

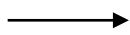
From car seat to *Stroller* in seconds



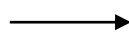
Infant car seats have been around since the 1930's



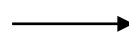
1940s



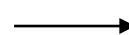
1950s



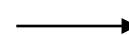
1960s



1980s



1990s



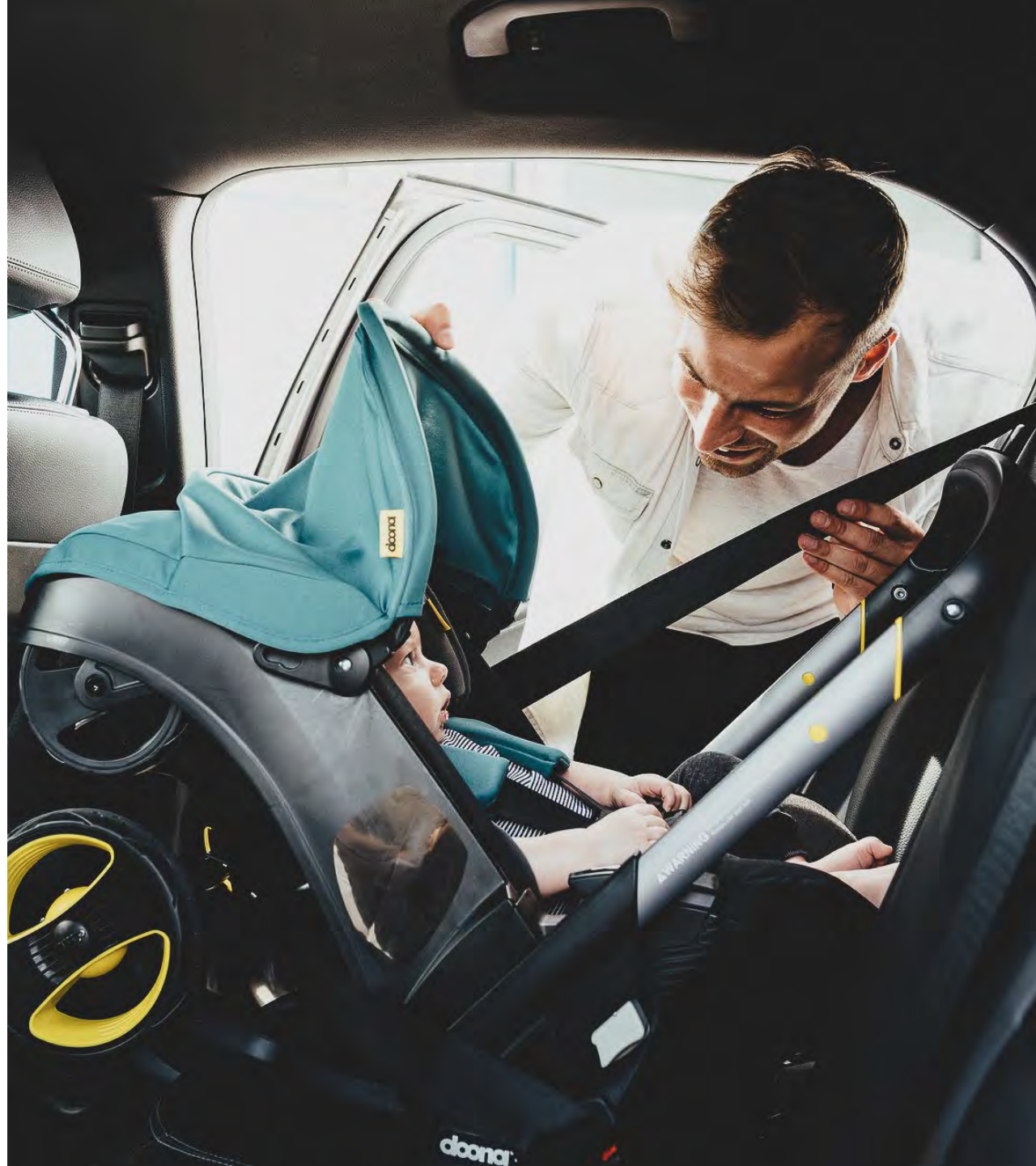
2000



2010

The evolution of car seats

- Vehicles are faster and stronger- Larger impact than before
- More vehicles on the roads- growth in the number of road accidents
- Growth in the number of injuries and deaths
- Car seats must protect babies from frontal, rear and side impacts



Car seat & travel system limitations

Car seats suffer from a wide range of limitations especially when you take them outside of the car.

Our goal was to develop a car seat with an integrated stroller that overcomes these limitations while keeping the highest standards.



When used as stand-alone car seat

- Heavy to carry
- Uncomfortable & bulky
- Baby uncomfortable while carrying
- Limits use of hands
- Only for car use, not suitable for public transportation (train, bus, cab, Uber, planes)



When used along with a "travel system"

- Complicated to operate
- Frequent improper installation
- Takes up valuable space in the car (doesn't fit in small cars)
- Takes up a lot of storage space in general, also at home
- Requires additional components
- Complete travel system comes with a hefty price tag
- Not travel friendly
- Not suitable for most public transportation

Most common travel systems





Let's begin with a short video

[Click here](#)



Doona car seat and stroller

The world's first and only complete and fully integrated travel system

- Easy to operate in one **simple action** – From car seat to stroller in **Seconds**
- **No more dragging around a car seat**
- Meets the strictest car seat and stroller safety **standards and regulations**
- Highest quality standards
- Matching **ISOFIX** base
- Ultimate solution for **travelling parents** (plane, public transport, Uber)
- **Easy to carry** – up-/ down stairs (without shaking the baby)
- Certified for **air travel**
- Wide range of **unique accessories**
- Registered and pending **worldwide patents**





Features

Infant insert & head support

Tongue release button

5 point harness

Harness tightening strap

Brake release pedal (green)

Handle extension button

Shoulder pads

Brake lock pedal (red)

UPF 50+ sun protection & water repellent canopy

Handle rotation buttons



Use modes



Car seat



Pull along



Stroller

Specifications

Suitability (US):
Rearward facing infant car seat
Infant Weight: 4-35lbs
Infant Height: up to 32"
Product Weight: 16.5lbs



Extensive testing & certification

Doona's unique hybrid functionality, has been tested to meet the strictest standards for car-seats, strollers, reclined cradles (EU) and aircraft approval.

Car Seat



Dozens of crash tests, some at extreme temperatures and conditions

- ECE R44
- FMVSS 213
- GB 27887 - 2011

Stroller



Running, stability, brake, finger trapping & impact tests

- EN 1888
- ASTM F833
- GB14748 - 2016

Reclined Cradle



Handle integrity, stability, non-slip tests

- EN 12790
- ASTM F2050

Aircraft Approval



Doona without a base

- FAA
- TUV

Ergonomic & baby safe

Infant Insert



- Near-flat ergonomic position to support the baby's spine in its developmental stage
- Suitable from birth up to 5kg
- Additional padding for newborn
- Central anchor point prevents the insert from involuntary shifting

Head Support



Developed and designed for extra side impact protection using energy absorbing materials.

Baby- Safe Materials



All materials are free of hazardous chemicals. The textiles are tested for their durability and quality to assure the safety and continuous use of the products. In addition, they are all breathable, removable, and washable textiles.

Side – Impact Protection



Doona's unique double wall structure is made of durable, impact-absorbing plastic, EPS, foam and textiles. They provide enhanced side- impact protection which better protects the baby in case of an accident.

Highest safety & quality standards

5 point harness

- A baby's rigid body parts (shoulders and hips/pelvis bone) can withstand high load forces of a crash better than the soft body parts (lower abdomen). In case of an accident, forces are transferred to the car seat and to the baby. With a 5-point harness, the baby's abdominal area is better protected and therefore does not endure such high loads.
- The shoulder straps can be easily adjusted to the correct shoulder height, which secures the child in the safest position within the protective seat shell.



Highest safety & quality standards

Anti-rebound protection

- Unlike typical car seats, Doona's unique structure enables positioning the handle against the back of the car seat, thus providing the baby with exceptional anti-rebound protection.
- In case of collision, the anti-rebound handle will absorb the impact and prevent the Doona from rotating quickly towards the back of the seat, thus dramatically reducing rebound injuries.

Fail-Safe mechanisms

Doona's design and engineering teams developed multiple fail-safe mechanisms to assure safe operations and prevent misuse such as- unintentional folding, hasty extension of the carry mode handle, rotation of the extended handle in the "on-the-go" mode, and much more.



Specifications

Product category:

Car seat, stroller, cradle

Group: 0+

Infant Weight: 1.8-13kg / 4-35 lbs

Infant Height: up to 81cm / 32"

Product category:

Car seat, stroller, cradle

Product Weight (net):

7 kg/ 16.5 lbs

Product Weight (Inc. package):

8 KG/ 17.6 lbs

Product Dimensions:

Car seat mode (WxLxH):

44x66x60 cm/ 17.3x26x23.6 inch

Stroller mode (WxLxH):

44x82x99 cm/ 17.3x32.2x39 inch



Awards



LATCH Base

- Compatible with the Doona Infant Car Seat and is intended for Rear-Facing use only
- Group 0+
- Infant Weight: 4-35 lbs (1.8-15.8 kg)
- Infant Height: up to 32 in (81.3 cm)
- Product Dimensions: 9.6 / 15.7 / 20.9 in
- Product Weight: 10 lbs
- Compliant with US regulations
- One click vehicle installation



Doona Collection

The latest collection makes a bold and on-trend statement with six vivid colors, an updated all-black inner seat cover and a sleek charcoal aluminum frame. This collection answers the needs of fashion-conscious families.



Racing Green



Royal Blue



Blush Pink



Flame Red



Nitro Black



Grey Hound

Classic Collection

Updated to the latest standard Doona's classics entail firm favorites from the original collection. They are instantly recognizable by their light gray aluminum handle and matching colors of interior, canopy and shoulder-pad textiles.



Doona Accessories



All day Bag



Essentials Bag



Travel Bags



Seat Protector



Wheel Covers



Rain Cover



Snap-on Storage



360 ° Protection



Insect Net



Sunshade Extension

Limited editions

Doona's limited editions will bring trend conscious and new designs to parents that like making a statement.

The collections will be complementing the regular collections and bring a new (brand) perspective and a fresh, more instantaneous experience to Doona.

Ranging from limited- to special custom editions the products will be launched in shorter intervals and in various concepts or themes.



Doona

Brand materials









Branding

Tag Line

**From
car seat
to *Stroller*
in seconds**

doona™