

Safe-n-Sound™ AHR™ ACTIVE HEAD RESTRAINT



Baby Mode



Toddler Mode



Extended Toddler Mode

Safe-n-Sound™ AHR
AUSTRALIA AND NEW ZEALAND'S
BEST SIDE IMPACT PROTECTION SYSTEM

NZ: 0508 688 822
www.britax.com.au



Safe-n-Sound™ Setting the Standard in Safety

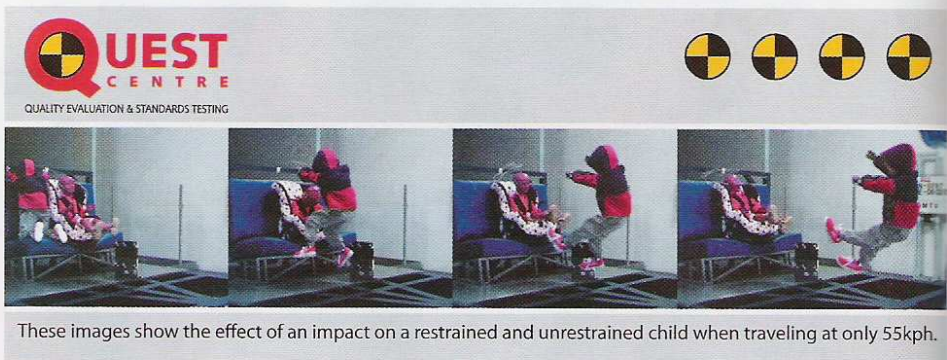
Safe-n-Sound™ has been a leader and innovator in child restraint safety for over 35 years. Their engineering expertise, experience and commitment has led to countless developments and improvements in child car safety.

Many of the requirements in the current safety standards were developed by their engineers. The joint Australia and New Zealand standard (AS/NZS1754) is recognised as the most rigorous in the world.

a high-speed camera linked to a computer to ensure the performance of the restraint is maintained.

Separate buckle testing takes randomly chosen products through 50,000 opening and closing cycles –much more than a lifetime of use. Safety harnesses are dragged thousands of times through metal cams to check for fraying of the webbing and all car seat trim and parts are tested in their flammability chamber. It's an extremely rigorous test program and, of course it has to be.

Arrive... safe and sound.



These images show the effect of an impact on a restrained and unrestrained child when traveling at only 55kph.

Safe-n-Sound's™ child restraint tether was so successful in reducing child fatalities in cars that the American National Highway Traffic Safety Administration (NHTSA) asked them for the technology and it's now mandatory in the US.

Testing sleds are used by car companies throughout the world to simulate crashes. Safe-n-Sound also have a crash test sled in their QUEST (Quality Evaluation and Standards Testing) laboratory that is certified for its quality system and laboratory competence.

The laboratory has been evaluated by various auditors and technical representatives and is capable of conducting tests to a wide variety of standards. Every day a seat is selected at random from a production batch and crash-tested. Each test impact is filmed by

AHR™ TECHNOLOGY: A REVOLUTION IN SIDE IMPACT PROTECTION

Years in development and the winner of a 2006 Australian Design Award, the Active Head Restraint (AHR™) system offers not only an unmatched level of protection from side impact collisions but customary high levels of safety during all other situations.

SAFE-N-SOUND'S™ PATENTED ANTI-SUBMARINE CLIP

For the older child in a Booster Seat or Convertible Booster, Safe-n-Sound's™ patented Anti-Submarine Clip was designed to deliver maximum protection. The Anti-Submarine Clip ensures that the lap part of the seat belt is kept on the child's thighs, preventing them from sliding under the seat belt on impact. A seat belt positioned higher

up on the abdomen is extremely dangerous.

Even though Safe-n-Sound are proud of their AHR™ system and Patented Anti-Submarine Clip (pictured below), there are many more fantastic features offered on their Child Restraints.



CHILD RESTRAINTS IN NZ MUST BE CERTIFIED TO ONE OF 3 SAFETY STANDARDS:

Safe-n-Sound™ has been applying the Australian Standards mark for over 35 years.

AS/NZS 1754 Joint Australian /New Zealand Standard



| | | |
|---------------------|---|---------------|
| FRONT Impact | ✓ | 28 G Force |
| REAR Impact | ✓ | 14-21 G Force |
| SIDE Impact | ✓ | 14-21 G Force |
| INVERTED Impact | ✓ | 8-15 G Force |
| GENITAL Injury Test | ✓ | Yes |

ECE R 44 European Standard

Universal
9kg - 18kg Y



03.44.XXX

Approved to
European Standard
ECE R44.04

| | | |
|---------------------|---|---------------|
| FRONT Impact | ✓ | 22 G Force |
| REAR Impact | ✓ | 14-21 G Force |
| SIDE Impact | ✗ | NO TEST |
| INVERTED Impact | ✗ | NO TEST |
| GENITAL Injury Test | ✗ | NO TEST |

FMVSS213 certified to a NZ approved standard label



| | | |
|---------------------|---|------------|
| FRONT Impact | ✓ | 24 G Force |
| REAR Impact | ✗ | NO TEST |
| SIDE Impact | ✗ | NO TEST |
| INVERTED Impact | ✗ | NO TEST |
| GENITAL Injury Test | ✗ | NO TEST |

G = Force of Gravity.

The following features, many exclusive to Safe-n-Sound™, can be found on selected Safe-n-Sound seats...

>SIDE IMPACT PROTECTION

Their seats are made with high-impact resistant polypropylene that provides your child with side impact protection. Some seats also include additional EPS foam that not only makes the seat very comfortable, it supports side impact protection creating an energy-absorbing safety barrier.

>FRONTAL RECLINE

Many of Safe-n-Sounds™ restraints have a recline mechanism that can be adjusted with a child in the seat without disturbing them.

>SEAT BELT LOCK-OFF (EXCLUSIVE)

This very simple device found only on premium restraints secures the seat belt, preventing it from loosening with the movement of your child.

>AHR™ (EXCLUSIVE)

AHR, unquestionably Australasia's best side impact protection system and undeniably Australia and NZ's safest convertible seat.

>STABILISING BAR (EXCLUSIVE)

This stops seats used in a rearward-facing position from rebounding in the event of an accident.

>HARNES BUCKLE DESIGN (EXCLUSIVE)

They invented their 6-point harness with a buckle to allow the tongues to be pushed in one at a time. It's much easier than having to engage them together, especially with a playful or fidgety child.

>SEAT BELT LOCATOR (EXCLUSIVE)

This feature is found on their booster seats to ensure the correct positioning of the car seat belt across your child's shoulder and chest.

THE SAFE-N-SOUND CRASH EXCHANGE PROGRAM™ (EXCLUSIVE)

In addition to their warranties, the Safe-n-Sound™ 'Crash Exchange Program™' entitles eligible Safe-n-Sound child restraints that have been involved in a severe crash to be considered for an exchange/replacement. The new replacement restraint will be one of the same or similar design and features. A severe crash is considered to be one where the main body structure of the vehicle is distorted. *Conditions apply.



For full details visit their website:
www.britax.com.au

Advertorial

Safe-n-Sound™

CONVERTIBLE BOOSTER SEATS

FEATURING A PATENTED ANTI-SUBMARINE CLIP



Explorer



Maxi Rider II



Maxi Plus

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