

For Immediate Release

Trikke launches its new Go-Kiddo line of ride-on toys at New York Toy Fair

Go-Kiddo line to provide fun, new riding toys to help kids stay active and healthy

February 13, 2015 Trikke Tech is launching its new “Go-Kiddo” line of ride-on toys at the New York International Toy Fair (Booth #4411, Level 1). Borrowing from their classic line of three-wheel carving vehicles and adding some new balance bikes and electric scooter designs, Trikke has given new urgency to this important market. While Trikke’s vehicles have been best recognized as fitness machine for adults, the Go-Kiddo line is intended to make staying active and getting in shape easier and more fun for kids too.

Trikke adopted a new name, look and feel in order to capture the playful spirit that encourages kids to engage and get out there and ride. “If kids ride for fun first,” says John Simpson, Go-Kiddo’s president, “there’s a better chance that they’ll continue riding as they grow - getting all the ongoing health benefits. In this era of increased screen dominance, kids need more attractive reasons to get out and move and cultivate healthier life habits.”

Go-Kiddo’s line-up rolls from light-weight balance bikes that provide the best pre-bike experience for toddlers, to a complete line of carving scooters that enhance kids’ balance, coordination and overall physical health, to electric scooters that provide kids fun choices for recreational, active transportation.

“The designs of Go-Kiddo are inspired to bring Trikke’s performance engineering to an entire line for kids,” states Go-Kiddo’s chief engineer, Gildo Beleski. “The Go-Kiddo design team does a lot of riding and playing in the neighborhood with kids, because this is where the best ideas come from.”

With more toys in the pipeline that further encourage outdoor play, Go-Kiddo is committed to designing and building products that have a dose of challenge, the right amount of exercise and lots of fun in order to get kids engaged and active and hopefully hooked on healthy and active habits for life.

About Trikke Tech: Trikke, based in Santa Barbara County, CA, has been designing, building and distributing its three-wheel carving scooters since 2000 and is the world leader in its field, having sold more than 500,000 Trikke carving vehicles around the globe. Trikke’s patented, 3-wheeled cambering (leaning) technology and platform have been deployed for toys, fitness vehicles, and robust electric vehicles used by commuters and Law Enforcement.

About Go-Kiddo: Go-Kiddo is Trikke Tech’s new ride-on toy division based in Santa Barbara County, CA and is focused on designing and building ride-on toys that encourage a child’s development of an active, healthy lifestyle through the use of fun performance vehicles.

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