

PRESS RELEASE – March 2021

Say hello to the new Mamas & Papas Airo pushchair

Go Lightly
Lightweight. Compact. Portable



Pictured: Airo Pushchair in Black

Mamas & Papas have launched their most portable pushchair which packs up tight and travels light, perfect for going places. In the car, on the plane or in your favourite coffee spot, getting out and about with baby is easier than ever with their lightest ever pushchair.

Suitable from birth thanks to the multi-recline seat positioning, the Airo has been designed for parents who crave luxurious practicality, whilst keeping little one safe and comfortable.

The super lightweight design will have you gliding through city streets and tight spaces with maximum ease. Then storing your pushchair away has never been so easy, thanks to the famous one hand fold. The Airo's compact design also allows you to tuck it neatly into car boots, foot wells, luggage racks and overhead compartments and can even be worn as a backpack.

The Airo is the latest edition to the Mamas & Papas pushchair family and echos the show-stopping features of the multi award-winning Ocaro, whilst maximising lightweight comfort and effortless manoeuvrability, ideal for city adventures and parents who are always on-the-go.

Little one can watch the world go by with fully upright seat positioning, whilst the bumper bar and adjustable footrest keeps them safe and secure. The extendable hood will keep baby protected and comfortable in warmer climates, whilst the adjustable handlebars make for comfortable strolling.

The Mamas & Papas Airo is available in 5 on trend colourways: Black, Grey, Mint, Grapefruit and a special edition Rose Gold Dusk colourway. All designed and finished with luxury trims and details, alongside machine washable fabrics for guaranteed durability and comfort for little ones.

Airo pricing starts from £399. Individual items, co-ordinating accessories and bundles are available in store and online from www.mamasandpapas.com from April 12th.

Where will you take Airo? #AiroGoLightly.

ENDS

The Mamas & Papas Airo pushchair features

- The original one hand fold: For quick and compact storage
- Ultra lightweight frame: Makes it easy to move through busy cities
- Portable: Takes up minimal room in overhead compartments

Additional Benefits for Baby

- Ready from birth: Lie back seat positioning
- Durable comfort: High quality materials help keep your little one comfortable at nap time
- Safety first: Bumper bar keeps baby safe and secure
- Extendable hood: Helps shelter your little one whatever the weather

Additional Benefits for Parents

- Effortless strolling: Adjustable pushchair handle
- Clean design: No visible rivets or fixings
- Easy carry: Compact fold and straps converts pushchair into a rucksack
- Machine washable fabrics: No need to worry about spills

Product Specifications

- Age Suitability: 0-22kg or up to 4 years.
- Upright Size: Handle at highest height H99 x W45 x L95.5cm approx.
- Folded Size: H25 x W45 x L55cm approx.
- Weight: 7.4kg approx.

The Airo pushchair is available in various configurations to suit every parent's needs

All configurations are available in Black, Grey, Mint, Grapefruit and Rose Gold Dusk

- Pushchair only includes: Chassis and Seat, Shopping Basket and Raincover - **£699**
- 3 Piece Out & About Bundle includes: Pushchair, Footmuff and Cup Holder - **£429**
- 5 Piece Essentials Bundle includes: Pushchair, Footmuff, Changing Bag, Cup Holder and Airo Newborn Pack - **£599**
- 8 Piece Complete Bundle includes: Pushchair, Footmuff, Changing Bag, Cup Holder, Airo Newborn Pack, Cybex Aton 5 Car Seat, Aton Car Seat Base and Adapters - **£829**

Individual Accessories include

- Footmuff – **£79**
- Changing Bag – **£89**
- Newborn Pack - **£149**

Airo Pushchair – from £399
Bundle pricing – from £429

Now available in three colourways: Black, Grey, Mint, Grapefruit and Rose Gold Dusk

Airo – Black



Airo – Grey



Airo – Mint



Airo – Grapefruit



**Special Edition
Airo – Rose Gold Dusk**



Product Modes

World Facing



World Facing Lie Flat



Car Seat



Newborn Mode



Folded



Imagery

Cut out, styled still and lifestyle imagery available upon request

