

## Takata Child Guard 1.0 wins award at 10<sup>th</sup> Kids Design Awards

**Tokyo, July 11, 2016**—Takata Corporation, a leading global supplier of automotive safety systems such as seat belts, airbags and child seats, received an award for its first rotating ISOFIX child seat\*, the Child Guard 1.0, at the 10<sup>th</sup> Kids Design Awards (Event organizer: Kids Design Committee; sponsor: METI, Consumer Affairs Agency). This is the second year running that Takata has received a Kids Design Award.

The Kids Design Awards were created to select and give widespread recognition to superior product, spatial and service designs that contribute to the safety and security of children, express creativity and forward thinking, and help make raising children easier. Takata will use this award as an opportunity to further expand awareness of the Child Guard 1.0, and will continue efforts to create products that contribute to the social development aims of the Kids Design Awards.

**Product name:** Child Guard 1.0

**Product outline:** An ISOFIX child seat jointly developed by Takata design teams in Germany and Japan. Combining the latest safety technology with everyday ease of use, the Child Guard 1.0 is designed with a low center of gravity that helps to improve safety and comfort, and features a convenient rotating seat function for smoother fitment and removal of the child. It also has a magnetic tongue, free standing buckle, AIRPADs that protect the head area from side impacts, and a unique framed UV sunshade.

Product website: <http://www.takata.com/childseat/childguard/index.html>



■ Child Guard 1.0

Kids Design Awards website: <http://www.kidsdesignaward.jp/>



**Product outline**

Product name: Child Guard 1.0

Age range: Newborn to 4 years old

Application range: Bodyweight of up to 18kg

Weight: 14.8 kg

Color: Five colors available (NAVY BLUE, DARK GREY, GOLD YELLOW, BLUE SLATE, RED ORANGE)

Price: JPY80,000 (excluding sales tax)

Retail suppliers: Akachan Hoppo, AMAZON, AEON, Mitsukoshi, Isetan and other retailers, baby product stores, and auto product stores

■Color variations



NAVY BLUE



DARK GREY



GOLD YELLOW



BLUE SLATE



RED ORANGE





\* ISOFIX child seats

Child seats that use a fixed mounting system which meets ISO standards, and aims to ensure correct installation, improve compatibility with automobiles, and establish a global standard fitment method. ISOFIX child seats use a fitment method that differs from the traditional system of securing the child seat with the vehicle seat belt. Instead it directly fixes the child seat in place using special connectors fitted to the vehicle and the child seat, significantly reducing the chance of incorrect installation.

■ Takata Corporation

• Company name	Takata Corporation
• Founded	1933
• Head office	ARK Hills South Tower, Roppongi 1-4-5, Minato-ku, Tokyo, Japan
• Representative	Shigehisa Takada, Chairman & CEO
• Capital	¥41,862 million (as of March 2016)
• Sales	¥718,003 million (FY April 2015 - March 2016)
• Employees	50,530 (consolidated, as of March 2016)
• Global network	57 plants in 21 countries spanning Japan, Asia, Europe and the Americas (as of March 2016)
• Main business	Manufacture and sale of automotive seat belts, airbags, steering wheels, interior trim and child restraint systems

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