



KONCERN
DESIGN STUDIO

Jiří Přebyl and Martin Imrich
U Šálkovny 4, 147 00 Praha 4
tel:+420 608 303 057 tel: +420 604 614 061
www.koncern.cz, studio@koncern.cz

CYBEX SOLUTION X – Press Release

Novelty Child Car Seat Cybex Solution X designed by Koncern was awarded by "red dot design award honourable mention 2008".

Cybex Solution X received an "honourable mention" by the red dot design award of the Designzentrum Nordrhein-Westfalen. This award is only granted to products that excel through their intelligent and successful detail solutions. The red dot design award is one of the toughest and most renowned international competitions for product- and communication design. This year a high-profile panel of experts has determined the winners from 3000 international entries. According to the experts' judgment Cybex now belongs to the best of the design trade.

Koncern has already successfully collaborated with Cybex on various products. The "red dot design award honourable mention 2008" makes the Solution X continue its success story and proves that the Cybex S.D.F innovation principle has been yet again adapted successfully uniting Safety, Design and Functionality in an extraordinary fashion. The unique safety concept of the Solution X has already been decorated: the latest car seat of the CYBEX product line received a "very good" shortly after market entry by Germany's prestigious Autobild.de.

The most important element in this safety concept is the worldwide patented three-position reclining headrest which elegantly and safely solves the problem of the falling forward of the child's head when asleep. Especially in the case of a side impact collision the child's head stays inside the safety zone and does not fall into a dangerous position. This unique safety feature guarantees maximum protection and over 80% more safety in this type of accident.

Along with the reclining headrest, the newly designed shoulder protectors of the Solution X have been combined into the L.S.P. System (Linear Side-impact Protection). In detail, this new safety mechanism is reflected in the linear alignment of headrest and shoulder protectors in which the momentum of a side impact collision is systematically reduced. Due to this new configuration, a series of reactions are triggered in which the head and shoulder protectors absorb the momentum of the body at an early stage during the impact and lock the sensitive head of the child into the safety zone of the seat.

Producer:

Cybex Industrial Ltd.

Suites 2205-6, Island Place Tower, 510 King`s Road, North Point, Hong Kong

Cybex Europe, Alte Forstlahmer Str. 22, 95326 Kulmbach, Germany

www.cybex-online.com, tel: +49 (0) 9221-973114

Solution X

