

Evenflo+ProComfort+5-22-14-HD (1)

Upbeat music plays.

On screen text appears over a black background.

ON SCREEN TEXT: evenflo
 ProComfort Protection Series
 with Gel Matrix
 For a safer, more peaceful ride.

A woman drives down a street. Her baby cries, and the woman looks in the rear-view mirror with concern. The baby sits in a car seat and cries.

FEMALE NARRATOR: Did you know that new parents are three times more likely to get into a car accident due to distracted driving?

Fade to the woman driving down a street. She smiles and looks in the rear-view mirror. Her baby sits in an Evenflo car seat. She continues smiling and driving, and her baby continues sitting in the car seat.

ON SCREEN TEXT: ProComfort
 Protection Series

FEMALE NARRATOR: At Evenflo, we know a peaceful ride is a safer ride. When riding in a car, parents can shift their weights to stay comfortable. Properly harnessed children don't have that same flexibility.

A woman straps her daughter into an Evenflo car seat and tightens the straps.

ON SCREEN TEXT: Exclusively at TARGET

FEMALE NARRATOR: Introducing the ProComfort Protection Series designed to keep your child content, so you can focus on the road.

On screen text appears along with two side-by-side thermal maps. The side labelled "WITH GEL MATRIX" is mostly green, and the side labelled "WITHOUT" is mostly red.

ON SCREEN TEXT: ProComfort
 Protection Series
 SEATED PRESSURE GRAPH

ON SCREEN TEXT: GEL MATRIX
 COMFORT & SUPPORT

FEMALE NARRATOR: New ProComfort Protection Series dial-up the level of comfort with the introduction of Gel Matrix Technology.

A woman tugs and twists a piece of gel padding.

FEMALE NARRATOR: This engineered medical-grade material reduces pressure point build-up and improves blood flow.

In an image, a hand holds a buckle to a pocket located at a seam.

FEMALE NARRATOR: ProComfort seats also include buckle pockets which store buckles for easy access and, more importantly, to protect your child from hot buckle burns.

In side-by-side footage of a car seat in a crash test, the left image is an animation, and the right image is of a dummy in an Evenflo car seat. In both, the head and arms fly forward while the child stays buckled in. Fade to an Evenflo car seat spinning on a pedestal with zoomed-in views of its arms and seat.

FEMALE NARRATOR: Tested to twice the federal crash test standards, the ProComfort Protection Series delivers on both safety and comfort.

The car seat spins on the pedestal with a zoomed-in view of the backrest. Multiple green and black car seats in the ProComfort Protection Series appear.

FEMALE NARRATOR: New Evenflo ProComfort Protection Series with Gel Matrix Technology offers you and your family a safer, more peaceful ride.

Pink and black versions of the ProComfort Protection Series appear. Fade to black with on screen text.

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