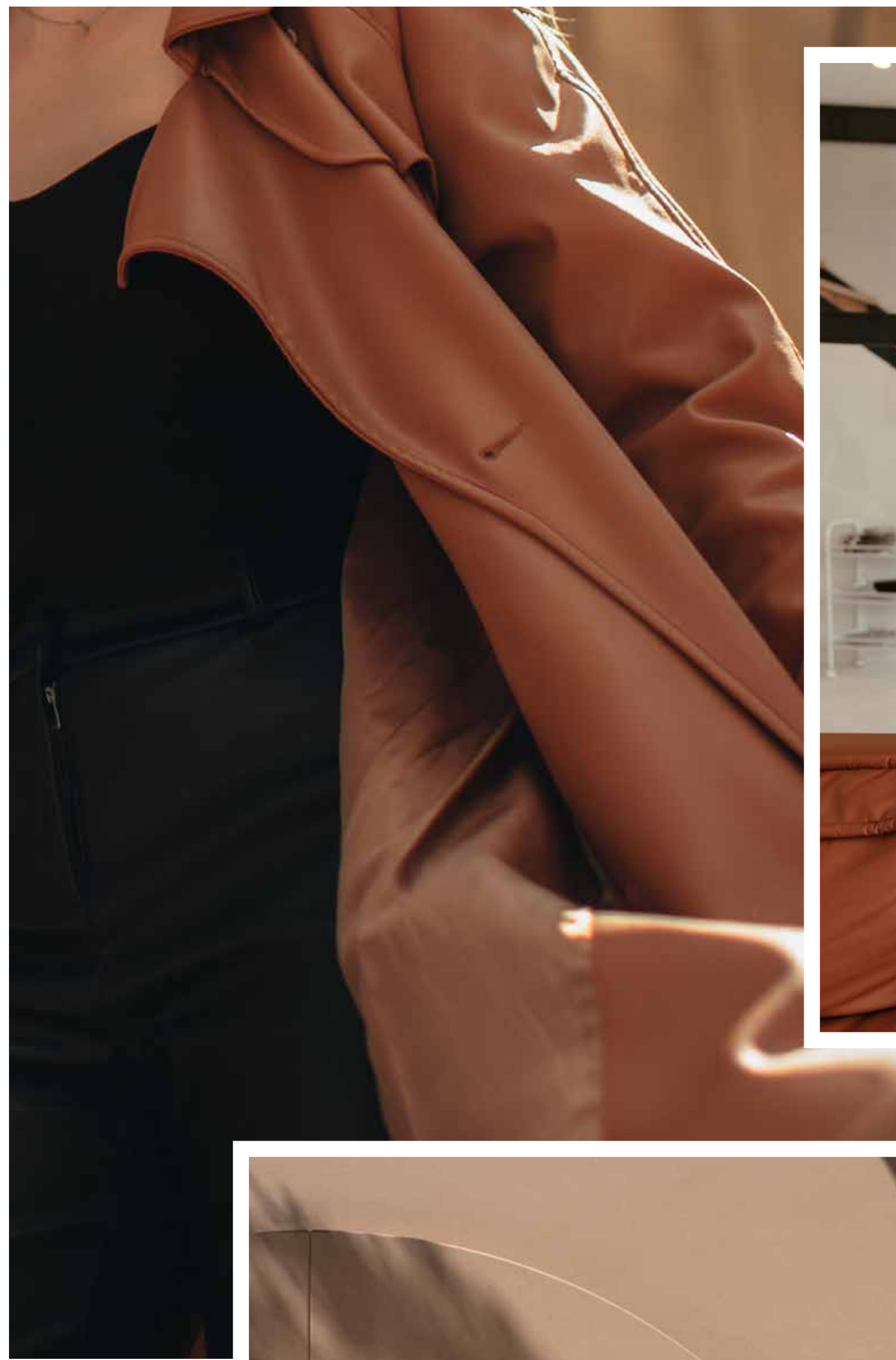


JET 3

Silver Cross®





Design Inspiration

Global discovery and incredible journeys set a mood of optimism and opportunity.

Light and dark with soft textures and tailored details are what sets Jet 3 apart. Tan vegan leather finishes to key touch points bring a high level of sophistication to the designs. Effortlessly stylish with refined details.

Smart, lightweight with subtly textured fabrics.
Sharp execution of detail.

The perfect balance between style and practicality.



Insight & Audience

The world is opening up again, and travel is back. Parents are ready to take their pandemic babies away for potentially the first time ever. With this comes a greater need for smaller, lighter and smarter travel products that do everything.

In Jet 3, we have developed the ultimate, travel product. Small, light and agile it is a practical stroller that can also be used everyday. Offering best in class baby comfort, it's super-lightweight and ultra-compact design means it is cabin approved to take on-board an aircraft without restriction.



Product Overview

Our ultra-compact, cabin approved pushchair just got an upgrade! Designed with parents in mind, Jet 3 now includes the innovative new Genius buckle. Easy-to-use magnetic fastenings fit together with three simple clicks, taking the pain and frustration out of fastening little ones into their stroller. When they're ready to get out, simply squeeze the child-proof release and the buckle opens.

Jet 3's clever fold remains as compact as ever, and is now improved with just one simple motion when folding and unfolding.



NEW FOR 2022

NEW BRAND POINTS

- Sleek new brand points showing the new Silver Cross brand device

UPF50+ sun protection hood

NEW FOR 2022

GENIUS BUCKLE

- Magnetic fastenings
- Super easy to use
- Releases with a simple squeeze

Adjustable calf-support for growing legs

Suitable from birth to toddler

NEW FOR 2022

SIMPLE ONE-MOTION FOLD

- With a simple button press, Jet 3 folds from the handle

Full lie-flat seat with one-hand recline

Super-compact fold

Flip-flop friendly brake

Cabin approved



WEIGHT:
Birth to 33lbs

DIMENSIONS:
L30" W18", H38"

FOLDED DIMENSIONS:
L22", W12", H8"

Product Overview



Stroller

Getting out and about with baby has never been easier. Jet 3’s lightweight design and ultra-small fold make it great for those everyday strolls or travelling further afield. It fits easily in car boots or overhead storage racks and is cabin approved for all key airlines.



Travel System

Easily add a car seat to create a compact travel system.
Compatible with Cybex Cloud Q, Cybex Aton Q, Maxi Cosi Mico, Nuna Pipa, Clek Liing, Maxi Cosi Coral



Ultra Compact Fold

Super compact and cabin approved, Jet 3 folds quickly and easily in just one motion. Freestanding when folded and fitting neatly into its own sleeve for protection, simply pull it along suitcase style with the stylish bumper-bar.

What's Included



Jet 3 pushchair

Ultra-compact and lightweight at 13.6lbs it can be stored in an aircraft overhead locker.



UPF50+ sun protection hood

The fully extendable ventilated UPF50+ hood has a pull-out sun peak and viewing window.



Genius buckle

Easy-to-use magnetic fastenings fit together with three simple clicks, taking the pain and frustration out of fastening little ones into their stroller.



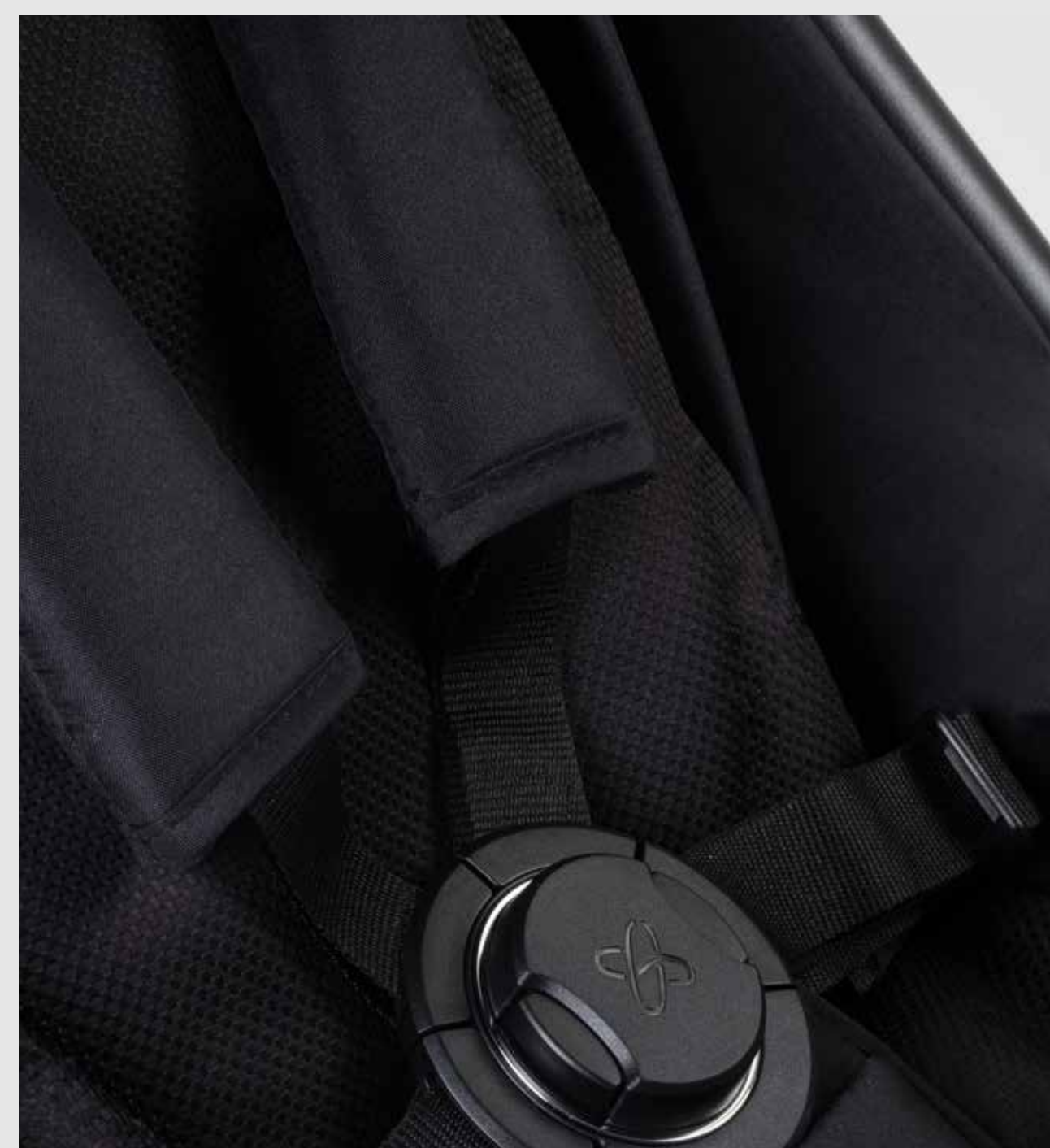
Bumper bar/Pull-along handle

The bumper bar is detachable and is used to pull along the folded Jet suitcase-style.



Shopping basket

Handy under-seat shopping basket to store those baby essentials.



Coordinated harness pads

Padded coordinated harness pads for added comfort.



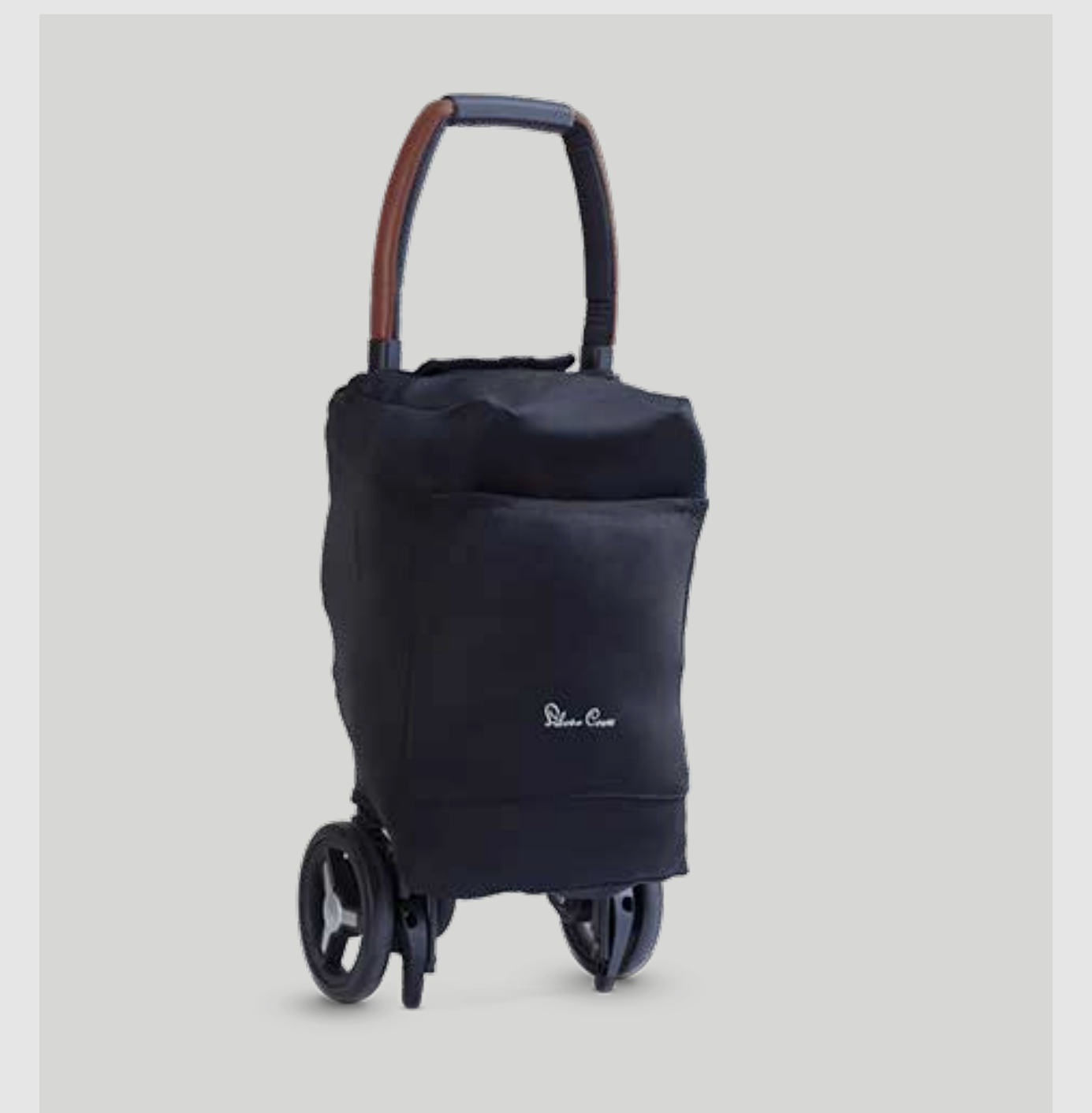
Lockable swivel wheels

Lockable front swivel wheels have dynamic spring suspension for a smooth ride.



Rain cover

The rain cover fits snugly over your pushchair to protect your baby from the elements.



Protective cover

The protective cover fits over the folded Jet for added protection.

Accessories

Jet 3 converts to a compact travel system when used with the Silver Cross Dream or Simplicity car seats and adaptors. A range of universal accessories are also compatible with Jet 3.



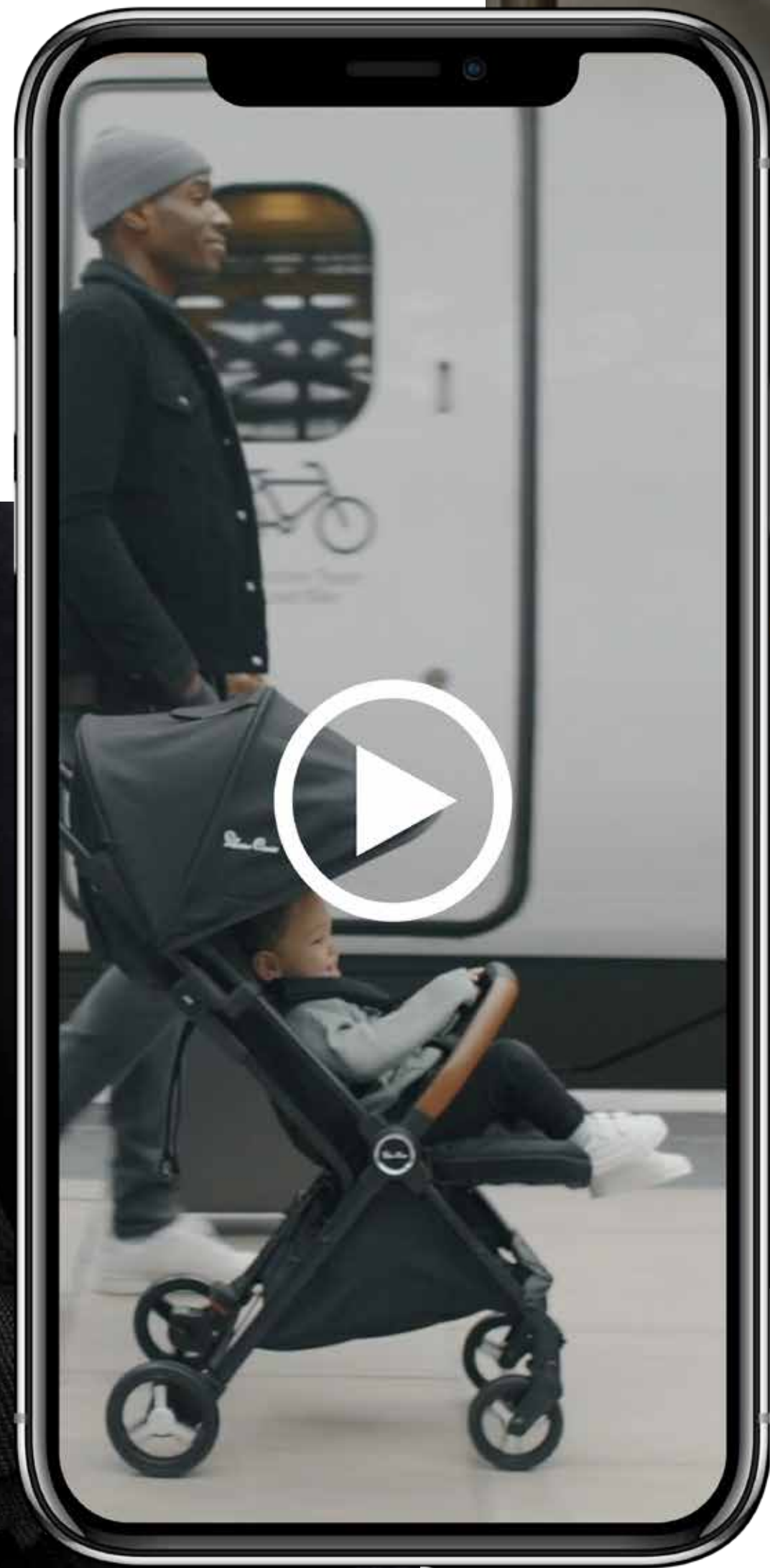
Jet Snuggle Pod
Our soft, padded footmuff keeps your baby super snug. Ultra-lightweight for comfort, the quilted fabrics are water resistant while keeping your little one warm and cosy.



Universal car Seat Adapters
The adaptors attach quickly and easily, simply remove the bumper bar and add your Jet car seat adaptors to the chassis to create your own travel system.

Marketing

The Jet 3 campaign will be built around the features and functionality of the product. We'll focus on Jet 3 as the ultimate travel stroller – however and wherever the customer is travelling to. Video assets will demonstrate the unique one-motion fold and how lightweight and easy to handle it is.



Silver Cross®

Product specification

Suitable from Birth to 33lbs
Dimensions: L30" W18", H38"
Folded Dimensions: L22", W12", H8"
Weight: 13.6lbs

Product dimensions (inches)	
Unfolded	L30" W18", H38"
Folded	L22", W12", H8"
Folded with wheels removed	L22", W12", H8"

Seat dimensions (inches)	
Length of backrest	16.5"
Width of seat	13"
Depth of seat pad	9.2"
Calf support length	5.6"
Lie flat length with calf rest fully extended	30.3"
Seat pad height	17.3"

Handle height adjustment range (inches)	
Min distance of handle height from the ground	38.9"
Max distance of handle height from the ground	38.9"

Basket	
Dimensions (inches)	L14.5" x W14.1" x H7.8"
Capacity (L)	26.6

Product weight (lbs)	
Complete product weight without hood	n/a
Complete product weight without hood or wheels	12.1
Complete product weight with hood and wheels	13.6

Product weight capacity (lbs)	
Product weight capacity	33
Basket weight capacity	2.2

Materials	
Chassis	aluminium, steel, nylon, polyester
Seat	polyester
Wheels	nylon, steel, polyurethane
Hood	polyester

Packaging Dimensions	
BOX 1	L24" x W12.7" x H8.6"

Packaged Weight (lbs)	
Net Weight	14.5
Gross Weight	17.8

A photograph of a baby with dark skin and curly hair sitting in a black Silver Cross stroller. The baby is wearing a light green sweater and black pants, and is holding the stroller's handle. The stroller has a black frame with brown leather-like accents on the handle. A large, white, cursive 'Silver Cross' logo is overlaid across the center of the image. The background is a blurred outdoor setting with a grey wall and a paved ground.

Silver Cross®