



PRESS RELEASE

Double “Gold“:

Croozer Kid Plus Earns Top Honours in Two Consumer Awards

News from the trade fair KIND + JUGEND 2016: the Croozer Kid Plus has been voted “Lieblingsstück” (“favourite product”) by users of the German parenting websites Eltern.de and Urbia.de, earning the highly coveted Consumer Award in the category “On the Road”. The 3-in-1 bicycle trailer also placed number one in Austria: in the NEW MOM Consumer Award, the Kid Plus took home the “gold medal” in its category.

The Cologne-based bicycle-trailer manufacturer Croozer has won the highly coveted ELTERN and URBIA Consumer Award for its Kid Plus trailer. “Chosen by families” – this is the guiding principle of the Consumer Award that is presented annually in four categories by the parenting websites Eltern.de and Urbia.de. An expert jury evaluates all submitted products based on several criteria, such as innovation, suitability for everyday use, appearance, functionality, user-friendliness, safety, sustainability and value for money. Users then vote online for their favourites among the shortlisted products. The Croozer Kid Plus received the most votes, earning first place in the category “On the Road”.

The results were similar for the Consumer Award Austria, which is given out annually by the magazine NEW MOM. For this award, readers are asked to vote for their favourite products in various categories. The Croozer Kid Plus was awarded first place in the

**SIMPLY
ON THE MOVE**

category “World of Moving Kids”. Both awards were announced at KIND + JUGEND, the leading international trade fair for the baby and toddler outfitting sector.

“We’d like to thank our loyal fans and satisfied customers for honouring us with these consumer awards. It makes us very proud to know that our outstanding products are so highly valued by the people who use them!” said Andreas Gehlen, Managing Director of Croozer GmbH.

The Croozer Kid Plus is the manufacturer’s top-of-the-line trailer model. It offers 3 options in one box: bicycle trailer, stroller and jogger – all kits are included with every trailer. Changing between the different modes is a breeze, thanks to the new Click & Crooz[®] fastening system. In addition, the self-regulating AirPad[®] suspension adjusts automatically to every load – meaning that there are no preload settings to hassle with. And the handlebar comes with built-in, sensor-operated lights that switch on automatically when it gets dark if the Croozer is in motion.

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About Croozer

Croozer is a trademark of the company Croozer GmbH. The specialist for family mobility has been selling bicycle trailers for more than 20 years. Croozer is currently sold in 25 European countries, as well as North America and Australia. For more information on Croozer: www.croozer.com

About the company Croozer GmbH

In 1993 Andreas Gehlen founded Zwei plus zwei GmbH, a Cologne-based wholesale and retail company for bicycle trailers. The owner-managed company renamed itself Croozer GmbH in 2016 and is now a developer, producer and distributor of Croozer, the market leader among child trailers in Europe. For more information on Croozer GmbH: croozer.info/company