



MEDIA CONTACT
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Product: Clickit Utility

Unlike typical pet safety harnesses which are one-point in design, Clickit Utility is the world's first three-point dog safety harness. Similar in concept to the three-point seatbelt federally required in all vehicles, Clickit Utility's three points of attachment absorb force in a frontal collision by dissipating energy and keeps the dog in the car seat during impact.

The unique three-point design that secures the dog in its space diminishes the opportunity for collision with parts of the vehicle and passengers, and reduces the chance for traumatic injuries associated with one-point dog safety harness designs that either catapult a dog's upper or lower torso into front seats, passengers, and even windows.

Upon impact, breakaway slide buckles and shoulder adjustment straps are designed to break or slide to decrease damaging forces by decelerating the force while the dog remains restrained by the primary harness structure. The harness structure's primary seat belt webbing and hardware absorb the shifted and decelerated force. In combination, the wide-webbed harness structure and vest promote even distribution of force across the dog's chest to lessen the chance of injury. A combination of tethers and shoulder belts create a synergistic effect to hold the dog securely.

Clickit Utility was designed as a versatile safety harness that can be used as a three-point harness in the rear passenger seat and also as a two-point safety harness in the cargo portion of an SUV. It incorporates a d-ring on the back of the vest so that it can be used as a walking harness.

Pet Passenger Restraint System

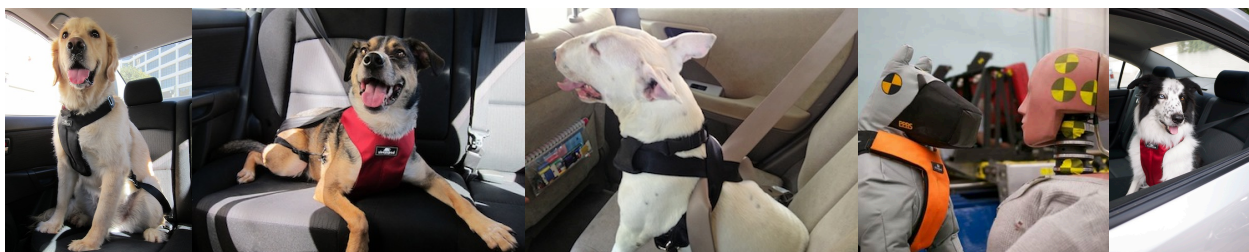
Sleepypod dog harnesses and pet carriers use Pet Passenger Restraint System™ (PPRS) Technology. PPRS is a safety system designed to securely fasten pets in automobile seats during a sudden stop or collision. Each PPRS is put through stringent safety tests to include static material tensile testing and dynamic crash testing. Sleepypod PPRS offers a significantly safer way to travel for pet and human passengers alike. PPRS is part of the Sleepypod Safety Program that requires each Sleepypod product meet the highest standards for safety in order to reduce pet exposure to possible hazards.

Safety Notes

- Take time to measure a pet before purchasing Clickit Utility using the guide at <http://sleepypod.com/clickit>
- Prior to first use, adjust all straps to secure the pet in the vehicle
- After fitting all Clickit Utility straps for the first time, make minor adjustments as necessary
- Pets should never sit in the front seat of a vehicle since air bag deployment can severely injure a pet

Awards & Honors

- 2013 Top Performing Pet Safety Harness – Subaru and Center for Pet Safety Harness Study





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Features

- Three-point design for use in rear passenger seat secures a dog's upper and lower torsos
- Three-point design is adjustable to two-point anchor usage for use in vehicle cargo area
- Broad cushioned vest
- Strength tested, automotive grade materials and hardware
- Can be used as a walking harness
- Easy clean vest is made of luggage-grade, ballistic nylon
- Four sizes address a broad range of dog sizes and shapes

Specifications

- Available colors: Jet Black, Strawberry Red, and Orange Dream
- Four sizes: dimensions, weight, and recommendations may be found at <http://sleepypod.com/clickit>

Pricing

Manufacturer suggested retail prices: XS \$89.99, S \$93.99, M \$96.99, and L \$99.99

Instruction

- Clickit Utility Safety Harness Instructions at http://www.youtube.com/watch?v=DJMwB-Gp_L4
- How to Determine the Effectiveness of Dog Safety Harnesses at http://www.youtube.com/watch?v=_PjLyXgzDg0
- Driving Safely With Pets at <http://www.youtube.com/watch?v=PIYjMTnnOdU>

Additional Information

- Clickit Utility information at <http://sleepypod.com/clickit>
- Safety information at <http://sleepypod.com/safety>
- Subaru & Center for Pet Safety Harness Study at http://centerforpetsafety.org/wp-content/uploads/2013/07/2013_cps_harness_study_summary_final.pdf