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FOR IMMEDIATE RELEASE

## **SUBARU OF AMERICA AND CENTER FOR PET SAFETY LATEST PILOT STUDY TESTING REVEALS COMMONLY AVAILABLE PET TRAVEL SEATS DO NOT PROVIDE EFFECTIVE CRASH PROTECTION**

**Four years of testing leads to overall recommendation of best travel safety products for pets. Study says use crate, carrier or harness, not pet seat.**

**CHERRY HILL, NJ – October 6, 2015** – Subaru of America, Inc. today announced the completion of a Pet Travel Seat Pilot Study as part of its continued partnership with Center for Pet Safety (CPS), a registered 501(c)(3) non-profit research and consumer advocacy organization. Subaru and CPS have tested pet products most commonly used by pet parents when traveling. Phase one tested pet harnesses, phase two tested pet crates and carriers, and now, phase three has tested pet travel seats.

A pet travel seat is typically used in a vehicle to hold or elevate the pet, but does not offer full containment. The Pet Travel Seat Pilot Study found that while a pet travel seat may offer distraction prevention, it will likely not offer crash protection in the event of an accident, which could lead to injury of the pet and the human vehicle passengers. The quality of commonly available pet travel seats did not provide effective protection in a crash scenario.

Based on the scientific test evidence collected over the past four years, in part through its partnership with Subaru, CPS can now identify the safest travel options for most pets. For small dogs and cats, Center for Pet Safety recommends one of the [2015 Top Performing Carriers](#); for

medium and large dogs either the 2015 Top Performing Crate - Gunner Kennels G1 Intermediate with 8' Tie Down Straps, or a Center for Pet Safety Certified Harness. To view top performing products and CPS Certified products, visit [www.CenterforPetSafety.org](http://www.CenterforPetSafety.org).

“Many consider their pets much more than just a pet; they are members of their family. While pet parents take necessary steps to ensure their pets are safe at home, most are unaware of essential safety measures needed to protect both drivers and their four-legged friends when traveling with them in a vehicle,” said Michael McHale, Subaru's director of corporate communications. “As part of our continued support for pet safety, we want to help make pet parents aware of all the options available to them and the measures they can take to make everyone in the vehicle are as safe as possible.”

Conducted at MGA Research Corporation, an independent National Highway Traffic Safety Administration (NHTSA) contracted testing laboratory, the Pet Travel Seat Pilot Study focused on crash testing products using the Federal Motor Vehicle Safety Standard crash conditions for child safety seats. Tests were conducted using specially designed crash test dogs at a variety of different weights and sizes.

“Thanks to Subaru’s sponsorship of our landmark travel safety studies, we’ve been able to gather the necessary data to publish the first-ever pet product safety standards, guide industry improvement, and bring awareness to crucial safety measures to keep all family members as safe as possible when they travel together.” said Lindsey Wolko, Center for Pet Safety’s founder and CEO. “We know the studies are making an impact because several product manufacturers have stepped up and are using our test dogs to improve their products while working toward Center for Pet Safety Certification — a major step forward for pet owners.”

The Center for Pet Safety is not affiliated with the pet product industry. The organization uses scientific testing and references Federal Motor Vehicle Safety Standards to study pet products and establish criteria and test protocols to measure whether pet safety products provide the protection claimed by advocates and intended by the manufacturer.

### **About the Center for Pet Safety**

The Center for Pet Safety (CPS) is a 501(c)(3) non-profit research and consumer advocacy organization dedicated to consumer and companion animal safety. Based in the Washington, D.C. Metropolitan area, the Center for Pet Safety’s mission is to have an enduring, positive impact on the survivability, health, safety and well-being of companion animals and the

consumer through scientific research and product testing. For additional information visit [www.CenterforPetSafety.org](http://www.CenterforPetSafety.org).

**About Subaru of America, Inc.**

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 620 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants, and Subaru of Indiana Automotive, Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information, visit [media.subaru.com](http://media.subaru.com).

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