Graco® SnugRide® Turn & Slide™ Brings Unique Turn-and-Slide Innovation to Families

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Graco's first-ever rotating infant car seat goes beyond turning alone, sliding baby closer to help make getting in and out of the car easier.

- Turn & Slide goes beyond rotation alone, turning 180° toward the caregiver and gliding smoothly on and off the base to bring baby closer.
- Designed for growing families, the car seat helps reduce reaching, lifting and maneuvering while preserving neighboring seat-space.
- Available now for $349.99 at GracoBaby.com, Amazon and Babylist.

ATLANTA, Nov. 9, 2026 /PRNewswire/ -- Graco® today announced the availability of its **SnugRide® Turn & Slide Rotating Infant Car Seat**, designed to make one of the most repeated parts of caring for a baby easier: getting baby in and out of the car. As Graco's first-ever rotating infant car seat, Turn & Slide combines a 180° rotation with a unique sliding motion that brings baby closer to the caregiver.



From the first ride home to daycare drop-offs, doctor appointments and family outings, parents are constantly on the move. SnugRide Turn & Slide was designed to make those moments easier, helping reduce the physical effort of the in and out transitions so caregivers can spend more time focused on their baby and the moments that matter.

"At Graco, we're always looking for ways to make parenting easier," said Kerry Strzelecki, Vice President of Brand Management at Graco. "Turn & Slide was designed with that goal in mind, going beyond rotation to bring baby closer to the caregiver. We're proud to offer families an innovation that takes some of the effort out of getting on the go, giving parents more time to focus on the moments that matter."

Going Beyond Rotation
Beyond its unique turn-and-slide design, SnugRide Turn & Slide is engineered to rotate without blocking the neighboring seat, helping preserve second-row space and support three-across seating in many vehicles. This gives growing families more flexibility, especially when traveling with multiple children.

Additional features include:

- **Lightweight Portability**: The lightweight carrier is designed to make moving baby between the car, stroller and home easier.
- **Simple, Secure Installation**: SnugLock® Technology enables installation in less than one minute using the vehicle seat belt or LATCH, while the InRight™ LATCH system provides a one-second, click-secure attachment.
- **Adjusts as Baby Grows**: The No-Rethread Simply Safe Adjust™ Harness System allows the headrest and harness to adjust together as baby grows, while the 4-position adjustable base with bubble level helps support proper installation.

Backed by Graco's Commitment to Safety
For more than 65 years, Graco has been committed to providing families with products built around safety and quality. SnugRide Turn & Slide is Graco® ProtectPlus Engineered™, undergoing rigorous frontal, side, rear and rollover crash testing. The seat also features an integrated Anti-Rebound Bar and PureProtect™ fabrics that are fire-resistant without added chemicals.

Following the voluntary recall of select SnugRide Turn & Slide infant car seats earlier this year, Graco implemented engineering updates and completed additional testing and validation to address the issue before bringing the product to market.

Available Today
The SnugRide Turn & Slide Rotating Infant Car Seat (MSRP $349.99) is available at GracoBaby.com, Amazon and Babylist in Noir, Mulberry and Sandstone colorways.

Turn & Slide will also be available as part of a travel system with the Modes™ Nest Stroller beginning inDecember 2026 for an MSRP of $674.99.

For more information about Graco and the SnugRide Turn & Slide Rotating Infant Car Seat, 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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