



Mercedes-Benz Collection and MobileKids

Press Information

## **20 Years of the Ravensburger Spieleland - Mercedes-Benz joins in the celebrations**

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**Stuttgart/Meckenbeuren.** Since 1998, the Ravensburger Spieleland amusement park on Lake Constance has been synonymous with adventure, games and action for the whole family. Mercedes-Benz is congratulating and celebrating with it! Mercedes-Benz Collection is presenting, especially for this occasion, its extensive range of products for children and youngsters – from bicycles and cool clothes, to bags and lots more! Also included is the Daimler initiative MobileKids which the company has been using since 2001 in its role as one of the pioneers in road safety education. The MobileKids initiative is one of the main pillars to the strategy "road to accident-free driving".

Road traffic safety is one of the company's core concerns and therefore goes way beyond the issue of vehicles. With support from Moki, the MobileKids mascot, this global initiative for road safety education has been teaching road traffic safety to children aged six to ten since 2001 in a playful and age-appropriate way. Implemented in various countries, the MobileKids initiative has a wide-ranging programme aimed at schools, child-care facilities and parents/legal guardians.

### **About Ravensburger Spieleland**

This amusement park's hands-on concept invites children ages two to twelve to experience, learn and have lots of fun with their parents. Amid beautiful natural surroundings, they can discover more than 70 attractions in eight themed worlds.

The best game ideas from Ravensburger such as "The Amazing Labyrinth" and "memory<sup>®</sup>" are transposed to an XXL format at the Ravensburger Spieleland

theme park. The new attractions in the anniversary year include a life-size BRIO world and Hein Blöd's barefoot path.

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**The MobileKids and Ravensburger Spieleland offering is as varied as the Mercedes-Benz Collection of gift ideas and products for children and youngsters is extensive.**

### **Mercedes-Benz for little racing drivers: vehicles, bicycles and accessories**

The **pedal car** with a metal frame and plastic detachable parts is painted in the original colour shade designo hyacinth red metallic and thanks to the Mercedes-AMG Line highlights on the body, steering wheel and seat it draws glances on every route. The pedal vehicle's equipment highlight is the steering wheel with a sound module which can emit four different noises. The seat position is adjustable lengthwise. Suitable for children from 5 to 11 years.

gives children from the age of three fun at the wheel up to approx. 5 km/h. Painted in authentic Mercedes-AMG Solarbeam or polar white, the little speedster is suitable for a body weight up to approx. 30 kg. Connectivity is key here, too: the electric car can be controlled remotely with a mobile phone, so parents can keep their little racers in check. LED lights and sound round off the car's features. The vehicle is supplied in a cardboard box in the attractive Mercedes-AMG layout. (Material: plastic, size: approx. 132.5 x 46.5 x 68 cm, weight approx. 14.3 kg).

The **Bobby-AMG GT** is a high-quality vehicle for young car fans upwards of 18 months. The agile longitudinal and lateral dynamics come courtesy of the profiled whisper tyres which are fitted to rims featuring a cross-spoke design true to the original Mercedes-AMG forged wheels. Moreover, while the steering wheel in GT design with a silver insert provides for safe manoeuvring, the detailed headlamps and taillights in clear glass help to round off the accomplished look. Seating comfort is assured thanks to the seat cushion made of foam material and finished in the colour red pepper. The children's car comes with a set of stickers as well as assembly instructions.

The sporty **Bobby-AMG GT S** comes as standard with LED headlamps and tail lights and boasts the exclusive colour Mercedes-AMG Solarbeam. Just like the prototype, this GT S features a steering wheel with flattened bottom section, two-tube instrument cluster and black wheels in the cross-spoke design of the Mercedes-AMG forged wheels and is fitted with whisper tyres. To enable

daytime running lamps and low-beam headlamps to be activated quickly, there is a headlamp switch on the dashboard. Other items of equipment include the foam seat cushion in the colour black.

With a **balance bike** children can train their sense of balance and thus learn to ride a bike more easily. The features of this high-quality balance bike include an aluminium frame, 12-inch tyres on the "Schwalbe Big Apple" model and safety handles. The saddle height can be adjusted between around 41-47 cm. The balance bike is suitable for children from 3 years and older/a body weight from approx. 85 cm. Weight: approx. 3.7 kg.

From then onwards, from the age of 4 or a body size from approx. 105 cm, it is that much easier to change over to the **children's bike**. It also has an aluminium frame and "Schwalbe Big Apple" tyres, but these are in 16-inch format. Powerful deceleration is ensured when necessary thanks to the back-pedal brake at the rear and the rim brake at the front. Robust metal mudguards, a handlebar stem with impact protection, soft handles and side kickstands come as standard. The seat height can be adjusted between around 50-59 cm. The children's bike weighs approx. 9.5 kg and is available in South Seas blue, pink or white.

It can be upgraded with a **carrier** made of aluminium painted in black. The carrier has a maximum carrying capacity of 18 kg and thanks to adjustable supports it fits on wheels with 16- and 20-inch tyres.

As they embark on their biking career the little beginner cyclists are safer thanks to **stabilisers**. The models made of steel/plastic can easily be mounted on Mercedes-Benz 16-inch children's bikes. The weight is approx. 0.85 kg.

For kids who are that little bit older the range includes no less than two **youths' bikes**. Common characteristics include their aluminium frame, V-Brake rim brakes, "Schwalbe Big Apple" tyres and metal mudguards. The smaller youths' bike has 20-inch tyres and Shimano 7-speed derailleur gears and an aluminium stand. The saddle height can be adjusted (between around 60-73 cm). This bike with a frame height of approx. 28 cm is suitable for children from 6 years or a height of approx. 120 cm. The bike weighs approx. 12.5 kg and is available in green or mauve. For the next age group – from 8 years or a height from approx. 131 cm – there is the second youths' bike, which is shod with 24-inch tyres and a frame height of 31 cm. Shimano 21-speed derailleur gears, a weight of around 12 kg and a saddle height adjustable

between approx. 67-80 cm are further equipment details. This bike is available in white/mauve or black

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The **children's cycle helmet** is manufactured in Germany by uvex for Mercedes-Benz. The black plastic helmet is a robust, impact-resistant in-mould construction and is EN DIN 1078/TÜV/GS-certified. Features include a comfort closure, anti-insect mesh, the safety LED and three interchangeable cross visors in south seas blue, pink and white. The helmet size is adjustable between approx. 50 and 55 cm.

### **For a cool look: "1886" clothing and caps**

The **children's sweat jacket** is green on the front and back, the sleeves are grey, the inside of the cap yellow. The back features SINCE embroidery and appliqué plus "86" print in a used look. The sweat jacket has a large zip and two pockets and is available in sizes 116/122 to 152/158. The material mix consists of 65% cotton and 35% polyester.

The **girls' t-shirt** made of 100% cotton is mauve and features contrasts in green and grey plus a silver grey star embroidered on the left arm. Further details include a round neck and cropped short sleeves. The t-shirt is available in sizes 116/122 to 152/158. The **children's t-shirt** differs only with its straight short sleeves and colour scheme - green with contrasts in yellow and grey.

Cool look plus sun protection – that is the secret to the success of caps. There are two versions for kids: the **flat-brim children's cap** with a completely straight peak is styled in green with contrasts in yellow and grey. SINCE and "86" print in a used look at the front are distinctive design features, and on the back there is a silver grey embroidered star. The cap is 100% cotton and the size can be adjusted with a buckle. The size of the **children's caps** can also be adjusted thanks to a clasp with an antique silver look with an embossed star. The cap has a SINCE and "86" print in a used look on the side. The cap made of 100% cotton is available in green or mauve, the underside of the peak is in grey melange.

### **Mercedes-Benz for school and leisure: equipment and bags**

With the green/yellow **children's umbrella** even horrible rainy weather becomes fun. The large "86" logo and the silver-coloured Mercedes star are its

striking design features. The cover is polyester, the handle has a sponge rubber cover. When opened the umbrella has a diameter of approx. 75 cm.

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Four pens fit in the insert on the **children's pen case** (dimensions: approx. 22 x 9 x 6 cm). A ruler fits in the elastic fold. Further details on the pen case manufactured by Deuter for Mercedes-Benz are a large main compartment and a zip all round plus a zipped compartment on the inside. The two versions are both colourful, with either mauve lemon or spring lemon, the material is a robust mixture of 56% polyester and 44% nylon.

The **children's wallet** is perfectly colour-coordinated, as it is also available in spring lemon or mauve lemon. The purse offers various card, note and coin compartments, a section with a window for an ID card plus a main compartment with a Velcro fastening. The wallet is 100% polyester, measures approx. 14 x 1.5 x 9.5 cm and is also produced by Deuter for Mercedes-Benz.

Rucksacks are always a cool and ergonomic way of transporting things. Mercedes-Benz offers the **children's rucksack** in two sizes. Common characteristics are S-shaped shoulder straps with soft edging, chest strap, net pockets on the outside, name label in the inside, child-friendly buckles and the colour is spring lemon. The smaller model has approximate dimensions of 25 x 9 x 34 cm and is 100% polyester. Other details include: various 3M reflectors and an inverted zip with the bar on the inside for a secret compartment. The larger model (dimensions: approx. 30 x 9 x 42 cm, material: 96% polyester, 4% nylon) has two zipped front pockets with reflective piping and a key holder. Deuter makes both rucksacks for Mercedes-Benz.

This luggage specialist also manufactures the **children's shoulder bag** in mauve lemon in 100% polyester. It is functional and includes a spacious main compartment with a zip and an adjustable shoulder strap. It measures approx. 35 x 9 x 29 cm.

The **girls' wristwatch** and the **children's wristwatch** reliably reveal at a glance whether there is still time to play or break time is nearly over. The stainless steel cases both measure 30 mm and house a Miyota quartz mechanism. The watches are waterproof to 5 ATM. The girl's model has a face with mauve-coloured and yellow sections. It is refined with 12 white Swarovski® crystals. It is fitted with a mauve/yellow nylon strap. With the children's wristwatch the time can be told using a green/yellow face and hands in the same colours. The watch strap in nylon is also green/yellow.

Thanks to soft, highly flexible side pieces and a plastic frame the **children's sunglasses** not only fit every head shape, they are also robust. Further features of the sunglasses available in green/yellow or mauve/grey are grey lenses from Carl Zeiss Vision with 100% UV A/UV B protection (UV 400), in accordance with filter category 3.

### **For all age groups: high-quality, safe child seats**

From birth to school age: the Mercedes-Benz range of high-quality, safe restraint systems for the youngsters comprises models for all age groups.

The smallest children can be safely transported in the **BABY-SAFE plus II** facing away from the direction of travel. This infant carrier for the weight category 0+ is suitable for children from birth to 13 kg. It has automatic child seat recognition (special transponder in the child seat) in conjunction with automatic airbag deactivation for use on the front passenger seat. What is known as the D-Sip system improves side impact protection. The head restraint can be adjusted in seven stages. Further features are the carrying handle which is adjustable in three stages and features one-handed comfort control and the sun canopy.

In the **DUO plus** child seat for children aged from approx. nine months to four years (age group I, weight 9 to 18 kg) are sure to enjoy the journey. It is possible to adjust the sitting, relaxing and sleeping position with just one hand. The system grows with the child, as the head restraint and the shoulder belt can be height-adjusted in seven stages.

The child seat **KIDFIX XP** has been developed in cooperation with child seat manufacturer BRITAX RÖMER and is assigned to group II/III, making it suitable for children aged between around four and twelve and in the weight range from 15 to 36 kg. Its special strengths include the exemplary side impact protection in the form of high-energy-absorbing foam materials, which can reduce the impact on the child in the event of a crash. Large side bolsters in

soft upholstery add extra lateral protection. The V-shaped seat backrest is steplessly adjustable to the inclination of the car seat backrest and offers the child various sleeping positions. The head restraint including its seat belt guides is adjustable and enables the seat to grow with the child. If required the seat backrest can be removed so that the KIDFIX XP can also be used as an IsoFix-mounted seat booster.

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