MACLAREN

Excellence in Design Quality, Durability, Safety and Style

HISTORY

Every brand has a history. Maclaren, the inventor of the baby buggy, has a legacy.
Born from a dynamic lifestyle shift and deep sense of British design,
Maclaren has a rich history of innovation.
From the invention of the B-01 Buggy -- to production
in a converted stable in the British countryside -- to a premium global brand,
Maclaren embodies a passion for excellence.

The Birth of Maclaren

The Maclaren brand was born in 1965.

Owen Maclaren was a British test pilot and aeronautical engineer.
Inspired by high performance design, he saw the world in terms of aerodynamics.
He translated movement into form, form into function.

He had an innovative career during which he created ground-breaking designs in the aeronautical
industry and beyond. He worked on the team that designed the iconic Spitfire fighter plane.
He invented the world’s first folding aluminium chair.
He designed the first baby buggy.

He was the father of two children, Janet and Colin. Janet married an American airline director
and moved to the U.S. and Colin lived in the U.K.

As Owen neared retirement, he began to wind down to a more leisurely lifestyle at a restored
medieval farmhouse, Arnold House, on a 15th-century estate
in the village of Barby, Northampshire, England.

When Janet brought her daughter to see him in the U.K., he was delighted and spent time
transporting the new baby around. He experienced first-hand how frustrating it was to
manoeuvre his granddaughter around in the bulky pram of the day and for his daughter to take a
carriage system on board the plane. It didn’t work for the family’s active lifestyle.
Owen Maclaren started to think about a baby transport that would work….to rethink…reimagine… reinvent.

The timing was auspicious. There had been no major innovations in baby transport since the pram was invented in 1733 by English architect William Kent for the family of the 3rd Duke of Devonshire.

Owen lived during a time of huge social change. He witnessed World War II and the impact it had on the role of women in the 1940’s and 1950’s. Women began to work outside of the home. They actively contributed to society.

By the 1960’s, lifestyles were rapidly changing. Women were mobile. They travelled. They brought their families, and babies, with them.

He took his inspiration to his workshop in the converted stables of his farmhouse and began to experiment. He knew about designing for performance. He wanted a design that would fit the lifestyle of modern women.

He used his knowledge of aviation principles and applied them to baby transport, including:

- The lightweight, resilient, streamlined design of planes
- The compact, neat fold-away mechanism of the plane undercarriage
- The double-wheels of the landing gear
- Most importantly, the lightweight, strong load-bearing structures for design of safe, high-performance vehicles

After much experimentation with different shapes, structures and materials, Owen came up with a design that worked.

He called it the B-01 Buggy. It became a design icon.

The Maclaren brand was born.

**The B-01: A Design Icon**

The B-01 was built with a lightweight, tubular aluminium frame weighing only six pounds. It had an innovative one-step umbrella fold construction that enabled mothers to quickly fold the buggy with one hand, while holding baby in the other. The B-01 folded into a compact, lightweight shape mothers could take with them in a car, train or aeroplane. The frame was upholstered with a snappy, durable blue and white striped fabric. It looked, and functioned, like a modern design.

The B-01 moved baby transport into the jet age. It liberated women to travel with their babies. It revolutionised their lives.
The B-01 was designed for lifestyle and engineered for performance. Designed with aeronautical principles, it was lighter and more compact than any wheeled parenting product that had come before.

The Maclaren Buggy became the baby transport of choice for parents. From first-time mothers, to nannies, to jet setters and even the British royals, a Maclaren Buggy was what every mother wanted.

From its humble beginning in a converted stable, to a global prototype, the B-01 gave birth to an industry. The iconic B-01 became the blueprint for every buggy that has been produced since.

The B-01 has been cited as a design of historic import in references such as the book “Century Makers” as one of the hundred most clever inventions that have changed our lives and “Phaidon Design Classics” by Phaidon, one of the world’s leading publishers, and is part of the Collection of the Design Museum in London and the Museum of Modern Art in New York City as one of the objects of aesthetic value and timeless quality.

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Phaidon Design Classics: “Industrially manufactured objects of aesthetic value and timeless quality: 1 definitive models of lasting influence and enduring significance; 2 objects that are innovative in their use of new materials and unite technological advances with beautiful design; 3 objects characterized by simplicity, balance and purity of form; 4 objects that are perfect in their design and have remained unchanged since their creation.”
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A Heritage of Innovation

By the end of first year of production, Maclaren had manufactured 1,000 umbrella-fold buggies from his converted stables in the U.K. As the umbrella-fold buggy caught on in popularity in the 1960’s and 1970’s, Maclaren expanded its factories in the U.K. By 1977, Maclaren was the buggy of choice in the U.K. and was sold in over 50 countries from Belgium, Greece and South Africa to Jordan and New Zealand.

Maclaren continued to develop innovative new products, bringing new industry ‘firsts’ to parenting products:
- the first U.K. pushchair manufacturer to introduce buggies with front swivel wheels and linked brakes for safety; the first Travel System; the first soft baby carrier;
- the first travel cot; the first lightweight folding pushchair for disabled children;
- the first twin-umbrella fold buggy; the first titanium edition buggy;
- the first carbon fibre wrapped stroller;
- and the first holistic and organic personal care products for mother and baby.

As Maclaren expanded the product categories around its high performance design, it began to partner with world-class designers. The brand created a collection of designer buggies, with design houses including Burberry, Kate Spade, Lacoste, Shanghai Tang, Lulu Guinness and Philippe Starck. The Maclaren ‘Objects of Design’ Collection was born.

Today, Maclaren Buggys are the descendants of the high-performance philosophy of the B-01, with lightweight, resilient, 3D fold design; easy one-step umbrella-fold construction; durable stylish fabric; and above-industry standards for features, safety and styling.

Maclaren’s innovative approach has generated new corporate initiatives and industry firsts including the first buggy recycling programme and the first global lifetime warranty for buggies.
Owen Finlay Maclaren was born May 26, 1906.

He was educated at Marlborough College and Cambridge University, where he joined the Cambridge University Air Squadron and qualified as a pilot in 1928.

After a period working in publishing, Owen joined ESSO and then, spurred on by the mounting likelihood of a second world war, he left to put his engineering skills to the test.

Engineers are famed for their love of functionality. It has to work. Every exacting piece has to have a pure function. Aeronautical engineers focus on high-performance traits such as range and manoeuvrability. They must predict design performance with infinitesimal precision. They must test, and retest, until performance is flawless.

He began creating innovative designs for aircraft. In 1937, he invented the ‘Maclaren Undercarriage’ that allowed aircraft to take off and land in cross-winds. In 1943, he saved lives with the invention of the ‘Maclaren Radiator,’ an innovation which doubled the chances of a Spitfire pilot making a safe return back to base when the plane’s radiator had been hit by a bullet. Owen Maclaren tested this invention by taking off and landing in cross winds of up to 75 miles per hour.

In 1944, Owen retired from aeronautical design and co-founded Andrews Maclaren, Ltd. The company continued the legacy of aeronautical design by manufacturing aircraft components.

Maclaren, an innovator with an engineering background, continued to develop new designs. In 1961, using technology and materials from the aircraft industry, Andrews Maclaren, Ltd. developed its first consumer product – a folding picnic chair called the Gadabout Chair. The ingenious Gadabout Chair inspired the design of the umbrella fold buggy in 1967.

Maclaren distinguished himself throughout his prestigious career with inventive designs. His designs impacted the lives of many people, from test pilots and explorers to everyday mothers and their babies. He brought critical innovations to the famous Spitfire fighter plane. He invented the first aluminium folding chair, the Gadabout. In baby transport, he invented the B-01, the travel system, and the first twin travel system.
In 1978, Queen Elizabeth II awarded Maclaren the rank of Member of the British Empire (MBE) in recognition of his contributions to aeronautical and transportation design.

As a former British test pilot and aeronautical engineer, Owen Finlay Maclaren had a unique combination of talents. Test pilots are adventurers, risk-takers and visionaries. They enjoy doing things first, before anyone else. They thrive on exploring new horizons, breaking records and testing the limits of experience. The best test pilots become one with the plane they fly. They are the quality of their performance.

Maclaren’s talent was to be one with form and function, to assess, reinvent and take design on to the next level. The Maclaren brand today takes the same approach to developing new products.

*Designs of Influence*

Maclaren designs of historic influence include:

- Designs for the Spitfire Fighter Plane: Maclaren invented a sealing device that enabled the famous Spitfighter plane to survive a bullet through the radiator. He also contributed to aeronautical design with other important innovations, such as the development of landing gear that allowed aircraft to take off and land in a cross-wind.

- Gadabout Chair: Maclaren designed the first folding aluminium product, the Gadabout Chair, originally designed as a picnic chair. The product proved so useful for travellers of all kinds, it was even used by explorers such as Sir Edmund Hillary, the first climber to reach the peak of Mount Everest. The success of this umbrella-fold product inspired the design of the B-01.

- B-01 Buggy: The first one-step umbrella-fold, lightweight, aluminium, compact buggy. The B-01 revolutionized the industry and became the product prototype for every buggy that has been produced since.

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The Maclaren Brand: A Passion for Excellence

A Brand-Led Approach

Maclaren has a passion for design excellence. Every development, product introduction and initiative is committed to meeting this Maclaren standard.

The Maclaren brand has five distinct attributes: Innovation, Durable, Safe, British and Style. These are founded on the company’s origin. The original B-01 buggy was designed from the mindset and design values of an aeronautical engineer, with a passion for high performance, functionality, durability and quality.

Maclaren products today are developed in line with the same sense of high-performance design. No other brand offers the same level of functionality, safety and style as Maclaren.

A Premium Lifestyle Brand

Maclaren invented the first umbrella-fold buggy, the B-01. Parents quickly adopted it as the transport of choice for their children. Today, it remains the preferred brand of discerning parents with an active lifestyle. Product offerings are designed, modified and expanded to meet the changing needs of families today.

A premium lifestyle brand, Maclaren provides a full range of innovative products of unequaled quality, portability and style. Products are safe, durable and designed to perform for life. It offers a comprehensive set of wheeled products and other baby essentials to meet parents’ needs from birth through early childhood.

Maclaren understands what a mother wants, and a baby needs.

Industry Leadership

Maclaren has a legacy of leadership providing premium products for parents and their children. Maclaren continues to set the industry benchmark for safety and corporate responsibility, with extensive above-industry testing standards and innovative, environmentally-friendly initiatives.
In over 40 years, Maclaren has never had a product recall.

Maclaren is the first in the industry to establish buggy recycling centres; the first to offer a global lifetime product warranty, The Sovereign Lifetime Warranty™; and the first to develop a holistic personal care line for mothers and babies using 100% pure essential oils.

A Global View

Every parent, and every company, is part of the global community today. It is our responsibility to take a global view, to consider how what we do today affects the world we build tomorrow.

The Maclaren brand began as a result of social consciousness -- of a change in the lifestyle of mothers and babies. Today, it remains committed to creating for the evolving interests, tastes and needs of the global community.

Maclaren Buggys are living design. They are designed for the way you think about the world, and the way you live in it.

Living design performs to let you live the life you want to.

For the Maclaren parents who want full careers, active lifestyles, rich cultural experiences, to want to be part of a world community, to travel with their children, who want their children to see over the horizon of today -- to a beautiful world. They want a living design that moves with them.

Maclaren designs with a world view. Design means not just how a product functions, but how it impacts the environment we live in: how it is made, what is it made from, and what happens to it after its use.

Since the creation of the B-01, Maclaren remains at the forefront of innovation. Many companies try to emulate the breadth of Maclaren’s innovation and quality, but none have come close to Maclaren’s 40 years of success.

A Green Philosophy

Maclaren embraces a green philosophy. Innovative environmental programmes work to reduce the company’s carbon footprint, while developing the highest quality, environmentally friendly products. 2008 initiatives include: leading the industry in products that meet lead-free and phthalate-free standards; creating the first buggy recycling centres in the industry; and developing products using organic materials such as beginning... the first line of organic, holistic care for expectant mothers and babies, featuring 100% pure essential oils.
Building Relationships

A global brand, Maclaren continues to build relationships with its communities around the world. Maclaren supports select global and local charities affecting the health and well-being of women, children and families, through organizations such as The Hunger Project, as well as national, local and grass-roots charity organizations.

Building Spirit

Recognizing the importance of women’s spirit of achievement, Maclaren founded and sponsors Team Maclaren, a women’s competitive Laser SB3 sailing team, that competes in world-class regattas.

Maclaren is a global brand with a global commitment to a better future.

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Wikipedia, the free encyclopedia: Lifestyle

“In sociology, a lifestyle is the way a person lives. A lifestyle is a characteristic bundle of behaviors that makes sense to both others and oneself in a given time and place, including social relations, consumption, entertainment, and dress. The behaviors and practices within lifestyles are a mixture of habits, conventional ways of doing things, and reasoned actions.

A lifestyle typically also reflects an individual’s attitudes, values or worldview. Therefore, a lifestyle is a means of forging a sense of self and to create cultural symbols that resonate with personal identity. For example, "green lifestyle" means holding beliefs and engaging in activities that consume fewer resources and produce less harmful waste (i.e. a smaller carbon footprint), and deriving a sense of self from holding these beliefs and engaging in these activities.”
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An Inclusive Family of Products

The Maclaren family of products offers solutions to every parenting need. Parents can select from a range of product designs, sizes, styles and features customised for their lifestyle.

Each Maclaren product is premium. From lightweight buggies, to travel systems, accessories, holistic and organic products, each is inspired to be a lifestyle solution. They are developed to meet the needs of mothers and fathers so that they will know their child is safe and comfortable.

They are designed for a quality living today, and tomorrow.

Maclaren Essentials

A Premium Selection of Essentials

Umbrella Fold Buggies: Volo, Triumph, Quest Sport, Quest Mod, Techno XT, Twin Triumph, Twin Techno
Umbrella Fold Travel Systems: Techno XLR Travel System, Easy Traveller Car Seat Carrier
2 D Fold Travel System: Grand Tour LX

Baby Carrier, Rocker

Accessories

Universal Reversible Seat Liners (Eco, Perennial and Annual Collections), Comfort Packs, Techno XT Footmuff, Deluxe Footmuff, Universal Footmuff, Universal Packaway Footmuff, Mosquito Nets, Sun Parasol, Messenger Bag, Maclaren MacSac, Universal Organisers, Carry Bag, Twin Carry Bag, Automobile Seat Protector, Baby Carrier, Car Seat, Isoflex System, Boot, Seat Liners, Rocker, Buggy Blanket, Wheel Bags

Grand Tour LX: Hood, Fashion Hood, Parasol, Tour Lite seat, Boot, Messenger Bags in Leather and Fine Fabric, Shearling Footmuff, Car Seat Adaptors, Bumper Bar Toy Set
Maclaren ‘Objects of Design’

A collection of buggies as objects of design, functionality, elegance and global style. ‘Objects of Design’ feature signature and designer models with availability tailored to local markets.

*Mina Perhonen Buggy*

*Albert Thurston Buggy Buggy, Footmuff*

*Juicy Couture Buggy in Pink/Brown, Footmuff*

*Kate Spade “Biarritz Collection” Buggy, Baby Carrier and Rocker*

*Leather Collection, Buggy, Baby Carrier and Rocker*

*CF6506 Leather Buggy, Footmuff, Baby Carrier and Bouncer*

*Lulu Guinness “Life’s a Bed of Roses” Buggy, Footmuff, Sun Parasol, Changing Bag*

*Lulu Guinness “This is the Life” Buggy, Footmuff, Sun Parasol*

*White Volo Buggy*

**Maclaren Heritage Line**

*Butcher Stripe Buggy* (the modern edition of the original B-01)

*Owen Buggy* (sporting the Maclaren clan tartan), Baby Carrier and Rocker

*Spitfire Buggy, Reversible Boy’s/Girl’s Seat Liner*

**4 seasons**

*4 seasons* is one buggy with a wardrobe of fashion linings and accessories for all four seasons.

Buggy; Raincover; Spring, Summer, and Autumn Seat Liners; Winter Footmuff; Blanket; Carry Bag

*4 seasons twin* in coffee brown with two Spring/Summer Liners and two Fall/Winter Liners; Raincover; Winter Footmuff; Carry Bag

**Major Elite**

Buggy, Padded Seat, Chest Pads, Lateral Inserts, Seat Liner, Shearling Seat Liner, Foot Boot, Basket, Shopping Bag, Sun Shade, Rain Cover
Organics

beginning…Holistic Personal Care for Mother and Baby

*For Mother:* Connecting Massage Oil, Nurturing Bath Milk, Purifying Bath and Shower Elixir, Supporting Belly Balm, Alleviating Leg Lotion, Balancing Facial Mist, Uplifting Gift Set, Nourishing Gift Set, Pause Starter Kit

*For Baby:* Cocooning Massage Oil, Calming Bath Milk, Protecting Nappy Change Balm, Absorbing Dusting Powder, Soothing Delicate Soap, Comforting Room Mist, Celebration Natural Wax Candle, Comforting Gift Set, Nurturing Gift Set, Embrace Starter Kit

Candles, Diffuser, Essential Oil Vials, Soaps, Travel Bag for Mother and Baby

Plush Toy Collection

“by AIR by LAND by SEA” Collection
Ocho the Octopus, Tilly the Cactus, Bubbles the Fish, Jacqui the Jack Rabbit, Luna the Air Balloon, Skyler the Aeroplane, Miles the Automobile, Pico the Sailboat and Polly the Parakeet

Bumper Bar Sets
“by AIR by LAND by SEA Playmates” and “by AIR by LAND by SEA Travel Companions”

Hand Held Toys

Organic Plush Toy Collection

Hand Held Toys
Mac the Puppy; Ella the Elephant

Gift Sets
Ariella the Kite, Chelsea the Chicken and Sheldon the Turtle

Active Toys

Active toys to engage and delight children. Junior buggies and toys are miniature Maclaren products sized to match a child’s age.

Junior Quest, Junior Techno XT, Junior Twin Techno, Junior Twin Triumph, Junior Quest Activity Centre, Junior Jogger, Junior Travelmate Pram, Junior Travel Cot

Maclaren is the leader in premium lifestyle products for parents and children. Innovative British design, attention to detail, durability, functionality and safety, are what distinguish a Maclaren product from any other.

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Awards and Recognitions

Maclaren’s B-01 Buggy has been noted in:


Maclaren Awards:


Mother and Baby Magazine Awards 2007/08, Best Lightweight Buggy, Quest Sport

Mother and Baby Magazine Awards 2007/08, Best Twin/Tandem Pushchair, Twin Techno

Practical Parenting Products Awards 2007/08, Maclaren MX3

FitPregnancy Editors’ Choice Awards 2007, “Best Product of the Year,” Starck Travel High Chair

Baby & Children’s Product News 2007, First Place “Reader’s Favorite Award”


Prima Baby Magazine Awards 2007, “Best Value Lightweight Buggy,” Quest


*Consumers Digest, Best Buy Award* 2006, Triumph Stroller

*Time Magazine’s Luxury Index* 2005, Maclaren by Starck Collection of nursery products by Philippe Starck


*Juvenile Products Manufacturers Association* 2003 “Innovation Awards Winner”

*FitPregnancy Editors’ Choice Awards* 2003, “Best Product of the Year,” Mac 3 Stroller

British Association of Nursery and Pram Retailers, “Award for Excellence in Spares & Servicing” 2003

*Mother & Baby Magazine, Award for Excellence* 2002/03

*Mother & Baby Magazine, Gold Award Winner* 2002/03, “Best Stroller,” Techno XT

*Mother & Baby Magazine, Gold Award Winner* 2000/01, “Gold Award Winner, Best Stroller,” Maclaren Techno


*Consumers Digest, Best Buy Award* 1999, Concorde & Concorde Duo Strollers

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The History

Owen Maclaren was a test pilot, aeronautical designer and engineer. He spent a lifetime creating new products and innovative designs for modern transport.

Maclaren has the most innovative history of any parenting product company. Highlights of Maclaren’s achievements include:

1940 Owen Maclaren developed innovative designs enabling aeroplanes to take off and land in cross-wind, and in the legendary Spitfire, a sealing device to enable it to land even with a bullet in the radiator.

1944 Maclaren co-founds Andrews Maclaren Ltd, a company that designs and manufactures aircraft components.

1961 Andrews Maclaren debuts Gadabout, the first portable aluminum frame chair to fold up like an umbrella.

1965 Maclaren invents and patents the B-01, the first umbrella-fold baby buggy. Weighing in at only six pounds, it is an iconic prototype that revolutionises the product category.

1967 Manufactures first 1,000 umbrella-fold buggies in converted stables of 15th century estate near Long Buckby, UK.

1978 Queen Elizabeth II awards Maclaren rank of Member of the British Empire in New Year’s Honor List. Owen Maclaren passes away at age of 71.

1981 Dedicated to innovation, the company becomes the first UK pushchair manufacturer to introduce buggies with front swivel wheels and linked brakes for safety.

1984 Maclaren, launches The Dreamer, the first fold-flat buggy which can transport children from infancy.

1989 Maclaren introduces The Super Dreamer, the first from-birth travel system, with a reversible seat that could be removed and replaced with a carry cot to convert into a pram.

1991 Introduces the first travel system, The Super Dreamer; and the first twin umbrella-fold buggy with the capacity for two babies.
1992  Maclaren becomes official Walt Disney Resort supplier.

2000  Introduces high-tech Techno model featuring lightweight and resilient construction.

2001  Introduces first limited Maclaren Titanium Edition buggy with British designer Bill Amberg.

2004  Maclaren boutique in Fifth Avenue FAO Schwarz is announced along with reopening of the renovated store.

2005  Introduces Maclaren by Starck Collection of nursery products by Phillippe Starck, and selected for Time Magazine’s 2005 Luxury Index.

2006  Introduces Maclaren Leather Collection and world’s first carbon fibre wrapped stroller.

2007  Introduces Special Edition Maclaren GB type Au gold buggy black leather luxury buggy with 9 carat gold Argyle “M”, Maclaren coat of arms and carbon fibre-wrapped frame.

2007  Introduces beginnings… the first holistic and organic personal care products for mother and baby using 100% pure essential oils.

2007  Introduces Owen plaid buggy style with Maclaren clan tartan reaffirming the brand’s legacy.

2008  Introduces first global Sovereign Lifetime Warranty™.

2008  Introduces first recycling centres for buggies.

2008  Establishes environmental initiatives and develops line of organic toys.

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