



NEW BUGABOO BEE<sup>3</sup>

# THE CITY IS YOURS



*The*  
**Urban Stroller**



bugaboo

# THE NEW BUGABOO BEE3

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For parents who live life on the fly, Bugaboo makes life even easier with the new Bugaboo Bee3. The 3rd generation urban pushchair for newborns and toddlers now features an easy-to-carry carrycot, brand new fabrics and colours, an extendable sun canopy, offering your child even more comfort. Thanks to the larger underseat basket for all your essentials it's never been easier to get out there - the city is yours!

"The Bugaboo Bee3 features innovative functionalities like the 3D compact fold which makes it easy to collapse, carry, and store. Its unique seat can extend, reverse and recline, and with the new lightweight carrycot it's even more comfortable to go around town with your baby or toddler," says Max Barenbrug, founder and Chief Design Officer of Bugaboo International.

### Perfect match

The simple to use and lightweight carrycot perfectly complements the urban style of the Bugaboo Bee3. It lifts off the pushchair in just two simple clicks and can independently be used as a self-standing carrycot so you can keep your new-born within easy reach. Soft and comfy, the carrycot comes in different colours and is also available for current Bugaboo Bee owners as it can be purchased as a separate accessory.

### A fresh new look

The Bugaboo Bee3 uses our newest fabric that is softer and more breathable, meaning better ventilation and a more comfortable experience for your child. It doesn't just look good; it's durable, and specially designed to be water-repellent yet still washable. The sun canopy fabric also provides effective UPF 50+ protection from the sun. There are 64 different colour combinations possible so parents can customise their pushchair and cruise the city in style.

### THE pushchair to zip around town

Like all Bugaboo pushchairs, the Bugaboo Bee3 offers a smooth ride, smart design and extraordinary value. The extendable sun canopy and rain cover offer additional protection from the elements whilst improvements on wheels, chassis and a new harness make for a more comfortable ride. What's more, the under seat basket's capacity has been increased from 16L to 22L to fully enjoy everything your city has to offer. Getting around has never been so easy thanks to THE urban pushchair.

The Bugaboo Bee3 is in stores worldwide from September 1st, 2014. For a retailer near you, please visit [bugaboo.com/retail-locator](http://bugaboo.com/retail-locator).

### Specifications:

#### Price:

- Bugaboo Bee<sup>3</sup> with carrycot: £ 739 / € 849
- Bugaboo Bee3 without carrycot: £ 539 / € 629
- Bugaboo Bee3 carrycot (as accessory for Bugaboo Bee owners): £ 200 / € 220

#### Colours:

- Seat fabric available in: black, grey mélange, dark khaki, red
- Sun canopy available in: black, grey mélange, dark khaki, red, bright yellow, soft pink, ice blue,

off white

- Carrycot available in: tailored fabric set: black, grey mélange, dark khaki, red

## **Note to editors**

### **bugaboo – The Pushchair**

In 1994 we designed the world's first modular pushchair so families could explore the world with absolute ease. Innovative and loaded with intuitive functionalities, all our pushchairs ensure a smooth and smart ride. Our product family consists of four types of pushchair: The iconic Bugaboo Cameleon3, the all-terrain Bugaboo Buffalo, the urban Bugaboo Bee3 and the convertible Bugaboo Donkey. All Bugaboo pushchairs are designed for day-to-day use, made from durable materials and ensure excellent shock absorption, one-hand steering and seamless 360o turns. Keep on the move and convert your puschair for different ages or journeys with the extensive range of complementary accessories we created. Built to last and to be enjoyed generation after generation, Bugaboo pushchairs can be endlessly upgraded to suit your mood, style or journey.

### **bugaboo**

Bugaboo International is a Dutch design company that develops and produces mobility products. Bugaboo is known for its innovative and breakthrough design of pushchairs. In 1999 Bugaboo started life as a small start-up. Over the next decade and a half the Dutch design and mobility brand grew to become a global player employing more than 1,000 people. Today Bugaboo products are available in 50 countries worldwide. Please visit [bugaboo.com](http://bugaboo.com) for further information.

### **contact**

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