

WHAT IS EN14344 – It is the standard by which child seats in Europe are judged. As with all EU standards it is very thorough.

WHO ARE TUV – TUV are a German company that carry out safety testing. They are known in the business for very high standards. We could have had our seat passed by a less reputable company in a matter of months. With TUV it has taken years.

I know of competitors who have had their seats tested in China and passed in a matter of weeks.

SO WHAT DOES PASSING EN14344 MEAN – everything and nothing.

It means some retailers will now talk to us who wouldn't before.

It means little to stores like Mothercare who do testing themselves. They told me 4 years ago they thought it was the safest seat they had tested and supported us from day 1.

It means little to stores like Asda who saw what we were doing and decided it was the only bike seat they would stock as it made so much sense.

It means little to the 15k people who have bought WeeRides from us directly and know first hand that they feel so much safer using our seat.

Sadly it means nothing to me as I see other seats out there that have EN14344 approval on them that I would not put my pet in, no matter the most important person in my life. These companies have not used a reputable company to test, usually in China.

My advice when buying a seat is use your own judgement alongside any standards.

Does the seat look solid?

Does it look comfortable?

Will your child be securely strapped in with a 5 point harness?

How does it connect to the bike – and will this affect the balance, steering and child comfort?

When attached to the bike, does it wobble, or does it feel solid and secure?

Ask questions! When I bought my first WeeRide I asked a hundred questions, I wanted to feel 100% confident in my decision. I genuinely feel the WeeRide is much better than any other seat in the market, but will happily advise you on any seat you are looking at.

IS THE WEERIDE SAFE – child bike seats aren't crash tested like cars, so it is only a matter of one person's opinion versus another. I have asked WHICH to test them, but they are completely independent and won't take suggestions unfortunately. I have tested nearly every seat out there as I like to give informed opinions to my customers.

I only got involved with the WeeRide after buying one for my son. I thought it was an amazing product then which is why I started selling them as a hobby. I still think it is an amazing seat today after leaving 20 years in the music business to set up WeeRide UK and now WeeRide Australia.

The WeeRide is the best selling seat in the UK and US, and for a very good reason.

Technical Report No.

028-71359193-001

Dated

14.02.2011



Product Service

Client: Kent International Inc.
60 East Halsey Road 2
US 07054 Parsippany

Manufacturing place: POLISPORT PLÁSTICOS, S.A.
Daniel Fonseca
Av. Ferreira Castro, 818 - Fontanhe
3720-024 Carregosa, Portugal

Test subject: Product: Bicycle seat for children
Type: Weeride seat

Test specification: EN 14344:2004

Purpose of examination: Test according to the test specification

Test result: The test subject was found to be in compliance with the mentioned test specification.

TÜV SÜD PRODUCT SERVICE GMBH

Engineer: Ziegler, Robert
TEC Region South

Technical Report checked:

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