



Joie has launched stateside

A popular and globally successful baby gear brand has arrived in the US, bringing with it the safety, innovation, and European styling it's known and loved for.

A photograph of a family walking on a paved path in a park-like setting. A woman in a white shirt and brown pants is pushing a dark-colored Joie stroller. A man in a light-colored jacket and shorts is walking beside her, holding a baby. The background shows lush green trees and a wooden bridge.

product range: car seats

Four car seats are, or will soon be available as part of Joie's 2024 debut in the US market

2

infant
car
seats

mint LATCH™
rue™ and base

1

rotating convertible
car seat

chili spin 360™

1

highback-to-backless
booster car seat

basil™

Joie

mint LATCH™ integrated latch infant car seat

MSRP
\$249.99

Safety

- Meets 213a and 213b standards

Comfort

- Manual rethread harness with 3 strap heights and 1 crotch buckle position
- Includes an infant insert and low birth weight pillow - 11 lb. limit

Convenience

- No base required
- Built-in rigid LATCH with 3-level options
- Weighs just over 9 lb. and is 17.75" wide
- Compatible with all Joie strollers
- FAA approved for aircraft use



Usage:
4 to 30 lb., and up to 30
inches

Joie

rue

lightweight infant car seat and base

Safety

- Anti-rebound base included or can be installed baseless with vehicle belt
- Base includes push-button LATCH connectors and our LockTight™ lock-off
- Meets 213a and 213b standards

Comfort

- Base has 4 recline positions
- Includes infant insert and low birth weight pillow - 11 lb. limit
- Manual rethread harness with 3 strap heights and 2 crotch buckle positions

• Carrier weighs 7.8 lb.; the seat is 17.5" at the widest point

Convenience

- FAA approved for aircraft use

MSRP of \$134.99 with base

additional bases \$89.99



Usage:

4 to 30 lb., and up to 30 inches

Jolite

chili spin

rotating 2-in-1 car seat

Safety

- LockTight™ lock-off
- Integrated anti-rebound panel
- Spin lock indicator
- Lower Anchor limit of 30 lb. rearward facing and 35 lb. forward facing

Comfort

- Tether is only used FF
- Includes infant insert and low birth weight pillow - 11 lb. limit
- No-rethread GrowTogether™ harness with 10 harness heights and 2 crotch buckle positions
- 4 recline positions in both directions
- LATCH storage on back of seat

Convenience

- 360° spin in both modes
- 18.4" wide at the widest point

MSRP of \$299.99



Usage:

Rear-Facing: 4 to 40 lb., up to 43 inches
Forward-Facing: 30 to 65 lb., up to 49 inches

Jolite

basil
TM
2-in-1 belt-positioning booster

MSRP of \$69.99

Safety


- Hook-style lower anchors to keep the booster secured in the vehicle

Comfort

- 7-position headrest with integrated shoulder belt guide

Convenience

- Converts from highback to no-back booster in seconds
- 18.6" wide at the widest point of the HBB; 17.5" wide for the NBB
- Weighs 9 lb.
- Machine washable soft goods



Usage:
Highback booster: at least 4 years old, 40 to 110 lb., and 43 up to 57 inches
Backless booster: 50 to 120 lb., and 43 up to 60 inches

Joie

Common Questions

Plans for Canada? 2025

- Plans for FR free fabrics? *We are looking into; not in the works just yet.*
- Side-by-side installations - *light touching permitted; will follow MACPS guidelines on 3-across installs*
- Only one method of installation can be used at a time; Seats do not allow for lower anchor and vehicle belt use at the same time
- All seats follow NHTSA minor crash guidelines for replacement
- Infant insert and low birth weight pillow must be removed at 11 lb.
- Car seat expiration - Expiration is 7 (ICS) or 10 (others) years after the date of *purchase*; if the date of purchase is unknown it is ok to use the date of manufacture
- Rear-facing recline insufficiency issues - *will allow for rolled towel or pool noodle at seat bight; can be used in conjunction with recline*
- Seats with lock-off will allow for retractor to be switched after install, but not required
- Seat protectors - *mats not allowed, but light towel is fine*
- 80/20 overhang rule followed other than Basil (booster)
- All fabrics machine washable/air dry
- JoieBaby.com/us has a very robust FAQ available
- *Free one-to-one support available on social for any questions/issues*

We are happy to provide a discount of 20% across all products to CPSTs .
Email a copy of your wallet card to info@joiebaby.com for your individual code.

Instagram -
www.instagram.com/joie_baby_us_cpst

Joie

products are currently
available at:

[Joiebaby.com/us](https://joiebaby.com/us)



Online: all products
In-store: chill spin 360™ and mint LATCH™ travel system

 babylist

Joie

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