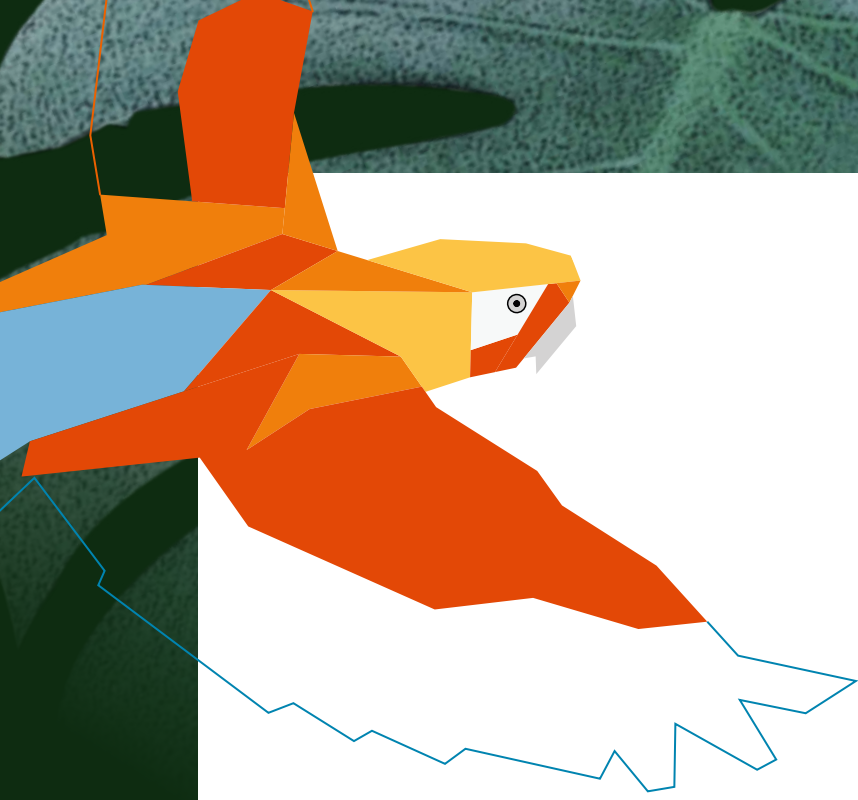
**MIOS WITH SEAT UNIT FASHION EDITION
BIRDS OF PARADISE**



**PRIAM WITH CARRY COT FASHION EDITION
BIRDS OF PARADISE**



**YEMAYA FASHION EDITION
BIRDS OF PARADISE**



**CLOUD Q FASHION EDITION
BIRDS OF PARADISE**



**MIOS WITH CARRY COT FASHION EDITION
BIRDS OF PARADISE**



**PRIAM WITH LUX SEAT FASHION EDITION
BIRDS OF PARADISE**

HIDE & SEEK

Dark woodland tones meet kaleidoscopic flora and fauna, Ralph Lauren style meets Hemingway wisdom. For the new PRIAM and MIOS Fashion Collection, opposites attract and converge into the best of both worlds. The bright butterflies make themselves at home on the camouflage landscape, and contrast vividly with the dominant pattern of the stroller: a visual highlight instead of a camouflaged object in the urban jungle!



MIOS WITH SEAT UNIT FASHION EDITION BUTTERFLY



MIOS WITH SEAT UNIT FASHION EDITION BUTTERFLY



CLOUD Q FASHION EDITION BUTTERFLY



PRIAM WITH LUX SEAT FASHION EDITION BUTTERFLY



GLLOUD Q FASHION EDITION BUTTERFLY





**PRIAM WITH CARRY COT
FASHION EDITION BUTTERFLY**



**MIOS WITH SEAT UNIT
FASHION EDITION BUTTERFLY**



**CLOUD Q
FASHION EDITION BUTTERFLY**



YEMAYA
FASHION EDITION BUTTERFLY



**PRIAM WITH LUX SEAT
FASHION EDITION BUTTERFLY**



**MIOS WITH CARRY COT
FASHION EDITION BUTTERFLY**



ADULTS
SUCK
THEN YOU
ARE ONE

Fashion designer JEREMY SCOTT talks about his second collaboration with CYBEX, the wisdom of Bart Simpson, and bringing high fashion to parents.



Pop art meets whimsical ideas: a style that is celebrated by stars such as Gwen Stefani and Rihanna. The Creative Director from fashion house Moschino is about to launch a second collaboration with CYBEX. The tag line for this collection could not have been more adequate.

Your work for CYBEX is child-friendly but not childlike, how do you walk the line?

I think »whimsical« is a great adjective to describe my design, as it captures your imagination, always with sprinkles of the unexpected!

Do you adopt an alternative mindset when working for children?

Honestly, I approach each design the same way: how can I make it better? How can I make it unique? How can I make it visually clear that it comes from me?

Has the discipline of designing in the children's sector had any influence on your fashion work?

The influence has been in the other direction – I have tried to bring my high fashion designs into a world that is for children.

Your last collection for CYBEX was a circus tent of color, this one is black and gold. What is the direction?

I wanted to show a contrast from the colorful and graphic first season stroller set and pull ideas from a different part of my design vocabulary. This time I decided to do a rendition of my iconic wings in gold. The wings have a soft deco feel and curve as well as a volume, which make them look almost plush. I felt the perfect way for these wings to shine was to pair them with black – and just let all the details in the stroller, like the spokes of the wheels, go gold, so the gold can really sing!

Wings feature in a lot of your work, including the critically-acclaimed Adidas by Jeremy Scott collection. What was your original inspiration for the wings?

I've done wings in so many variations over so many years. From the very start of my collections there have been wing-like elements, from dresses and bustiers to jeans and, of course, my wing shoes. Freedom is what I express most: the wings are the



ultimate expression that anything and everything is possible!

What is it about your wings that have caught the popular imagination?

I would say it is because they are whimsical and unexpected at the same time – an iconic element of our consciousness.

You have used the slogan »adults suck then you are one« for your adult collections. Tell us more about your idea here.

It's a famous quote from the Great American Philosopher Bart Simpson.

Is there really no place like home?

Yes it is true that there is no place like home, as Dorothy says in »The Wizard of Oz«. But I'm from Kansas City, Missouri – Dorothy was from our neighbor state, Kansas.

Your strollers and baby carriers are a beautiful matte black with shiny gold details. What would be a perfectly matching outfit for the parent?

All black everything – with gold jewelry!

What product would you most like to design, perhaps in partnership with CYBEX?

A robot stork that really does fly, carrying your baby to you just like in the olden-day cartoons.

What advice do you give to new parents to keep their style as they juggle careers, relationships and parenthood?

»Wipe and wear« is a way for people to stay stylish with babies.

CYBEX founder Martin Pos has built the company into a world leader in just ten years, how does his kind of energy move you?

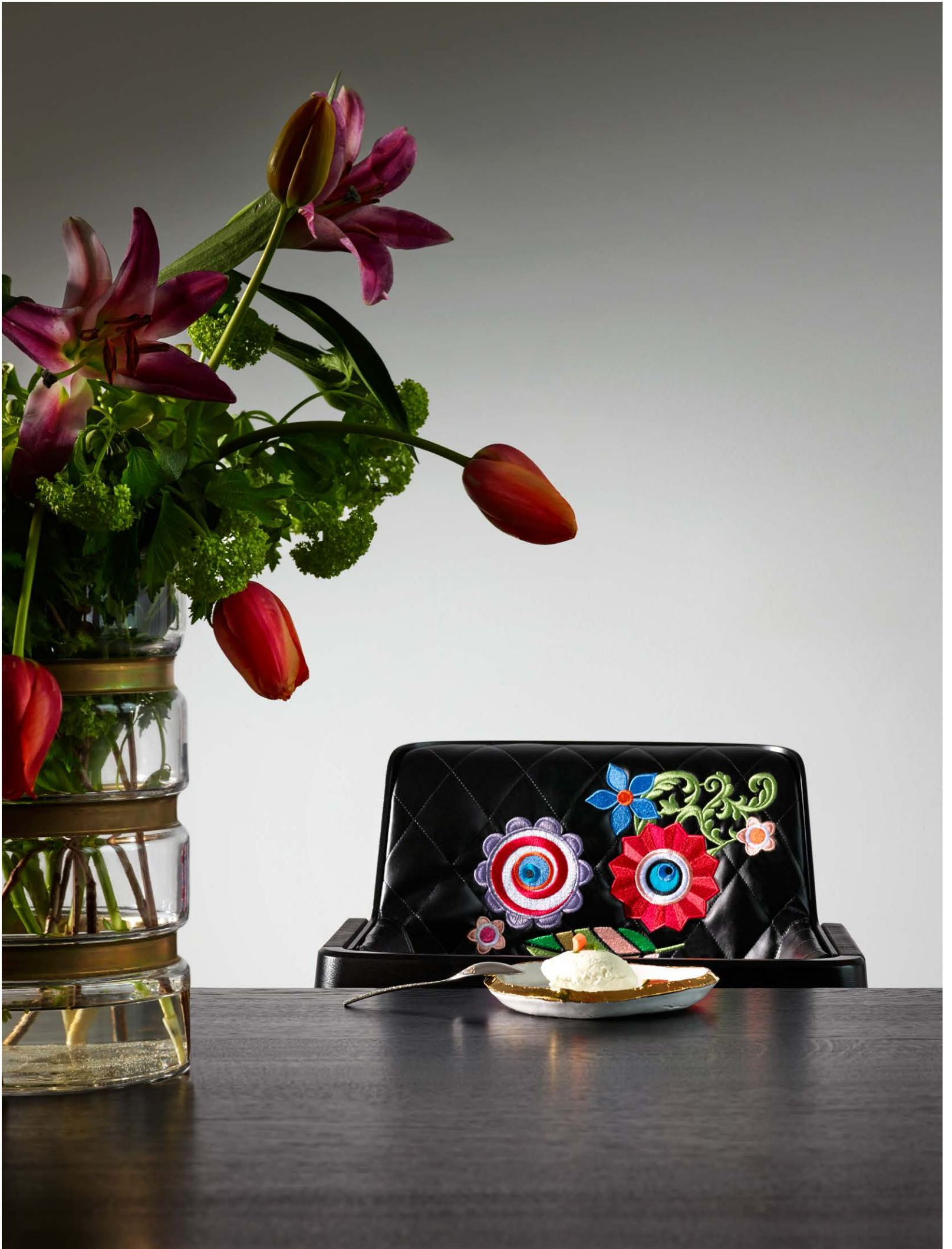
Martin's enthusiasm and passion for creating the best, most stylish and coolest products are definitely reasons why I chose to work with CYBEX again.

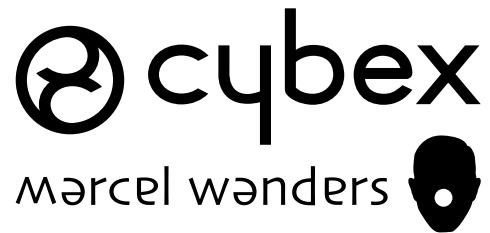








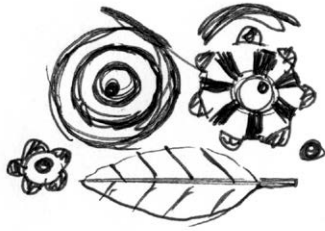




*Living your
most
fabulous Dream*

»For the first time: CYBEX embraces the world of interior design, launching a furniture and colorful accessory line that fits seamlessly into the parents' lifestyle. The »Parents Collection« is sophisticated yet playful, allowing parents to continue their cultivated lives – even with little ones in tow. To go one step further, the new range also lets moms and dads pass on their creativity to the next generation through design-forward furniture, creating a dream environment in the home.

Leading this exciting collection is the internationally celebrated product and interior designer, Moooi owner, and industry rebel Marcel Wanders.«



HIGH CHAIR

BY MARCEL WANDERS

Every meal will be memorable on this modern, wooden high chair. Carefully designed to give your little one the ultimate in comfort and style, it will also aesthetically enhance any kitchen or dining room. Crafted with beauty and function in mind, the chair features a fashionable high-quality material playfully embroidered with monster motifs and supported by a durable, contoured seat. A safety bar keeps children safe throughout mealtime.





HIGH CHAIR HIPPIE WRESTLER

ROCKER LOVE GURU



ROCKER HIPPIE WRESTLER

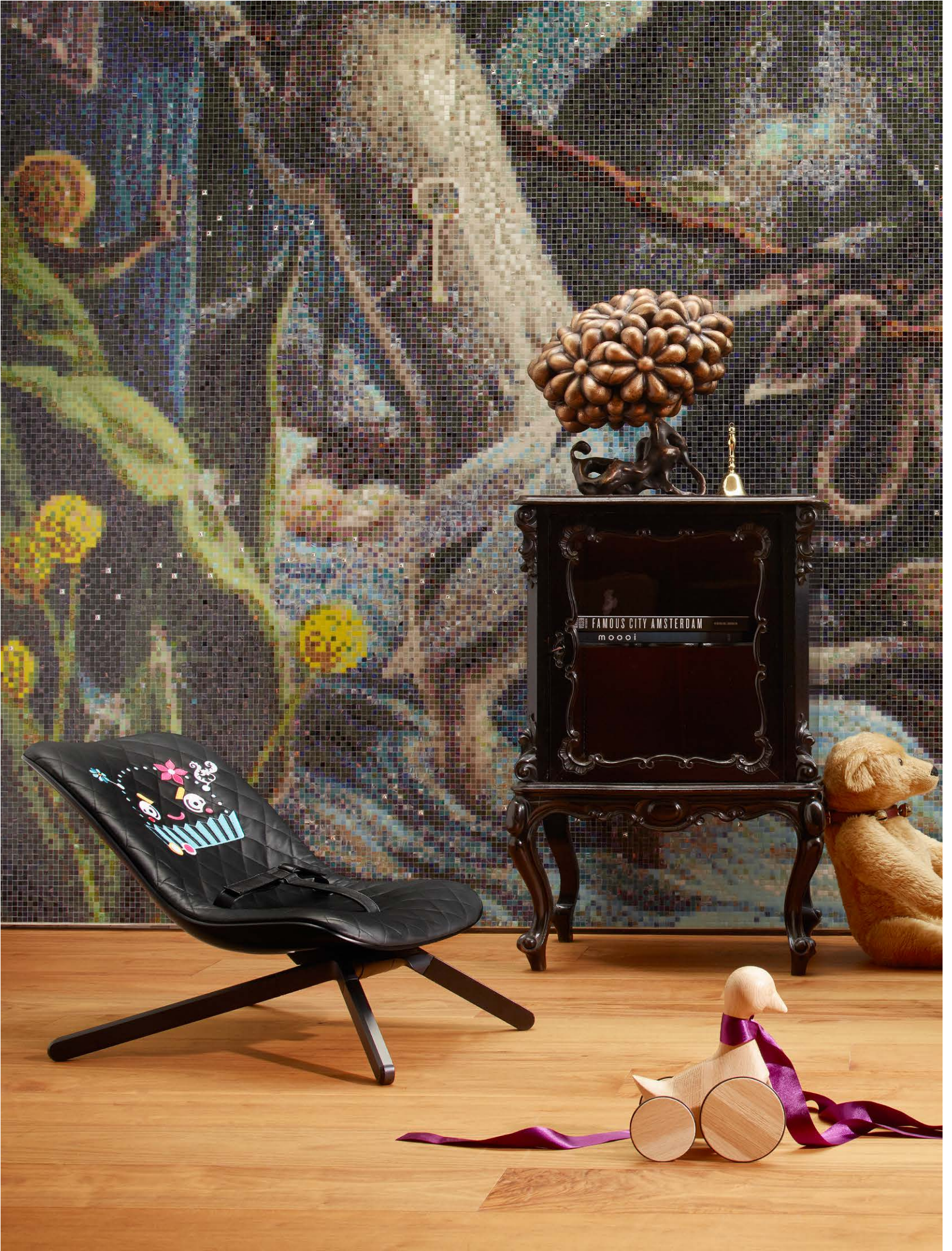
ROCKER

BY MARCEL WANDERS

Enjoy moments of bliss when you lay your child in this contemporary reimagining of the classic rocker. The instantly iconic chair, with a solid wooden base and sculpted shell, fits into any stylish home. Its seat becomes the foundation for rest, and its frame provides super-smooth rocking with hardly any effort. A cozy seat coaxes your child to dreamland while a soft harness comfortably cradles them during slumber.



BOUNCER SPACE PILOT



BOUNCER

BY MARCEL WANDERS

Insatiable joy for your child begins with the bouncer designed to fit your lifestyle.

A solid wooden base and sculpted plastic shell perfectly support any amount of bouncing your child can manage – from the slow and rhythmic to the most erratic and boisterous. The seat and soft harness embrace your child, ensuring safety and comfort with every magical up and down – in the upright and recline position.



BOUNCER GRAFFITI

HAUSSCHWEIN WHITE



HAUSSCHWEIN

BY MARCEL WANDERS

Let your little one enter a fairy-tale world with this delightful companion, a storage piggy! Great as an extra storage space for all ages, simply remove the nose and store toys or games inside. With a quilted pattern on its hindquarters, available in a sleek matte black or white finish, this endearing piggy is a charming and stylish addition to any home.



HAUSSCHWEIN WHITE

MONSTER TOY SPACE PILOT



MONSTER TOY GRAFFITI



MONSTER TOYS

BY MARCEL WANDERS

These artful, exquisitely crafted hand puppet collectibles draw imagination and curiosity from every child. Stylish and playful, these monsters captivate, leading us on the most fantastical of journeys.





HAUSSCHWEIN WHITE

INTERVIEW

WITH MARCEL WANDERS

Marcel Wanders designs with passion, heart and provocation, earning him the moniker »Lady Gaga of Design«. Given this non-traditional approach, it was only natural that CYBEX would partner with this icon and Moooi co-founder on the »Parents Collection«, to enable urban families to live their most fabulous dream. For his first collaboration with CYBEX – and the company’s first foray into furniture – Wanders demonstrates that magic can happen when products merge perfectly into parents’ lives, yet have all the safety and functionality that children need.

»

Coming
together are
two creatives,
equally
desiring to make
people’s
most fabulous
dreams
come true.

«

The tag line for this collaboration is »Living your most Fabulous Dream«. What advice can you offer parents to realize their wishes and visions of family life?

There’s nothing more joyous than bringing a child into your relationship. Enriching and fulfilling, it is a dream that changes everything. And my purpose with CYBEX was to enable parents to maintain a little bit of their personal dream inside that dream of having a family. I wanted this collection to have a personality that would remind the parents that they still could maintain theirs.

This collection was designed with parents in mind. Can you talk about the spirit behind that?

Parents desire to have kids, but they don’t want to lose what makes them who they are in the process. From this line of thinking came the notion that the collection can be designed for them instead of their children.

We wanted feelings and style to fit seamlessly into the home they’ve already created. We made this collection to be fashionable and elegant. The furniture is playful and embraces the modern family sensibility that doesn’t need to disappear just because you have children.

Fashion designers are often asked, »What kind of woman or man are you designing for?« When you thought about this collection, what kind of parents were you designing for?

People can often see themselves in the furnishings they place in their homes. Their lifestyle and sense of what makes them unique is solidified by their surroundings. I wanted to design for those kind of people who take a personal interest in everything from their clothing to music to furniture. This option is fun, bright, family-oriented and functional, but also cool and fits the world that they have been building.



»
 Knowing your
 partner in
 the project will
 uphold your
 creativity to the
 highest standards
 and retain
 the integrity of
 imagination
 frees each of us
 to push limits,
 experiment,
 and challenge the
 expected.
 «

Monsters seem to be a recurring motif throughout the collection. Who do you imagine these little monsters to be?

To avoid the expected, we steered away from butterflies and roses and thought of monsters instead. Inspired by the designer toys and manga figures you find in the East, we embraced their playful, funky cartoon nature and developed an entire collection of them. Caricatures are a big part of what I try to bring to many of the projects we design. These just fit so well with furniture and the boundless imagination of children.

Design can be so serious, yet you've managed to infuse a lot of humor in the collection and your work in general.

We try to make our lives and our objects lighthearted. We want the human spirit to be uplifted. That is what allows people to find connection and attach meaning to the work. Our goal is always to create an envi-

ronment of love, live with passion, and make our most exciting dreams come true. Humor allows this to happen.

One subtle, yet clever detail in the collection's design is a screw in the shape of a flower that is functional as well as playful. What other unexpected elements can be found throughout?

Meeting safety requirements was one of our first priorities. But after that was taken care of, we were free to explore all types of ideas that could surprise. Eventually, we stumbled upon the wonderful idea of a hand puppet. We also considered how children play. And often that means toys find their way everywhere. However, playtime isn't over until everything that was taken out is placed back in its original place. Therefore, we designed a container in the form of a »Hausschwein« – as it's called in German – the domestic pig. Like the rest of the collection it is beautiful, stylish, and functional.



CYBEX FOUNDER MARTIN POS AND MARCEL WANDERS
ARE BOTH REBELS, CONSTANTLY IN SEARCH OF NEW WAYS OF WORKING
AGAINST THE ESTABLISHED WAY OF THINKING

»
It was a wonderfully dynamic experience
for both parties to work their best qualities into
each piece of the collection.
«

You have a daughter. Did having your own child change the way you approach your design practice?

Having my daughter changed my life, but not my approach to design, really. In a very real way, you are still the person you were before becoming a parent. It's just a different type of responsibility. But that's why this collection is so important. It reminds all of us that our personal tastes and interests still have a place in parenthood.

We can learn so much from children about creativity. Did you tap into this when you became a father?

I've been an adult child for a long time. It was not something that I had to learn from my daughter. She has been a great joy all my life, and I've learned so many things from her. I think for many, the joy of having children comes from embracing imagination and freedom of thought.

You're talked about as being an anomaly in the design world, even earning the nickname the »Lady Gaga of Design«. What is it about you and your practice that's different?

I try to be a real designer. I try to make things which are interesting, new and different for humans because that's the whole idea about design. If people want to compare me to someone like her, I suppose that is fine. I think in a way we are similar – breaking new ground, experimenting and challenging expectations and pushing boundaries. We are emotional beings. We're subtle. We understand that life is more complicated than our brains allow us to think. I have been able to immerse people in a continual state of surprise. My goal is to offer multilayered, sensory experiences to people all over the world.

Why was CYBEX the right company to partner with on a children's line?

CYBEX is led by a visionary. And that men-

tality informs everything they do. More than making mass produced items, they choose to use imagination and intelligent design knowledge. They execute on the highest level, which is important to me when collaborating with other creators. It means it will be an experience that is mutually beneficial. With CYBEX, you know your designs will be treated with the utmost care.

What was it like to work with another visionary – CYBEX founder Martin Pos?

He's not as much a rebel as he is a visionary who works to make the best possible products he can. CYBEX stands in the face of conventional wisdom and say they are going to push the limits, experiment and challenge the expected. Working together, we very much mirror each other as we desire to only make products at the highest level.





M PERFECT FAMILY

Outstanding safety and quality,
contemporary design,
and intelligent functionality:

The CYBEX
Platinum
child car seats

More than 250 AWARDS

Every year, CYBEX products are subjected to hundreds of crash tests, which result in the continual improvement of our products. Our car seats are regularly tested and evaluated by independent test institutes. We are proud that our car seats repeatedly achieve outstanding results in the most important European safety and consumer tests such as ADAC and Stiftung Warentest.



ADAC Motorwelt 11/2016
16 child car seats tested

ADAC

CYBEX
Aton Q I-Size
I-Size
45-75cm

good (1,7)

Test

OAMTC|TEST
Kindersitztest 2013



gut

Cybox

Sirona

auto touring 06/2013

www.oamtc.at



Cybox
Cloud Q
up to 13 kg

highly recommended

Children safety seat test
www.test.tcs.ch 05/2015

★★★★★



reddot design award
winner 2016

A MATTER OF TRUST

The basic idea behind all CYBEX products is the D.S.F. Innovation Principle. It stands for a product line with a clear and unique design that fulfills the highest safety standards, and implements intelligent functionality. Here we have summed up some of our most important safety principles for you:

ACCIDENT STATISTICS

Children who are not secured are seven times more likely to be seriously injured or killed in a car accident than secured children. 83% of secured children remain unharmed in an accident (source: German Road Safety Organization, Information sheet #4, May 2009). The vast majority of accidents – 87% – are frontal and side-impact collisions (source: BASt – Federal Highway Research Institute, Booklet F 67, 2007), which is why we recommend always using a child car seat. Every seat, regardless of the design, ensures a much higher level of safety compared to driving without one.

ISOFIX

CYBEX uses the ISOFIX or ISOFIX Connect system for its ease of use when installing a child car seat into the vehicle, and for increasing the stability and safety.

LOAD LEG

CYBEX fits all of its rear-facing ISOFIX child car seats with a load leg, which makes it almost impossible to install the seat incorrectly. The load leg provides extra stability and absorbs even more of the force of a frontal impact.

TEST RESULTS

Our car seats are tested by independent institutes on a regular basis, and we are proud to announce that our car seats repeatedly achieve outstanding results in the most important European safety and consumer tests such as Which?, the German ADAC, and Stiftung Warentest.

DRIVING DIRECTION

Children should be transported in a rear-facing position for as long as possible, preferably up to approximately 4 years (18 kg). In a frontal collision, the enormous force of impact is distributed evenly across the back of the child car seat, significantly reducing the strain on the child's neck, head, and chest.

i-SIZE AND ECE

All over the world, new car seats are authorized by the latest regulations. In Europe and many parts of the world, the current ECE R-44 norm along with the new i-Size ECE R-129 norm applies.

IMPACT SHIELD

All Group 1 CYBEX child car seats (weight class 9 – 18 kg) are fitted with an adjustable impact shield. Resembling an airbag, the force of an impact is distributed across the relatively large surface of the cushion and absorbed by energy-absorbing materials. This particularly protects the child's neck, head, and shoulder area.

SIDE IMPACT PROTECTION

CYBEX advises strongly against simple booster seats for bigger children because, without a backrest, the head and body are not protected in a side-impact collision. All CYBEX child car seats feature a side-impact protection, which systematically absorbs the forces during these types of accidents.

Trust is something you have to earn. That's why we do everything in our power to ensure that every CYBEX product always offers the safety and quality that you would expect for yourself and, above all, for your child.

ATON Q AND ATON Q i-SIZE

SAFETY MEETS DESIGN

As a member of the award-winning CYBEX infant car seat series, the Aton Q and Aton Q i-Size fuse advanced safety and innovative functionality with iconic design.



* ON PAR WITH ANOTHER MANUFACTURER

At CYBEX we could never be completely satisfied with the success of products such as the multi-award-winning infant carrier CYBEX Aton 2, which was a Stiftung Warentest Group 0+ test-winner in 6/2012 (both with and without the ISOFIX base) and its successor CYBEX Aton 3. Instead, CYBEX strives to continually improve seemingly perfect products. Aton Q follows the success story of the award-winning Aton family in Gr. 0+ and scored an excellent 1.6 (good) at German consumer testing organization Stiftung Warentest (test 06/2014). In the belted version, the Aton Q was awarded the top grade* in Gr. 0+ in this test. In the categories »safety« and »harmful substances« it received a »very good« rating.

By following our D.S.F. Innovation principle, the focus was in the development of Aton Q with a unique design, optimized security, sophisticated ergonomics and improved functionality. This quality is also applied to the Aton Q i-Size (for children 45 cm to 75 cm, max. 13 kg),

the first CYBEX infant carrier that corresponds to the i-Size standard ECE R-129. In terms of safety, the Aton Q and Aton Q i-Size have a height-adjustable headrest with an integrated harness guide and an telescopic Linear Side-impact Protection (L.S.P. System), which can be individually adjusted. The very first impact of an accident is redirected to the energy absorbing shell by the extended side protector facing the door. The flexible material structure of the infant car seat further reduces the force of impact and channels it away from the baby.

With the new 8-position height-adjustable headrest with an integrated harness guide, the length of the harness changes automatically when the headrest is adjusted. There is no need for the fiddly threading in and out of the seat belt and it is almost impossible to misuse. The shoulder and belt pads perfectly round out the seat's the comfort factor while the active protection features of the Aton Q and Aton Q i-Size are further complemented by the passive safety measures.



ADAC Motorwelt 11/2016
16 child car seats tested



CYBEX
Aton Q i-Size +
Base Q i-Size
i-Size
45-75cm

good (1,7)

Test

OAMTC|TEST
KINDERSITZE 2014



GUT
Cybex
Aton Q
auto touring 6/2014

www.oamtc.at



Cybex
Aton Q i-Size
i-size 45-75 cm

highly recommended

Children safety seat test
www.test.tcs.ch 10/2016

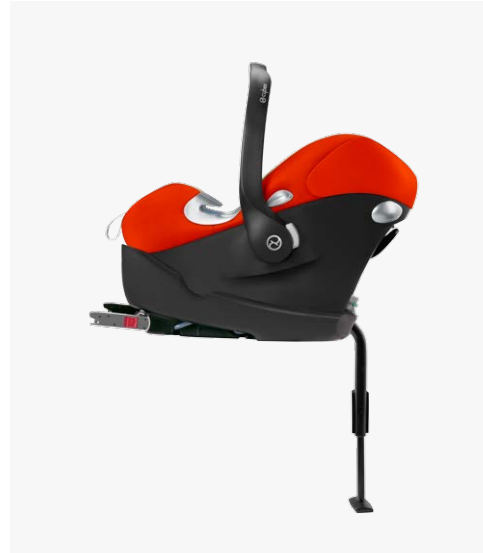


reddot award 2014
winner





HEIGHT-ADJUSTABLE HEADREST



ATON Q WITH BASE Q-FIX

One of the biggest challenges for safety engineers is to develop the best possible transportation for premature babies and very small newborns, whose neck muscles and reflexes are not yet fully developed. Unfortunately this often leads to the baby's head tipping forward during sleep, which can lead to serious breathing problems. Along with German doctors and midwives, and taking into account the findings of many tests, a function was developed that enables the flattest possible lying angle between head, neck and chest. The risk of suffocation is thereby significantly reduced. This is achieved through a removable seat insert, which also offers more space and comfort for bigger children once removed.

CYBEX Platinum combines safety and functionality with a user-friendly product and exceptional, iconic design. In particular, the CYBEX Platinum products stand out for their details. Although they often go unnoticed, the details are what ensures the products are safe and easy to use. For example, the integrated, extra-large sun canopy disappears elegantly behind a color coordinated visor. For maximum UV protection for the baby's skin, the integrated convertible canopy fulfills the stringent, Australian UPF50+ sun protection standard. It can be extended gradually, offering both optimum sun protection and also protection against wind and rain. Safety, design and mobility in one. The design DNA of the Aton Q and Aton Q i-Size extends across all Platinum products and is

also present in CYBEX strollers. With the help of a simple adapter, the infant car seat, together with the CYBEX strollers, turns into a clever and visually harmonious travel system. The Aton Q and Aton Q i-Size can also be combined with many other-brand prams and buggies to form a travel system with a variety of strollers from other manufacturers.

Safety, design and mobility form a unit. The design DNA of Aton Q and Aton Q i-Size pervades all Platinum products and will also be included in the CYBEX strollers. With the help of a simple adapter, the baby carrier with the CYBEX strollers to a thoughtful, visually harmonious travel system. The Aton Q and Aton Q i-Size can be combined into a travel system with a variety of pushchairs other manufacturers. In accordance with our safety philosophy, which emphasizes ease of use in general and the ISOFIX system in particular, a practical ISOFIX base for the Aton Q and Aton Q i-Size is also available: Base Q-Fix and Base Q i-Size. The bases are installed in the car with the ISOFIX connectors, providing additional stability and safety. The infant car seats can be easily snapped into the base which can be used without having to additionally secure it with the car seat belt. An indicator visually confirms that the seat has been installed correctly. Alternatively the Base Q-Fix can be secured with the car seat belt in vehicles that do not have the ISOFIX system.





cybex



L.S.P. SYSTEM



CLOUD Q

LUXURY TRAVEL REDEFINED

The belted Cloud Q emerged as test winner in Group 0+ in the test 06/2015 conducted by German Stiftung Warentest. It was the only car seat in the test that achieved the grade »very good« in the safety category. The premium infant car seat sets itself apart as a perfect synthesis of phenomenal protection and a new kind of travel system for outstanding safety in and outside of the car.



LIE-FLAT POSITION

<p>ADAC Online 06/2015 23 child car seats tested</p> <p>ADAC</p> <p>CYBEX Cloud Q</p> <p>Weight group to 13kg (0+)</p> <p>good (1,9) Test</p>	<p>OAMTC TEST KINDERSITZE 2015</p>  <p>GUT</p> <p>Cybex Cloud Q</p> <p>auto touring 06/2015 www.oamtc.at</p>	 <p>Cybex Cloud Q up to 13 kg</p> <p>highly recommended</p> <p>Children safety seat test www.test.tcs.ch 05/2015</p> <p>★★★★★</p>	 <p>reddot award 2016 winner</p>
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A new function of the Cloud Q is that it can be changed to a horizontal position outside of the car. With a longer leg-rest and a lie-flat position, the child can lie comfortably, and in an ergonomically correct position. The angle can be adjusted easily with one hand without having to take the child out of the seat, and the handle remains in the carrying position for easier mobility. In combination with the

CYBEX strollers, the Cloud Q can also be used as a visually harmonious travel system. Thanks to the flat-lying angle, the infant car seat transforms into a practical and clever carry cot for the first months, so your sleeping baby can rest with optimal protection. The Cloud Q can also be converted into a travel system using prams and buggies from other brands. For more information, visit our website.



CLOUD Q
WITH BASE Q-FIX

The Cloud Q is adapted to meet the needs of even the most delicate newborns and premature babies. The transportation of premature and very small babies, whose neck muscles and reflexes are not yet fully developed, is one of the biggest challenges faced by our safety engineers. The tipping forward of the head can lead to breathing problems during sleep and needs to be avoided at all costs.

The most important question to be addressed in the development of the Cloud Q was: How can I transport my child securely, comfortably and safely even on longer trips? That is why one of the special features of the Cloud Q is the flat-lying angle during transport for premature and newborns, which was developed by doctors and midwives together with the German CYBEX safety experts. During the first months, the removable newborn inlay allows for a near lie-flat position. At the same time, it offers more space and comfort for bigger children once removed.

The tried-and-tested Linear Side-impact Protection (L. S. P. System) has been further improved, and on the Cloud Q it can be telescopically extended on the door side. The very first impact forces of an accident are absorbed by the extended side protector facing the door, while the flexible material structure of the infant car seat absorbs the force of the impact and channels it away from the baby. The Cloud Q is easy and intuitive to use. The integrated, extra-large sun canopy fulfills the stringent, Australian UPF50+ sun protection standard. It also protects the baby against stress and

sensory overload. When not being used, the canopy elegantly disappears behind a color-coordinated visor. The 11-position height-adjustable headrest of the infant car seat simultaneously changes the harness length. As a result, the infant car seat grows with the child. The soft harness pads perfectly round out the comfort features of the Cloud Q. Both safety and comfort have played an important role in the development of this innovative product, while your child's well-being is still the top priority for CYBEX.



EXTRA LARGE SUN CANOPY







cybex



L.S.R. SYSTEM

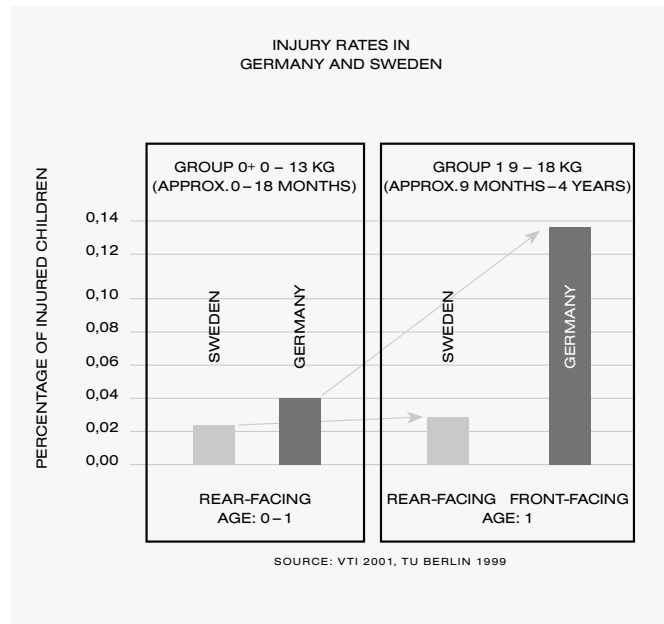
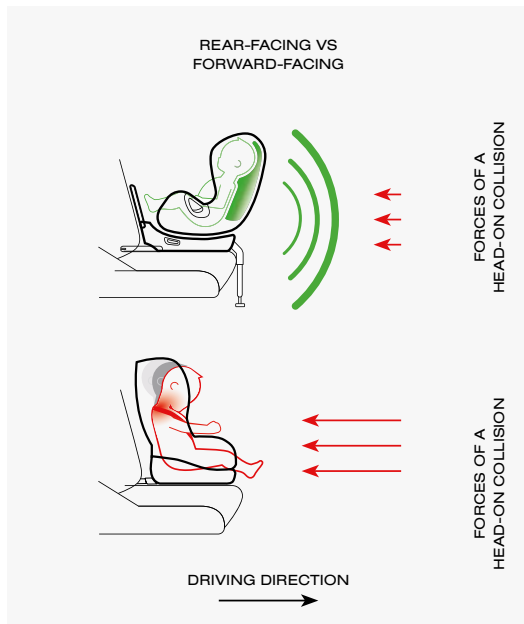
L.S.R. SYSTEM



SIRONA

WHY REAR-FACING?

Safe and secure up to approx. 4 years (18 kg) – a rear-facing car seat can tremendously reduce the risk of injury in a head-on collision.



Physicians, accident researchers, and consumer and health organizations recommend the transport of babies and toddlers in rear-facing child seats for as long as possible.

In most countries car accidents remain the main cause of death for children over the age of 1 year. However, if children are transported rear-facing beyond Group 0+, the risk of injury is mostly stable in Group 1. This can be seen in statistics from coun-

tries with predominantly rear-facing transport in Group 1, e.g. Sweden. In the event of an accident it is of utmost importance to take into account the anatomy of babies and toddlers. Unlike an adult, a child has a very large and heavy head in proportion to its body. A child's head accounts for about 25% of the total body weight, the neck muscles and the spine of a child, however, are not yet fully developed. In the event of an accident, they need particular support and protec-

tion. In order to provide infants and babies with maximum safety in the car, CYBEX has developed the Sirona: If an accident occurs, the Sirona acts like a protective shield especially protecting the neck and spinal area. The forces of impact are distributed over the large area of the shell; and the strain on the neck, shoulder, head, and the inner organs of the child is significantly reduced. Therefore, the Sirona reduces the risk of injury in a head-on collision enormously.

A REVOLUTIONARY PERSPECTIVE!

If you want maximum safety for your child, you need products that can meet your expectations in every way. With the new CYBEX Sirona we have taken the world's leading technologies in the area of child safety and merged them into one product, outshining everything that came before it.

360°



REAR-FACING FROM
BIRTH UP TO 18 KG (APPROX. 4 YEARS)



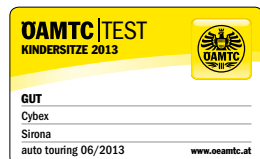
EASY ENTRANCE AND
EXIT POSITION



ALTERNATIVELY FRONT-FACING
FROM 9 – 18 KG (APPROX. 9 MONTHS – 4 YEARS)

CYBEX Sirona is the safest child seat that we have ever developed. It opens a new dimension of child safety as it allows children to be comfortably transported while rear-facing from birth up to 18 kg (4 years). At the same time, it offers unbeatable functionality and design: a clever 360° rotation system makes entry and exit for the child much

easier and less back-breaking for parents. It can be easily adjusted from forward to rear-facing without having to remove and reinstall the seat. Sirona's many accessories and pioneering design offer a perfectly configured rear-facing child seat suitable for every vehicle type, from a compact to a saloon car (a car compatibility list can be found online).







SAFELY REAR-FACING UP TO APPROXIMATELY 4 YEARS

For maximum safety we recommend using the Sirona as a rear-facing seat for as long as possible – from birth up to 18 kg (0 – approximately 4 years).

1

ONE-HAND RECLINE
FUNCTION (7-POSITION)

For maximum comfort
and a restful sleep

2

ONE-CLICK INSTALLATION
WITH ISOFIX

Simple installation for
increased safety (no need to
strap the seat in)

3

LINEAR SIDE-IMPACT
PROTECTION
(L. S. P. SYSTEM)

The force of a side-impact
collision is absorbed in its
earliest stages (patent pending)

5

ONE-PULL
HARNES SYSTEM

Comfortable
and safe fastening

4

11-POSITION HEIGHT
ADJUSTABLE HEADREST

Grows with the
child for the perfect fit

The innovative design makes it comfortable for children and provides plenty of legroom. The easy-to-use »one-click« ISOFIX system means no more tricky installation of the seat, and the danger of installing the seat incorrectly is reduced to practically zero.



ALTERNATIVELY FORWARD-FACING

Depending on their shape and size, older children may have insufficient legroom when sitting backwards. In this case, the CYBEX Sirona can safely be used as a forward-facing seat – from 9 – 18 kg (approximately 9 months – 4 years).

1

ONE-HAND RECLINING FUNCTION (5-POSITION)

For maximum
comfort and a restful sleep

2

LINEAR SIDE-IMPACT PROTECTION (L.S.P. SYSTEM)

The force of a side-impact
collision is reduced at a very early
stage (patent pending)

5

ADJUSTABLE IMPACT SHIELD

It is no longer necessary
to fasten the shield with the car's
seat belt (patent pending)



3

ONE-CLICK INSTALLATION WITH ISOFIX

Simple installation for increased
safety (no need to strap the seat in
with the car's seat belt)

4

11-POSITION HEIGHT ADJUSTABLE HEADREST

Grows with the
child for the perfect fit

In the forward-facing position, the child is protected by an adjustable impact shield. This system works like an inflated airbag, which absorbs the energy of impact over a relatively large area. Compared to a conventional 5-point harness, the strain on the child's neck

is significantly reduced, and in the case of an accident, the shield's Active Response Technology (A.R.T.) ensures that the child is secured within the safety zone of the seat (patent pending). Thanks to the innovative, integrated fastening system, it is also unnecessary to fasten

the impact shield with the car seat belt (patent pending). Due to this technology, the Sirona achieved »very good« crash test results, also in forward-facing mode, in the latest tests of the German consumer testing organizations ADAC and Stiftung Warentest (6/2013).

TECHNOLOGY

»SEAT-TO-CHASSIS« - TECHNOLOGY

The CYBEX Sirona is secured using the car's ISOFIX system and requires no further fastening. Additionally, the frontal load leg helps to absorb the force of impact in case of a head-on collision and provides additional stability. The innovative Seat-to-Chassis technology creates a direct connection between the seat and the car's frame. In the event of an accident, the force of impact is transferred straight to the chassis, which activates both the safety features of the car and the seat and initiates the process of distributing the force of impact at the earliest possible stage of an accident.



ADJUSTABLE IMPACT SHIELD WITH A.R.T. TECHNOLOGY

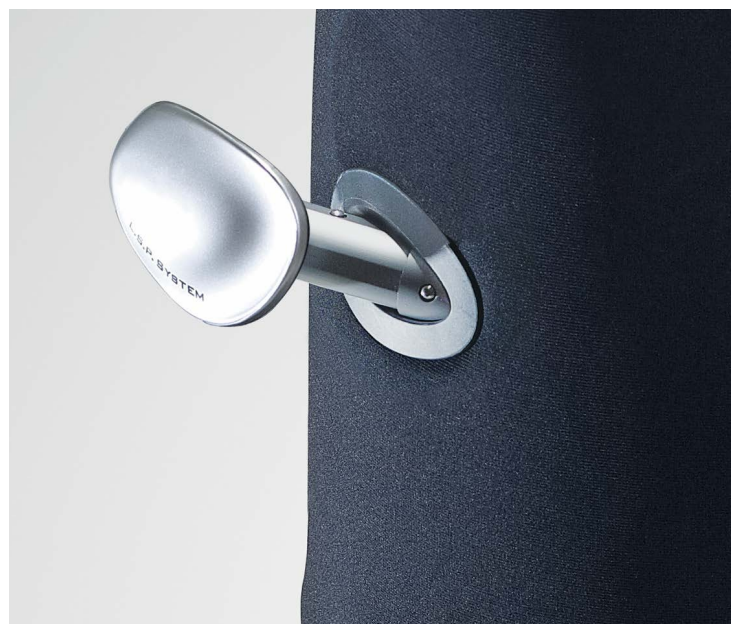
In the forward-facing position, the child is protected by an adjustable impact shield. This system works like an inflated airbag, which absorbs the energy of the crash over its entire area. Compared to a conventional 5-point harness, the strain on the neck is significantly reduced in a head-on collision. Thanks to the integrated fastening system, it is also no longer necessary to fasten the impact shield with the car's seat belt (patent pending).

EASY ENTRY AND EXIT

A clever 360° rotation mechanism makes it easy to change between the forward and rear-facing positions without having to take the seat out of the car. Getting in and out is also easy because the seat can be turned to the side with one simple movement.

TELESCOPIC LINEAR SIDE-IMPACT PROTECTION

Whether rear or forward-facing, the telescopic Linear Side-impact Protection (L.S.P. system) increases the level of safety in case of a side-impact collision (patent pending). The L.S.P. system can be individually adjusted to the door-position of the seat and the type of vehicle to absorb the force of a side-impact collision in combination with the head and shoulder protectors.



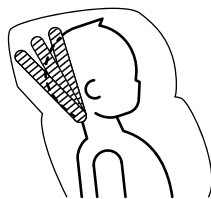




SOLUTION Q3-FIX

THE SAFEST SOLUTION OF ALL TIME

The CYBEX Solution series stands for proven and multi-award-winning innovative safety. The very first Solution won the Kind + Jugend Innovation Award in 2005 for its adjustable headrest. Its predecessor, the Solution Q2-fix got the »excellent« rating from Auto Bild.



PATENTED RECLINING HEADREST

With the Solution Q3-fix we complete the CYBEX Platinum product line with a pioneering seat for older children aged approximately 3 – 12 years (15 – 36 kg). The Solution Q3-fix combines the best features of this long-established and award-winning product line, with the latest findings from material and safety research and the iconic design of the CYBEX Platinum product range.

An all-round analysis of the seat's design sparked the further development of the already high safety level of the Solution series in this new generation. For example, protection in the case of a frontal collision was further improved with sophisticated new technology. The vital combination of side protectors, reclining headrest and optimized Linear Side-impact Protection (L. S. P. System Plus) were re-aligned, resulting in an additional level of safety in a side-impact crash when compared to the Solution X range.

An indispensable element of the Solution series safety concept is the patented, 3-position reclining headrest. Here too we were able to further improve side-impact protection with the development of a new configuration. Thanks to the adjustable headrest, the child's head is tilted, back which can prevent the dangerous tipping forward during sleep. The child's sensitive head and neck area is also protected in a side-impact collision, as it remains in the seat's safety zone created by the head and side protectors. In addition to

improving passive safety, the patented headrest ensures a comfortable sleeping position.

CYBEX Solution Q3-fix is equipped with our tried-and-tested ISOFIX Connect system. The seat is fixed into the car's ISOFIX system with connectors that can be clicked into place, while the child is strapped in with the car seat belt. The ISOFIX Connect system provides additional stability and safety in the car. In vehicles that do not have ISOFIX, the connectors of the seat can simply be retracted and the seat and child secured with the car seat belt.





Most children reach 55% of their total height by the age of three, and by the age of 12 have completed 89% of their growth. This results in an average growth of 60 cm during the period in which the seat is used. In order to provide the best possible protection and comfort for the entire dura-

tion of use, the new CYBEX Solution Q3-fix has an integrated height and width adjustment – a new safety function for flexible and optimal alignment of the seat to the child's size. With a one-handed mechanism and 11 adjustment positions, the height and width of the seat

can be adjusted simultaneously. The seat can grow an additional 8 cm in width and 20 cm in height. The child thereby always remains in the optimal protection zone of the head and shoulder protectors and never feels restricted, even towards the end of the usage period.



TECHNOLOGY

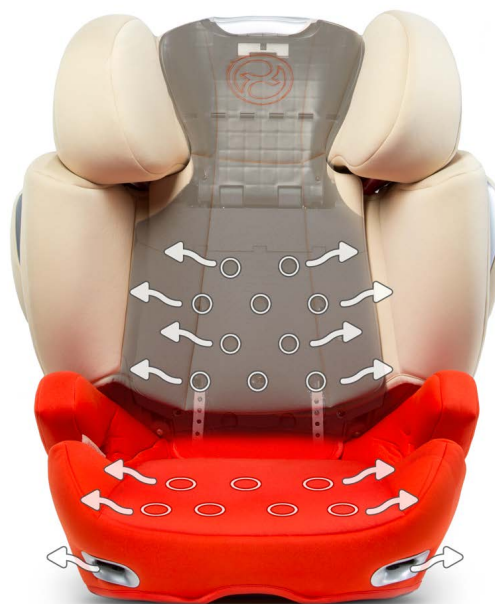
LINEAR SIDE-IMPACT PROTECTION

The new width adjustment works hand in hand with the L. S. P. System Plus – an optimized Linear Side-impact Protection. The force of a side-impact collision is systematically reduced by the additional safety cushions as well as the shoulder and head protectors. At the same time, the body's kinetic energy resulting from an accident is immediately reduced and the head is directed into a secure position. The new CYBEX safety pads on the inside of the head protector provide an extra level of side-impact protection. The absorbing materials reduce possible stress on the sensitive head area and prevent the head from being thrust too far forward in case of a side-impact collision. Accident analyses show that side-impact collisions occur half as frequently as frontal collisions, but can result in worse injuries. Every fourth car accident is a side-impact collision, which is why CYBEX equips all of its child car seats with side-impact protection without exception. In case of a side-impact collision, the side protectors on the child car seats for bigger children prevent the child from coming into contact with the car window and also protect the upper body. Providing maximum protection for the child in case of a side-impact collision is an important pillar of our safety concept.



IDEAL VENTILATION

A further building block in the comfort package of the Solution Q3-fix is a system of mesh ventilation channels that run through the backrest and seat components. Air can circulate through ventilation holes on the front of the seat and under the seat cover and is channeled away from the child by additional openings in the backrest. This ensures a more comfortable sitting temperature even on hot days. What's more, the covers are easy to remove and are machine-washable. An extra summer cover is also available.



RECLINING BACKREST

The reclining backrest adjusts perfectly to the car seat and enables easy installation in different vehicle models. Although the sophisticated construction of the Solution Q3-fix incorporates many safety functions, attention was also paid to making the seat lightweight. Weighing just 7.6 kg, the seat is perfect if you have to frequently take it out of the car or even move it to another vehicle.



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