



## **Baby Car Seats: Reassurance for Mom from the First Ride Home**

*Evenflo's New Serenade™ Infant Car Seat Provides a Safe, Secure and Comfortable Ride*

Cleveland, OH ([PRWEB](#)) January 6, 2010 -- Welcoming a little bundle of joy into this world is exciting. This excitement is partnered with a new overwhelming responsibility to protect and care for the new baby. Evenflo's new Serenade infant car seat combines safety and comfort to provide new Moms piece of mind for the first ride home.

The first of many parental responsibilities is to get the new baby home from the hospital, safe and sound. It starts with choosing the right car seat, and then making certain the car seat is properly installed three weeks prior to the due date for baby's first car ride. With so many different car seats to choose from, this critical first step can be overwhelming.

Evenflo, a leading manufacturer and marketer of infant and juvenile products, including safe baby car seats, is working hard to make it easier for new parents to get it right from the very first ride home from the hospital. Evenflo's new [Serenade™ Infant Car Seat](#) features SureLATCH® technology that provides safety in 60 seconds! Designed for infants ranging from 5-35 pounds, the Serenade Car Seat featuring SureLATCH combines safety with advanced innovative car seat safety features designed to make it easier to travel and use every day.

“We understand the stresses new parents face, but the secure installation of their car seat should not be one of them,” said McKay Featherstone, Director of Car Seats at Evenflo. “With a simple ‘Click, Click, and Push’ parents and caregivers are able to install the Serenade correctly and easily every time with the SureLATCH connectors in less than 60 seconds; providing peace of mind you can hear and see.”

According to Safe Kids Worldwide, four out of five car seats are installed incorrectly. Evenflo's SureLATCH makes [car seat installation](#) using the vehicle LATCH system, or Lower Anchors, easier than ever. Installing the Serenade baby car seat into the vehicle is quick and simple, and takes a fraction of the time of a traditional car seat, ensuring proper fit and reducing common frustrations brought on by car seat installation.

Serenade also offers the exclusive Infinite Slide Harness™ system that simply slides for an accurate fit every time. For added protection, the Serenade meets or exceeds all applicable Federal Safety Standards, and has passed Evenflo's internal side impact testing standards. Shading baby from any angle the full-coverage canopy and superior padding surrounds the baby's head and body providing for a comfortable and secure ride.

Parents and caregivers can also visit Evenflo's Web site, [www.evenflo.com](http://www.evenflo.com), to view free educational tools and [car seat installation videos](#). A step-by-step, how-to video is available for every Evenflo child car seat.

The Evenflo Serenade car seat is available exclusively at Babies ‘R Us for \$149.99.

To learn more about car seat safety, visit:

[Evenflo Best for Baby on YouTube](#)

[A Mother's Promise Facebook Page](#)

About Evenflo



Headquartered in Miamisburg, Ohio, [Evenflo](#) Company, Inc. is a privately held leading manufacturer and marketer of infant and juvenile products. Evenflo was founded in 1920 and is a top supplier of infant and juvenile products to key retailers such as Toys “R” Us, Babies “R” Us, Wal-Mart, Target, and K-Mart. The company’s product offering spans a broad range of essential infant and juvenile product categories, including [car seats](#), baby travel systems, infant and toddler feeding, infant carriers, stationary activity centers and home baby safety products. Evenflo’s premier brand name has 97 percent awareness with new mothers, and the company enjoys #1 or #2 market share positions in 10 important product categories. For more information on Evenflo, visit [www.evenflo.com](http://www.evenflo.com).

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