

Takata launches 'Child Guard Junior' junior seat Japan model of two-time award winner in Europe

On sale nationwide in Japan from April 29, 2017

Tokyo, April 28, 2017—Takata Corporation, a leading global supplier of automotive safety systems such as seat belts, airbags and child seats, today announced the nationwide launch of 'Child Guard Junior', a high-back junior seat*¹ which has received two international design awards.

The Child Guard Junior is a high-back junior seat suitable for use with children aged 3 to 12 years old (15-36 kg). The product is the Japan model of the TAKATA MAXI, already available in Europe, which received the PLUS X AWARD 2014*², and the GERMAN DESIGN AWARD GOLD 2016*³, as well as receiving a high safety rating from the General German Automobile Club (ADAC)*⁴. It is the first junior seat in Japan to feature Takata's independently developed AIRPADs, to ensure effective protection in side impacts, which are understood to result in a high rate of fatalities and serious injuries due to the impact energy transferred to the occupants. Additionally, when installed in an ISOFIX compatible vehicle, the junior seat is securely attached to the seat of the vehicle allowing for a safe and comfortable ride for the child.

Takata aims to use the launch of the Child Guard Junior as an opportunity to further grow the rate of junior seat use. As a manufacturer of vehicle safety systems, Takata's goal is to continuously improve upon child seat and junior seat safety and constantly pursue the development of better safety systems.



Child Guard Junior



Received a high rating by ADAC and won multiple awards under the TAKATA MAXI brand name. From left: PLUS X AWARD 2014, GERMAN DESIGN AWARD GOLD 2016, ADAC



- *1: A junior seat having a seatback integrated with the head restraint
- *2: An internationally recognized European design and innovation competition (held in Germany) that covers technology, sports and lifestyle products
- *3: Internationally recognized awards hosted by the German Design Council, established in 1953. As a pre-condition, all nominee products need to have received another international design award. Due to the stringent screening of this award, it is known as the award of awards.
- *4: The largest automobile association in Europe that functions as a driver support network
- *5: 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. Takata is currently the only manufacturer in Japan offering junior seats that are compatible with ISOFIX connectors. (As of April 2017, based on research by Takata)

Product outline

Product name: Child Guard Junior

Age range: 3-12-year-olds

Weight Range: 15-36 kg

Dimensions: W450mm X H690mm X D480mm

Product Weight: 6.9 kg

Color: WASH GREY

PRICE: JPY34,000 + tax

Retail suppliers: Baby product stores, mass retailers and auto product stores nationwide

Product features



ISOFIX Installation

Connects securely to a vehicle's ISO FIX bar, ensuring the junior seat stays securely in place while the vehicle is moving



AIRPAD

Featuring Takata's independently developed AIRPADs, designed to protect the head in the event of a side impact. Releases air from the pad while effectively absorbing the energy of the impact



Drink Holder

A drink holder and pocket, which can be installed on either side of the seat



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