



REAR FACING IS THE USE OF REAR FACING CHILDREN'S CAR SEATS AND EXTENDED REAR FACING (ERF) IS THE USE OF REAR FACING CHILDREN'S CAR SEATS UP TO APPROXIMATELY 6 YEARS OF AGE.



## Did you know that Rear Facing for longer keeps your child safer?

"A rear-facing child seat reduces the risk of injury in a head-on collision by more than 80% when compared to a conventional forward-facing seat with harness system, as the force of an impact is distributed evenly over a large area." – VTI – Swedish Road and Transport Research Institute (Rapport 489A, 2003)

*Sweden invented the first rear facing car seat in 1963 and rear facing until approx. age 4 is the norm in Sweden: one of the world's lowest child fatality rates in car accidents.*

*A 2009 study by the British Medical Journal advised that rear facing seats are safer than forward facing seats for children under 4 years old.*

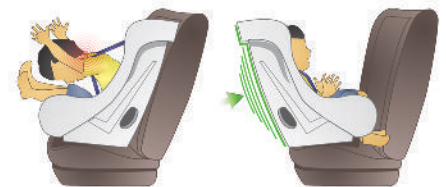
**Extended rear facing car seats will allow you to keep your child rear facing for longer, allowing your child to travel safer.**

## About [RearFacing.ie](http://RearFacing.ie)

Rear Facing is Ireland's only dedicated rear facing company, providing comprehensive information on rear facing and sales of Rear Facing car seats. Rear Facing aims to increase awareness of extended rear facing (ERF) in Ireland.

- *Rear Facing Advocate & User of ERF Car Seats*
- *IOSH Child Car Seat Safety Certified*
- *Free Consultation Prior to Purchase & Installation Support*
- *Free Courier Delivery to Maintain Car Seat Integrity*
- *Customer Service: based in Ballybunion, Co. Kerry*
- *Brand Selection based on Safety, Quality Standards and Usability*

### FORWARD FACING VS REAR FACING



For more information and to see our large range of Rear Facing car seats visit:

🌐 [www.rearfacing.ie](http://www.rearfacing.ie) | [f rearfacingireland](https://www.facebook.com/rearfacingireland) | [✉ info@rearfacing.ie](mailto:info@rearfacing.ie) | [📍 Ballybunion, Co. Kerry](https://www.google.com/maps/place/Ballybunion,+Co.+Kerry)

Rear Facing provides free courier delivery, free consultation and installation support.







## Types of Rear Facing Car Seats

**Infant Carrier Car Seats:** Rear Facing from birth to 10 - 13 kg, depending on infant carrier car seat.

**Extended Rear Facing Car Seat:** Rear facing only car seat, which allows rear facing from 9 – 25kg (approx. 6 months to 6 years)

**Rear and Forward Facing Car Seat to 18kg:** These seats can be combination seats that allow rear facing to 18kg (approx. 4 years) and also allow forward facing. Rearfacing.ie recommends rear facing for as long as possible.

**Group Car Seats:** Group car seats will allow use from birth to 36kg, depending on the seat, with rear facing to 18kg (approx. 4 years) in the majority of these seats.

## Why Rear Face? **It's simple, it's safer.**

**Child Development:** Infants travel in a rear facing car seat as this is the safest travelling position for them due to their developmental stage: relatively bigger and heavier head, spine which is hypermobile and flexible, bones still forming, weaker muscles, looser tendons and ligaments. When they have outgrown their infant car seat this development is still continuing and in particular their spine is not fully fused like an adult's until approximately age 6.

**Car Crash Forces:** In a frontal 50km/h car crash, the load on a child's neck is only 40-80kg in a rear facing car seat and the child's back, neck and head are protected by the rear facing car seat's back because it absorbs the impact and the rear facing car seat helps to hold the neck and spine in line. In order for a child to avoid injury, these neck loads should never exceed 130kg. However in a forward facing seat the load on a child's neck is 180-300kg, the child's head and neck are thrown forward violently and the same forces that can lead to whiplash in an adult can actually cause the spine of a young child to separate and injure the spinal cord or lead to the spinal cord being severed (internal decapitation).

**Rear facing for longer = kids travelling safer for longer.**

For more information and to see our large range of Rear Facing car seats visit:

[www.rearfacing.ie](http://www.rearfacing.ie) [rearfacingireland](https://www.facebook.com/rearfacingireland) [info@rearfacing.ie](mailto:info@rearfacing.ie) [Ballybunion, Co. Kerry](https://www.google.com/maps/place/Ballybunion,+Co.+Kerry)

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