



Everything Just "Clicks" With New Graco SnugRide® SnugLock™ Infant Car Seats & Bases

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Helps parents feel confident in a secure car seat installation with three steps, LATCH, 4-position adjustable base and easy-to-read level indicator

ATLANTA, May 23, 2017 /PRNewswire/ -- Click! That's the sound of a secure car seat installation. A recent study by the National Highway Traffic Safety Administration found that 49 percent of infant car seats were incorrectly installed.* The new Graco SnugRide® SnugLock™ Infant Car Seats have been designed to help reduce this statistic with a hassle-free installation process using either a vehicle seat belt or LATCH. In three simple steps, parents will hear that "click" and feel confident their car seat has been securely installed.

Experience the interactive Multimedia News Release here: <https://www.multivu.com/players/English/8102751-graco-snugride-snuglock-baby-infant-car-seat/>

Simply attach to your vehicle using seat belt buckle or LATCH, tighten so there is no slack, and lock down the SnugLock™ arm. When locking down the SnugLock arm, parents will hear the "click" and feel confident their car seat has been securely installed. Adding to the installation ease is a 4-position, spring loaded, adjustable recline base, an easy-to-read level indicator, and LATCH.

This new addition to Graco's award-winning car seat line also includes features to help keep little ones comfortable and protected. The removable head and body support helps provide proper fit for smaller infants. The car seat is also equipped with a Silent Shade™ canopy that easily adjusts to keep the sun out of baby's eyes during car rides and strolls. As an added benefit, this shade is made of smooth fabric, ensuring that baby won't be disturbed when the shade is being adjusted.

"Moms and dads have a lot to worry about and the safety and comfort of their child in the backseat should not be one of them," said Erin Varano, Brand Marketing Director, Graco. "The SnugRide SnugLock Infant Car Seats and Bases help eliminate the guesswork often associated with car seat installation and provides parents peace of mind that their baby is secure when they take to the road."

Additional safety and ease-of-use design elements include:

- Grows with and helps protect rear-facing infants from 4 to 35 lbs. and up to 32"
- LATCH equipped for a hassle-free installation
- SafetyCore™ Crash Absorption Zone helps absorb crash forces from a front collision
- EPS, energy absorbing foam for effective impact energy management
- 1-Hand Adjustable handle for easy transfer in and out of the car
- SilentShade™ Canopy quietly adjusts without disturbing baby
- Click Connect™ technology provides a secure one-step attachment to all Graco Click Connect™ strollers and bases making it easy to create a custom travel system
- Removable, machine-washable seat cushion make clean up easier for parents
- SafeSeat™ Engineered and Side Impact Tested to meet or exceed US Safety Standards

"In the past, I have memories of putting my full weight into our car seat and yanking the straps as hard as possible just to try to get the base to be secure enough. This time around, the new Graco SnugRide SnugLock 35 DLX Infant Car Seat is making it much simpler! This car seat has been specifically designed to eliminate any guesswork that comes with installing a car seat," said Mandy Roberson, mom of a toddler and one on the way, and founder of MommaSociety.com. "The car seat also has other features that I love, like the fact that the handle can be adjusted with one hand, which will make it easy to get baby in and out of the seat while also juggling a toddler."

The Graco SnugRide SnugLock family is now available across national retailers. The family of infant car seats and bases includes a seat for everyone - the SnugRide SnugLock 35 (\$159.99), the SnugRide SnugLock 35 DLX (\$199.99), the SnugRide SnugLock 35 Elite featuring Safety Surround (\$219.99), the SnugRide SnugLock 35 Elite (\$219.99), the SnugRide SnugLock 35 Platinum (\$219.99), the SnugRide SnugLock 35 Platinum XT (\$249.99), the SnugRide SnugLock 35 Infant Car Seat Base (\$59.99), and the SnugRide SnugLock 35 DLX Infant Car Seat Base (\$89.99). For more information, please visit www.gracobaby.com/snuglock.

ABOUT GRACO CHILDREN'S PRODUCTS

Graco, part of Newell Brands' strong portfolio of well-known brands, is an innovator of baby and children's products that provides solutions to help parents make smart choices while taking care of their little ones. For 60 years, Graco has built trusted, quality and helpful products including car seats, strollers, travel systems, swings, highchairs, playards and nursery care essentials.

ABOUT NEWELL BRANDS

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, <http://www.newellbrands.com>.

*Source: National Highway Traffic Safety Administration "National Child Restraint Use Special Study." Available online at

<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812157>





To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/everything-just-clicks-with-new-graco-snugride-snuglock-infant-car-seats--bases-300461712.html>

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