

Eurotrike Ultima Plus Tricycle Models XG65/XG66
Letter To Stockists



Product Safety Recall



Eurotrike Ultima Plus Tricycle

Sold in-store and online between March 2013 – December 2018

Defect: The product in its 12 month age mode has key features of a stroller, but does not have the safety features required by the mandatory safety standard for strollers.

Hazard: When used as a stroller to transport children in its 12 month age mode, the product may cause injury to a child if the product rolls in an uncontrolled manner or if a child falls out of the product.

What to do: Consumers should not use the product as a stroller to transport children. Consumers should remove and discard the high headrest and shoulder straps on the tricycle and follow updated Eurotrike guidance that children younger than 18 months not use the modified product. If required contact Eurotrike to assist with the modification process.

Contact details: Contact Eurotrike for further information, including modification instructions and customer support information;

Website: www.eurotrike.com.au/ultima-press
Email: info@eurotrike.com.au
Contact free call: 1800 675 772

**See productsafety.gov.au for
Australian product recall information**

Dear Valued Stockists,

Modern Brands are conducting a Product Safety Recall on the Eurotrike Ultima Plus Tricycle (XG65 Blue, XG66 Pink).

We are taking the following actions:

- We will communicate to previous consumer purchasers through national advertising and provide the above notification for display by stockists
- We will be making available modification kits to the stockists to modify current store inventory of XG65 & XG66 to address the safety hazard

1. For Units Previously Sold To Consumers:

As part of the recall, no refund or return action (i.e. requesting that product be returned to stores by the consumer) is required on the Eurotrike Ultima Plus Tricycle by consumers.

The actions for consumers who already own an Ultima Plus Tricycle are:

- Not to use the product as a stroller to transport children
- Remove and discard the high headrest and shoulder straps (these components have always been removable as part of the products convertible design)
- Not to use the modified product for children under 18 months old

2. For Current Stockist Inventory:

Your current stock is ok to sell after modifications which will align it to the new safety guidelines.

Changes necessary to product:

- Removal of high headrest and shoulder straps – these components are to be removed from all stock and can no longer be sold with the product
- Updated Consumer Communication – Carton artwork, instruction manuals, point of sale material and all promotional material will be adjusted to reflect the modifications and recommendations
- All modification materials and clear instructions will be provided free of charge to stockists
- New digital and marketing assets (product images, updated specifications and content) will also be provided so that the stockist can update consumer point of sale information. This includes the adjustment to minimum user age of 18 months.

Information And Action Required From Stockist:

Stockists will be issued with a credit of \$15 per piece ex GST for all stock on hand to support the cost of product adjustment by the stockist and reflect the change in product design.

Actions required:

1. Confirm Stock on hand.

- Modern Brands have provided a stock list form with this letter.
- Stockist to complete stock list form and send to Modern Brands either by email (info@eurotrike.com.au) or fax ([1800 649 982](tel:1800649982)).
- Modern Brands will then provide all required materials for the modifications based on your stock on hand



2. Complete modification of product.

Stockists will be provided with a modification pack which will include all materials and instructions to correct your inventory. This will include the following:

- Replacement outer carton
- Replacement instruction manual, warranty card and notice sheet
- Replacement seat belt
- Stockist Modification Confirmation Form (to be completed and sent back to Modern Brands on completion of modifications by stockist)
- Laminated copy of Product Safety Recall Notice (to be displayed prominently in store)
- To help you with your modification process, we have produced a step-by-step instruction video which can be downloaded at <https://app.box.com/v/ultimaupdate>

3. Confirm completion of in-stock inventory modifications.

- Signed stockist Modification Confirmation Forms are to be emailed or faxed to Modern Brands at **1800 649 982** or info@eurotrike.com.au once all modifications are completed.
- Upon receipt, Modern Brands will apply the agreed credit to your account.

4. Update of all promotional materials.

- Modern Brands will provide new item images and product specifications and a copy of the Product Recall Safety notice for download at the following link: <https://app.box.com/v/ultimaupdate>
- Stockist are requested to:
 - Update their point of sale product information
 - Update Ultima Plus Tricycle information on stockist's web communications
- Update the in-store assembled Eurotrike display unit - ensuring removal of headrest, shoulder straps and hangtag

3. For All New Stock Supplied By Modern Brands:

All future product shipments (from Modern Brands) of Eurotrike Ultima will be in the new format. As the product design has changed (age change and headrest and shoulder straps removed) a new lower wholesale price of AUD\$136.60 ex GST (AUD\$7.30 less than current) will apply to reflect these changes.

Please find attached document:

- Stock list form – for stockist to confirm quantities on hand

We hope for your support and understanding on this matter. For any further support or assistance, please contact your Modern Brands sales representative, and/or our customer service team on info@eurotrike.com.au or **1800 675 772**.