Graco® Debuts Its First-Ever 360° Rotating Design: The EasyTurn™ 360° 2-in-1 Convertible Car Seat

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This Graco revolutionary car seat rotates a full 360 degrees to allow for effortless access when getting baby in and out of the car

ATLANTA, Feb. 3, 2025 /PRNewswire/ -- Graco®, America's most trusted baby gear brand*, announces the launch of the EasyTurn™ 360° 2-in-1 Convertible Car Seat, the brand's first-ever car seat featuring a 360° rotating design. Offering parents seamless, easy access to their child in both rear-facing and forward-facing modes, this groundbreaking car seat grows with your child from infancy to toddlerhood (4 to 65 lbs.). Its slim, space-saving design optimizes back seat capacity without compromising comfort and protection.



With over 65 years of experience in crafting dependable and innovative baby gear, Graco has combined advanced safety technology and ultimate comfort with the EasyTurn 360°. Backed by Graco's ProtectPlus Engineered™ safety standards, this car seat has undergone rigorous crash testing —including frontal, side, rear, and rollover tests— providing the safest place outside your arms

"At Graco, we understand that parents value innovative products that not only keep their children safe but also simplify daily routines," said Kerry Strzelecki, Vice President of Brand Management at Graco. "The EasyTurn 360° is a game-changer, combining a user-friendly rotating seat with trusted safety technology to provide a car seat that truly grows with your child."

Additional Key Features Designed for Safety and Convenience:

- **SnugLock® Technology**: Quick and secure installation in under a minute.
- **No-Rethread Simply Safe Adjust™ Harness System** Ten effortless height adjustments for a perfect fit at every stage.
- **InRight™ LATCH System** One-second, click-secure connection for added confidence.
- **Comfort & Convenience Features**: Includes an easy-to-read level indicator, four-position recline, plush removable inserts for infants, and two easy-to-clean cup holders.

The EasyTurn 360° 2-in-1 Convertible Car Seat (MSRP $299.99) is available in two colors – Cyran (black) and Solae (light gray) – for pre-order on Amazon, with widespread availability now on GracoBaby.com, Babylist, and Walmart and Target in February.

For more information about Graco and the new EasyTurn 360° 2-in-1 Convertible Car Seat, please visit www.gracobaby.com and follow along on social at: @graco on Instagram and Facebook, and @gracochildrensproducts on TikTok.

About Graco

Graco is one of the most recognized children's products brands that provides innovative and reliable solutions to help parents make smart choices

while taking care of their little ones. For more than 65 years, Graco has built high quality products that parents can trust, including car seats, strollers, travel systems, swings, highchairs, playards and nursery care essentials. Graco is part of Newell Brands Inc., a leading global consumer products company, with its products available globally through a variety of retail partners.

About Newell Brands

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Rubbermaid, Sharpie®, Graco®, Coleman®, Rubbermaid Commercial Products®, Yankee Candle®, Paper Mate®, FoodSaver®, Dymo®, EXPO®, Elmer's®, Oster®, NUK®, Spontex® and Campingaz®. Newell Brands is focused on delighting consumers by lighting up everyday moments.

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

*Based on 2024 Baby Gear Brand Health Tracker Data



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