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Dog Harness Testing by Australia's NRMA Insurance Distinguishes Sleepypod's Clickit Utility as a High Performer

Harness tests conducted by Australia's NRMA Insurance revealed many popular pet harnesses were not effective in restraining pets in common low-speed collisions; however, the Clickit Utility was a high performer.

Pasadena, Calif.—December 19, 2013—Sleepypod®, a Pasadena-based company known for re-inventing pet products through innovative design, today announces its Clickit™ Utility dog safety harness was distinguished as a high performer in dog harness testing by Australia's NRMA Insurance.

“We are encouraged by NRMA Insurance's dog safety harness testing,” says Michael Leung, a Sleepypod co-owner and product designer. “NRMA Insurance has determined through its test methods that our Clickit Utility dog safety harness can safely restrain test dogs more than 35 kilograms (77.16 pounds).

“Sleepypod independently tested Clickit Utility in dynamic, frontal crash tests at the speed of 30 miles per hour (51.33 kilometers per hour), the U.S. Federal Motor Vehicle Safety Standard (FMVSS) No. 213 for child safety restraints,” Leung continues. “Crash test dog ‘dummies’ ranging in weight from 20 to 75 pounds (9.07 to 34.02 kilograms) successfully passed these tests.” View videos of Sleepypod's research and testing at <http://sleepypod.com/safety>.

NRMA Insurance tested a variety of dog safety harnesses using life-size and correctly weighted dog “dummies.” Testing was conducted by dropping harnesses at speeds of 35 kilometers per hour (21.48 miles per hour). In-car testing was conducted using a specially modified crash test car at speeds of 20 kilometers per hour (or 12.43 miles per hour). The tests were completed at the NRMA Insurance Research Centre (<http://www.iagresearch.com.au>) in Sydney, Australia.

Testing of 25 popular pet harnesses across a range of manufacturers revealed that most were not effective in restraining pets in common, low speed conditions. Sleepypod's Clickit Utility was one of two harnesses that did not fail NRMA Insurance's testing. Clickit Utility's adjusting buckles and webbing stood up to both types of testing. View NRMA Insurance harness test information at http://www.iagresearch.com.au/index.php?option=com_content&view=article&id=226&Itemid=618.

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 required in all vehicles by the U.S. government, 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. For more information about Clickit Utility dog safety harness, go to <http://sleepypod.com/clickit>.

Sleepypod's Clickit Utility dog safety harnesses are available in the U.S. and will be offered in Australia and New Zealand in February 2014 through Sleepypod's Australia importer at <http://www.sleepypod.com.au>.





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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.

About Sleepypod

Busy pet-owner lifestyles demand pet products that are not only versatile but also exceptional enough to baby the pets that mean so much to us. Sleepypod understands the importance of pets in their owners' lives and that's why safety is our top priority. To protect the joy of driving with pets, Sleepypod crash tested its entire line of dog harnesses and pet carriers at the standard set for child safety restraints. From the BPA-free silicone in Yummy Travel Bowls to the 100 percent organic Little Germs line of cleansers, Sleepypod devotes careful and caring attention to every detail in each product. Bold and innovative, Sleepypod products are clever enough to have won a slew of awards and stacks of praise from veterinarians, pet industry experts and media, even earning a spot in the *Metropolitan Home* "Design 100" alongside iconic products like the iPhone and the Smartcar. Thoughtful design features transform ordinary pet products from insipid to inspired. For more information about Sleepypod, go to <http://sleepypod.com>.

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