Press Release



luftikid

The First Lightweight Inflatable Child Car Safety Seat

Who will be using Luftikid ?

Professional

Taxi, limousine, minibus drivers: deflated and folded in its bag, Luftikid is permanently available in the vehicle: small in size and light, it is stored together with its pump.



When a 1 to 7 years old child comes aboard, Luftikid is inflated within less than a minute using the dedicated supplied pump, and the child can be safely installed on a rear seat. Afterwards, thanks to the new double valve system, deflating will be quasi instantaneous and the equipment will be stored in its bag.

Occasional children drivers: **UBER** and **LYFT** become more and more popular. Luftikid will help them considering and taking care of the children safety offering them an air cushion (airbag kind) protection.



Rent a Car companies as well as **car sharing** and **pool sharing** (such as driving children to schools). A Luftikid stored in the trunk will be easily and quickly installed and removed.





Traveler

You are flying abroad: your Luftikid will be installed in the taxi on the way to the airport; your child will carry it in the bag to the airplane where it will be inflated again, and so on. Luftikid is **the only children' seat approved for both car and airplane use.** When travelling abroad with a hired car, no traditional safety chair will have to be rented (Luftikid purchasing' cost is equivalent to 4 to 12 days traditional chair' rental)



You only occasionally carry children and, therefore, you do not necessarily have a traditional - voluminous and heavy to manipulate- safety chair available. No problem: you inflate your Luftikid: it is easy for you and safe for them.

For the shared economy fans

Sharing cars is becoming more and more popular: in case of **car-sharing**, **car-pooling,** or even «**car-squatting**», take your Luftikid with you and you will not bother others. Your child will only use a minimum of space: up to three Luftikid can be installed on the rear seats. It is not possible with traditional safety chairs.

Why purchasing for your personal usage only ? Robust, easy to clean, Luftikid can be shared with the family, the neighbors, friends, Airbnb, etc..

Children living in different locations will carry the small bag with them; the respective cars seats or trunks will not be permanently occupied with traditional safety seats.

And other uses:

You have more than one car: professional or even **collection** (Classic cars), **sport cars** with limited trunk space: thanks to its small size and light weight, Luftikid will find its storage room. Flexible, it will also be easier to install on formed sport seats.

It will even fit in **private planes** its anti-depressurizing gauge has been designed for airplane usage.



luftikid

Your child' comfort !

On top of the **safety** Luftikid offers your child, it also brings **comfort to him**:

Books





I-pads and games

A comfortable pillow for a nap





He can carry it, giving him an independence and a safety feeling

How does it work ?

Positioned in front of him, Luftikid, attached to the seat' safety belt, acts as an air cushion (airbag) specific for the child. As opposed to a real airbag which would be inflated automatically and instantenuously in case of collision, Luftikid is inflated prior to the child' installation.





For very young children (12-24 months old) a supporting inflatable arch is availble. It supports and protects as shown on the picture. This arch is no more necessary for older children.

luftikid

The **Luftikid kit** includes four parts :

- A 25 x 35 cm **bag** for storing and protecting all components. With a total of less than one kilogramme (some 2 lbs), a child can carry it himself.
- The dedicated double-stroke **pump** for an easy and quick inflation.
- The **arch** for the very young children : as it might only be an occasional use it is usually stored in the bottom of the bag.
- The Luftikid: folded, it will be rolled and placed into the bag with the pump fitting in the center of it.



Crash tests have demonstrated Luftikid' high efficiency for 1 to 7 years old children in case of front collision, safer than traditionnal chairs.
In fact traditionnal safety chairs operate by blocking the child with a harness or with a three points safety belt, but they don't take into account the impact on the upper cervical spines or the neck (high risk of breaking it).
With Luftikid the impact is absorbed propotionnally by the upper part of the body , avoiding to a great extent the risks of neck damage.



Crash tests were performed in specialized laboratories.
Simulations in real conditions were performed in buses.

As a consequence of the tests successfully perfomed, Luftikid has obtained the **UN-ECE 44/04 regulation, group 1 and 2** label which is the current european norm for children' safety seats.
Luftikid has also be qualified for aviation usage.

Easy to store, folded in its bag, it takes little space (25 x 35 cm), weighs less than one kg (2 lbs.); inflated in less than a minute it can quasi instantly be deflated.

Many good reasons to have its own Luftikid.

luftikid

The price of safety…

Luftikid was not designed as a standard inflatable buoy equipment; high level materials and manufacturing processes were selected per the specifications, for obtaining the label:

- High resistance materials: it is made of polyurethane injected nylon, is fire-proof (an additional protection in case of accident), and made per the military and aeronautical norms.
- Watertight due to the very high frequency welding process (2 years warranty)
- Manufacturing processes approved and controlled by a specialized laboratory
- Luftikid is certified per the European norm ECE 44/04; transposition to USA norms pending.
- Luftikid passed successfully the automotive and aviation crash tests
- Luftikid is delivered in a protective bag easy for transportation also containing the two-stroke pump for a quick inflation.

What we do expect from the Kickstarter campaign:

Some time ago a first production of some thousands Luftikid was performed and essentially sold to taxi companies located in main European cities. This has verified the production technology was perfectly adequate (less than 1 unit per 1.000 returned and replaced).
This also demonstrated Luftikid was filling a hole, satisfying all users and was coming at a right time (Uber, car sharing, shared care, ..). It also helped to define and develop product' improvements: nowadays the Luftikid V2 has a new valve allowing for a much quicker and easier inflation and deflation, as well as a pressure controlling valve allowing aviation usage (adaptation to cabin pressure variation).

The Luftikid was initially invented and patented by a German engineer, grand-father himself and sensitive to the product' quality. He retired after having spent 1 million € in designing and testing it. Pierre Depireux took it over and promised him to open the way a second and broad life to this product. Pierre has developed the mentioned improvements and has obtained the certifications.

- Open minded people sensible to children safety and comfort but bothered having at moving heavy traditional children safety chairs,
- Numerous buyers in peak sectors like car rental, taxis, Uber, car sharing, … : it is possible to order a 6 or 12 pack for testing on a fleet
- Regional or national import companies as well as specialized distributors where conventional solutions are not adequate (old timers, sport cars, very compact cars, shared cars, …)

We are much more ambitious as we would like to be in a position to offer you many other colors than yellow, to reduce the production costs and to further improve the technology, so that we can sell significant quantities worldwide.

We need your help to make Luftikid becoming a worldwide success.

Thank you in advance for your interest and for the promotion you will make about Luftikid.

Pierre Depireux
Pierre@luftikid.co
www.luftikid.co
+34 670.387.199