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Sleepypod's New Crash Test Cat Signals Future of Pet Safety in Cars

Introducing CLEO, a crash test cat that records video footage of crash tests from a pet's point of view.

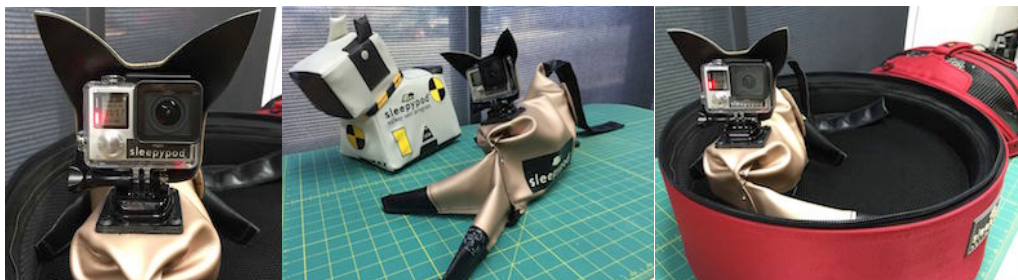
Pasadena, Calif.—September 10, 2015—Sleepypod®, a Pasadena-based company known for reinventing pet products through innovative design, today introduces CLEO the crash test cat. CLEO is the next member of Sleepypod's family of crash test pets designed to help Sleepypod gather safety data for the development of pet travel products. Sleepypod's new crash test technology signals the future of pet safety in cars by recording video footage of crash tests from a pet's point of view. With footage from CLEO, Sleepypod designers can see what a pet sees and record how a pet moves during a car crash.

“As Sleepypod explores new approaches to pet safety in cars, recording the movements of CLEO in simulated car crashes allows our designers to peer from behind a pet safety restraint and view a crash from a pet's point of view,” says Michael Leung, Sleepypod's lead product designer and co-founder. “This is a step forward for pet safety in cars because until now we have only been able to observe the effects of car crashes as onlookers.”

Watch CLEO's crash test footage at <https://www.youtube.com/playlist?list=PL2t9swGuON-TBEBHEoNqSuYI1u83cAc5P>.

Sleepypod's Family of Crash Test Pets

- CLEO the crash test cat, introduced September 2015
- DUKE the crash test dog, introduced July 2013
- MAX the crash test dog, introduced June 2012





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About Sleepypod

Busy pet-owner lifestyles demand pet products that are exceptional enough to baby the pets that mean so much to them. Sleepypod understands the importance of pets in their owners' lives and that's why safety is Sleepypod's top priority. To protect the joy of driving with pets, Sleepypod crash tested its entire line of dog safety 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. Additional information about Sleepypod is available online at <http://sleepypod.com>. Safe travels.®

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