

Takata's Child Guard 1.0 child seat wins 2016 Good Design Award
All three Takata ISOFIX child seats now recipients of this award

Tokyo, October 3, 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*¹, the Child Guard 1.0, at the Good Design Awards 2016. All three of Takata's ISOFIX child seats are now Good Design Award recipients.

Launched in April 2016, the Child Guard 1.0 is an ISOFIX child seat*¹ developed to prevent common mistakes made when securing child seats and allow anyone to use the product with confidence. Child Guard 1.0 is designed with a low center of gravity, helping to improve both safety and comfort. It features a convenient rotating seat function allowing for the child to be loaded and unloaded smoothly, and an independently developed harness system with easy attachment and release.

Takata will take this award as an opportunity to further expand efforts to create products that contribute to society and a better customer experience.

Comment from the Good Design Award judges

"The most unique feature of the Child Guard 1.0 is its balance of both user-friendliness and safety, achieved at a high level through a design which includes a rotating function for easy loading and unloading of the child, and a low center of gravity equal to that of a non-rotating child seat.

The product's key features include AIRPADs designed with airbag technology, rigid metal components used for its rotational mechanism, the ISOFIX fitment designed to prevent misuse, and a unique magnet buckle, all of which symbolize Takata's genuine pursuit

of safety—the primary function of a child seat. The design of this product stays true to Takata's belief that the child seat is not just a baby product, but a safety device."

**GOOD DESIGN
AWARD 2016**

*1 Child seats that use a fitment method that differs from the traditional system of securing the child seat with the vehicle seat belt. The system not only simplifies the process of installing a child seat to reduce mistakes, but also improves the safety and stability of the child seat compared to traditional child seats attached with a seat belt, and therefore is thought to help reduce the risk of death and injury in the event of an accident.



Product name: Child Guard 1.0

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



Child Guard 1.0 on display at Good Design Exhibition 2016

Takata's Child Guard 1.0 child seat will be introduced as an award recipient at the Good Design Exhibition 2016, from October 28 (Friday) at Tokyo Midtown. The Good Design Exhibition is a highly popular annual design event which showcases the latest Good Design award winners.

Good Design Exhibition 2016

Event period: October 28 (Friday) to November 3 (Thursday) 11:00 – 20:00 (hours differ on the final day of the exhibition)

The Good Design Award

The Good Design Award is a comprehensive design-promotion system that picks good designs out of a variety of unfolding phenomena, and aims to enrich our lives, industries, and society as a whole by highlighting and celebrating these works. It is hosted by the Japan Institute for Design Promotion, a public interest incorporated foundation.

It's precursor, the Good Design Selection System (or G Mark System), was founded in 1957 by the Ministry of International Trade and Industry (the current Ministry of Economy, Trade and Industry), and has been engaged in this work for about 60 years. Submissions come from a wide range of fields, and roughly 1,200 designs are recognized every year. Over 59 years, around 43,000 designs have been recognized by the awards. Recipients of a Good Design Award are granted use of the G Mark symbol, which has been an emblem of good design for over half a century.

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