

*The first sustainable
& customizable
'Made in France'
stroller*



PRESS RELEASE





Our adventure

Former high-level athlete, entrepreneur and above all father of 4 children, Pierre-Yves Batté has tested and worn out a few strollers. Not one of them met the main criteria, essential to his ideal stroller : maneuverability, look, comfort and sustainability. It didn't exist, so he invented it.

After 3 years of research and development he came up with a great design. The manufacturing process was carefully planned, orchestrated and calculated to leave the smallest environmental footprint. The object of desire has become a reality, it is trendy and sustainable, and meets the needs of every parent.

La Belle Poussette was born.

"After 25 years working in communications in Paris, I have returned to my roots, where I can breathe again. I imagined a stroller that could go anywhere (beach, mountains, trails, forest) : simple, functional, trendy and green. Ideal for active parents, who care for nature and are eager to start a 'babyrider' community. » Pierre-Yves



DETAILS

- Dimensions = L110 x h100 x l55cm (folded : L96 x h38 x l47cm)
- Weight = 7.9kg
- Age suitable from 6 months to approx. 4 years and up to 22 kilos
- Standard NF EN 1888-1 DECEMBER 2018.
- 2 years warranty and a lifetime repair guarantee
- From 1560€
- Compact-folding stroller, with or without the wheels : pop it in your car's trunk or a storage closet easily





A STROLLER THAT WON'T COST THE EARTH

La Belle poussette is sustainable and made from 98% recycled material (linen, wool felt, steel...). Babyride's main ambition is to reach a « zero plastic » goal : from the selection of raw materials, right down to the choice of its partners, our packaging and the optimization of transportation.

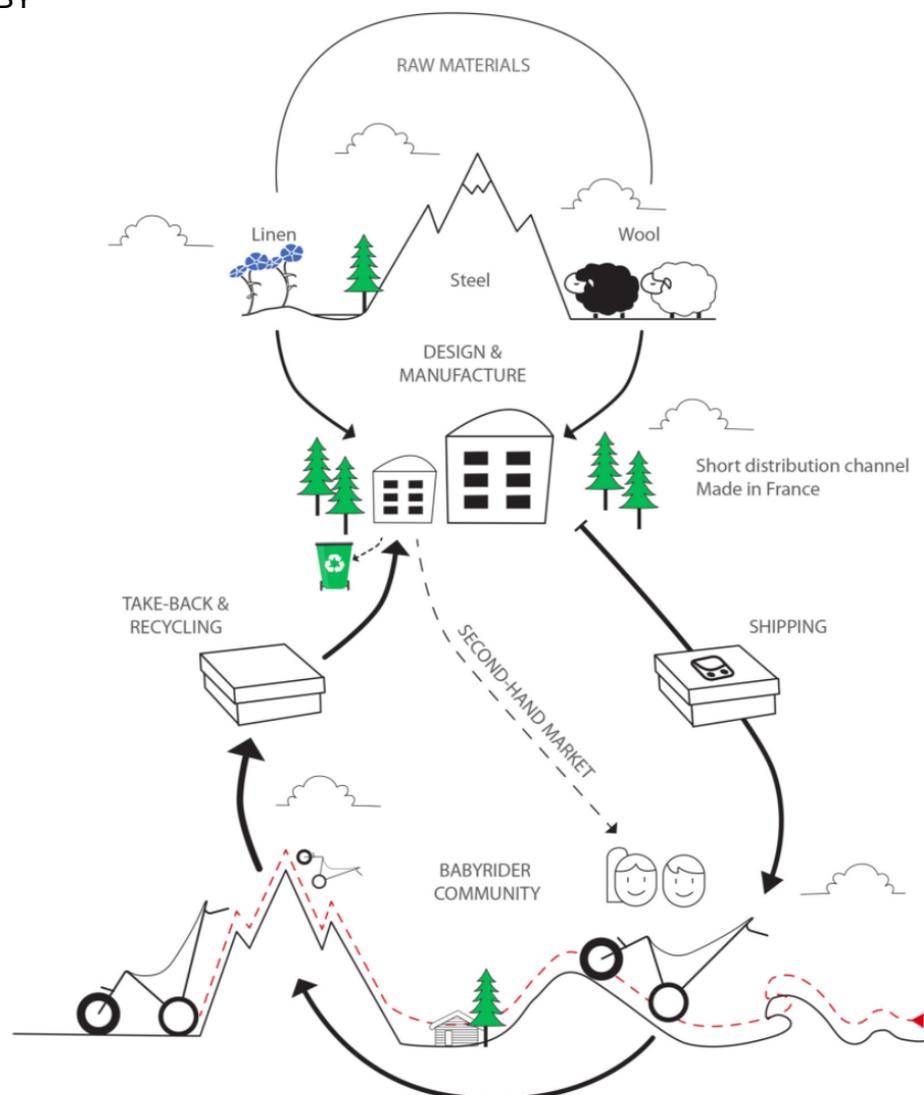
Babyride favors local manufacturing and short distribution channels.

COMFORTABLE AND SUSTAINABLE. BY CHOOSING A BABYRIDE STROLLER, YOU CONTRIBUTE TO A GREENER ENVIRONMENT.

Babyride design their strollers so that you can use them for as long as possible. Every stroller comes with a lifetime repair warranty : repairs increase a product's longevity, diminishing its overall impact on the environment.

Every strollers are guaranteed to be taken back at a minimum price and then put back on the second hand market or recycled.

THE LIFE CYCLE





Perfect for families who like to be on the go.

The Babyride stroller is a lightweight, all-terrain stroller with a sleek design that makes it suitable for outdoor adventure but also the city.

With its three large wheels and tires filled with air, *La belle poussette* is perfect for rough terrain and will tackle most surfaces from the beach to cobblestone streets, with complete ease and comfort.

Made in France

Each stroller is Made in France with carefully selected materials such as linen, felt or steel, for parents who want the best for their baby : safety, comfort and style.

Born in the Basque Country and handmade in the Hautes-Pyrénées, Babyride's strollers are a guarantee of premium quality and authenticity.

Patented

3 years of research and development were needed to come up with this sleek and now patented design.





Creative range : 3 versions

- **NATURE : 2 thin tires (2") + 1 fat tire (3")**

Take your tribe for a walk on the beach or in the countryside without having to choose between the compact city stroller, the large all-terrain stroller or the hiking baby carrier. The whole family can now go wherever the others don't go, effortlessly with ease and comfort.

- **ADVENTURE : 3 fat tires (3")**

You'll love the 3-wheel Adventure Stroller for its sleek, minimalist look and all-terrain capability. Its big tires and super-suspension tackles most surfaces, from the beach to cobblestone streets, with complete ease and comfort. Perfect to navigate all types of surfaces with style and serenity.

- **URBAN : 3 thin tires (2")**

For a smooth and silent ride in all circumstances.

The 3-wheel urban stroller with its sleek, minimalist look and built-in suspension will provide a comfortable ride for your baby through the streets and parks of your city.

... and hundreds of possible combinations with a 3D configurator on www.babyride.fr

Customize your stroller

Hamac



Structure



Jantes



Couleur des pneus



Taille des pneus



OPTIONS



1598.00 €



Babyride strollers are colourful !

Minimalist, innovative, trendy, Babyride's 3-wheel strollers are created by and for you in France. Use the customisation tool to make your stroller one of a kind. From tyres & rims to fabric colours you can customise everything !

Seat colors : 8 linen and 2 wool felt

Tires colors : chocolate or cream

Rims colors : black, silver or white

Wheels size : 2 or 3 inches

Babyride also teams up with like-minded designers, stylists and artists to create limited editions of La belle poussette.



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