**Press Release**

**UAE’s First Airbag Child Car Seat – Cooperation RoadSafetyUAE and Mamas & Papas**

* First Airbag child car seat in the UAE
* Up to up to 55% safer vs. standard child car seats
* Constant innovation and awareness creation needed for child safety
* 1/3 of UAE parents do not have proper child car seats
* 42% of the young parents (18-29) years do not have proper child car seats

**Dubai, UAE; 10-June-2018:** The arrival of the first child car seat with airbags from Maxi-Cosi also marks the start of the cooperation between Mamas & Papas and RoadSafetyUAE for the important topic of child car seats. The safety of children in cars remains a critical concern and UAE media reported in February 2018, that 64 per cent of fatal injuries of kids are the result of road traffic incidents (Abu Dhabi). The new holistic seat belt law as per 1-July-2017, ongoing education efforts and the introduction of innovative products are seen as key ingredients to improve the situation.

Richard Peace, Senior Vice President at Al Tayer Insignia, explains: *“As market leaders, Mamas & Papas are constantly searching for innovations that improve the safety of children in cars. The airbag innovation is a revolutionary step forward in child safety and we are proud to be able to offer this to our customers”.*

According to Maxi-Cosi, who manufacture the seat, in the case of a collision, the airbags located in the two shoulder pads of the harness inflate within 0.05 seconds. This reduces the forces on a child’s neck up to 55% compared to a standard forward-facing child car seat. The airbags automatically deflate just 1 second after the collision. The ground-breaking technology enhances the safety of children in forward-facing car seats enormously. Tests prove that this new technology leads to a significant reduction of the forces acting on the neck vertebrae and the head in the case of a frontal collision.

Thomas Edelmann, Managing Director, RoadSafetyUAE, adds: “In a research project we conducted in February 2017 we found out that 34% of UAE parents do not have proper child seats or booster cushions. The numbers are even more alarming in the segment of young parents (18-29 years), with 42% and in the segment of Emiratis with 47% not having the needed devices! The 1st of July 2017 marked the introduction of the holistic seat belt law in the UAE and we sincerely hope that parents would have started using child car seats and booster cushions more by now. We will soon repeat the 2017 research project to find out, if this actually has happened!

The introduction of this high-tech airbag child seat will certainly raise the awareness for this fundamental topic of child safety once more and we are pleased that this innovative product launch also marks the start of the cooperation between Mamas & Papas and RoadSafetyUAE. This partnership will result in a series of initiatives aimed at raising the awareness for child car seat safety and improving the penetration and the actual use of child car seats.”

Mamas & Papas became the flag-bearers for the topic of ‘Child Seats’ on the on-line portal of RoadSafetyUAE, providing essential tips & tricks for concerned parents and other stakeholders - <http://www.roadsafetyuae.com/child-seats/>

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**About Al Tayer Group, Mamas & Papas:**

Britain’s favourite nursery brand Mamas & Papas launched in 1981 by husband and wife Luisa and David Scacchetti.

Mamas & Papas has been acclaimed for its success with awards such as Which? Best Buys, Prima Fashion Awards, Loved By Parent Awards and numerous product awards from Mother & Baby

The company Headquarters is in Yorkshire, England

Mamas & Papas has 32 stores in the UK and its products are sold in over 3,000 locations in 50 countries

Mamas & Papas continues to invest in getting closer to consumers through a mobile site, mobile applications and improved consumer services such as the industry leading click and collect service which arranges delivery to store from 1 hour via our online channel

Mamas & Papas offer key in-store services to enhance the customer experience such as free one-to-one Personal Shopping appointments

Mamas & Papas is one of the biggest names in nursery retail and baby wear, favoured by celebrity mums including Beyoncé, Gwen Stefani, Alicia Keys and Erin O’Connor

**About RoadSafetyUAE:**

RoadSafetyUAE’s vision is to contribute to reducing the number of road traffic fatalities, injuries and accidents in the UAE. The mission is to raise the awareness for proper conduct on our roads, in an engaging manner and on a broadly communicated and permanent basis. RoadSafetyUAE’s award-winning platform engages with the stakeholders traffic participants, governmental entities, the media, and more than 30 corporate social responsibility (CSR) minded partners. ‘Tips & Tricks’ are the content backbone, provided for more than 60 topics of road safety, all specifically relevant to the UAE. More information can be found on [www.RoadSafetyUAE.com](http://www.RoadSafetyUAE.com)

Besides Al Tayer mamas&papas, RoadSafetyUAE partners with RTA, Ministry of Education, Dubai Chamber of Commerce, Dubai Health Authority, Michelin, Mercedes-Benz, Nissan, Al-Futtaim Honda, Volvo, Al Ghandi Auto (Chevrolet - GMC), MAN Trucks, Caltex, i-Insured, Enoc AutoPro, Careem, dubizzle, Deliveroo, Johnson&Johnson, Serco, MiXTelematics, WABCO, STS, Osram, Safety Media, Arab Wheels, AETOS Wire.

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