



## **Introducing The RideSafer™ Travel Vest: Finally, A Safer, Smarter, Easier Alternative to Booster Seats**

*When a child grows out of a 5-point-harness car seat it is time to find the safest, most effective belt positioning booster seat on the market. The RideSafer™ Travel Vest offers a safer alternative to the traditional belt positioning booster seat.*

Lincolnwood, IL ([PRWEB](#)) June 8, 2005 -- 18,000 children are injured or killed in automobile accidents each year. And even though most states require children to use a child safety seat until they are at least six or eight years old and weigh 60 lbs, it is estimated that 80 percent of car seats and boosters are still installed improperly or not used at all which constitutes for 90 percent of those injuries. In addition, when a child reaches 40 pounds and outgrows a 5-point harness (a standard restraint in infant and toddler car seats), parents turn to belt-positioning booster seats to raise the child in the vehicle and position the shoulder belt away from their neck to lessen neck injuries. However, belt-positioning boosters are still cumbersome, styled like "baby car seats," and can be easy for a child to wiggle out, leaving a child susceptible to serious head and knee injuries "until now."

Safe Traffic System Inc. has developed the RideSafer™ Travel Vest to combat this growing problem by offering a safer, more convenient and portable alternative to the booster seat. The RideSafer™ absorbs the force of impact and distributes the energy throughout the body from an impact, reduces head excursion by allowing the child to sit directly on the vehicle's seat, and properly positions the vehicle seat belt on the child, while not restricting movement. And not only is RideSafer™ comfortable and adjustable for growing children, its "cool" high tech design is considered stylish by most children that use it.

The unique padded vest design of the RideSafer™ Travel Vest allows it to be comfortably worn by children from 3 to 9 years old and 35 to 80 pounds. It's safer, easy to install, compact, portable, kid friendly, and meets or exceeds Federal Motor Vehicle Safety Standards (FMVSS 213). The RideSafer™ Travel Vest is available in two different sizes. The small size is recommended for children 35-60 pounds and the large size is used for children weighing 50-80 pounds. Both versions can be used with a standard shoulder seatbelt system or with a lap belt and tether in the rear seat of any vehicle. And due to its compact design, it allows ample room for three people to ride in the back seat of a car and ideal for carpooling.

"We designed the RideSafer™ Travel Vest as a safer alternative to booster seats for families on the go," said inventor and Safe Traffic System, Inc. President, Paul Kim. "While parents find RideSafer™ as more convenient and safer than belt-positioning boosters, we have found that kids are more comfortable in the car and are eager to wear it outside of the vehicle or in carpools because of its soft high-tech fabrics and stylish appearance."

Unlike traditional car seats that are cumbersome and considered semi-permanent fixtures in cars, RideSafer™ is worn by the child and can be secured in any vehicle's rear seat (using the vehicle's shoulder belt, for children 60 to 80 lbs.; or lap belt with the tether anchor, for children up to 60 lbs.) allowing for more comfortable seating. The vest positions the lap portion of the seatbelt properly along the thigh and below the abdomen, protecting organs where needed; and the shoulder belt stays on the shoulder, away from the neck. In addition, the vest accommodates the child's movements and includes a head pillow safeguarding children who may fall asleep in the car.



Furthermore, dynamic crash tests have proven that RideSaferTM's built-in 5-layer lamination foam (situated in the vest's front) and the 3-layer force absorbing tether clip (which stretches in an impact) reduces the crash force transferred to the child's body by as much as 50 percent. In addition, RideSaferTM's shoulder belt positioner is specially designed to bend during a crash so that it also will reduce and absorb the impact's energy.

About Safe Traffic System, Inc.

Safe Traffic System, Inc. (STS) was formed to push the margins of innovation in car safety. Its mission is to improve the use of vehicle safety devices such as child car seats, seat belts, air bags, etc. that millions of drivers use every day to protect their lives and those of their loved ones. For more information, visit: [www.safetrafficsystem.com](http://www.safetrafficsystem.com) or call (847) 329-8111.

The RideSaferTM Travel Vest is available at The Right Start stores ([www.RightStart.com](http://www.RightStart.com)), [www.EliteCarSeats.com/RideSafer.shtml](http://www.EliteCarSeats.com/RideSafer.shtml), and select specialty juvenile stores nationwide for \$99.99 (MSRP).

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