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Travel Smart With Pets and Family This Summer Travel Season

-Kurgo™ urges families to travel smart with Fido in the backseat -

NEWBURYPORT, MA. – It’s a summer tradition – pack up the family and man’s best friend and hit the road! No matter where you’re going – Grandma’s house or a sunny fun vacation destination, it’s important to buckle up the family dog too!

Millions of dog owners across the country travel with their dog in the vehicle but 80% of dog owners admit to NOT using any kind of restraint on their pets, according to the American Pet Products Manufacturers Association.

“People seem to understand the importance of buckling up themselves and their families, but overlook their pets,” said Kurgo™ President Gordon Spater. “Most drivers know a front air bag can kill a child, but unaware, allow their pet to ride unrestrained in the front seat. This can lead to tragedy.”

Spater and his company have invented two new products to improve the safety and convenience of traveling with pets - the Auto Zip Line™ safety harness and restraint system and the Backseat Barrier™.

The Auto Zip Line™ features a plastic coated tension cable that attaches between the two rear passenger side handles, creating a tether run for the dog. The secured line allows the dog the freedom of moving around in the back seat while providing safety in case of sudden stops.

The Backseat Barrier™ is a strong divider that attaches behind the driver and passenger’s seats and restricts dogs from moving between the front and back seats of the vehicle. Dogs stay where you put them, protecting driver and passengers from the potential hazard of your family pet lunging into the front seat.

The Auto Zip Line™ retails for \$39.95 and is available at Amazon.com, In the Company of Dogs, Bavarian Autosport and through many other pet retailers. The Backseat Barrier™ retails for \$49.95 and is available at PETsMART stores, Amazon.com, Orvis, In the Company of Dogs, A.J. Prindle and many other pet retailers.

For more information on the Auto Zip Line™ and Backseat Barrier™ and other Kurgo™ products or to find a local dealer, visit www.kurgo.com. If you would like more information, product samples or images of the Auto Zip Line, contact Tierra

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Kurgo™ Products are designed, manufactured and marketed by Motivation Design LLC, a product development firm based in Newburyport, Massachusetts. The company develops simple solutions for everyday problems that enable individuals to overcome life's daily annoyances. The Kurgo™ Product line currently includes the Tire Tote, Backseat Barrier, Auto Zip Line, Tru-Fit Smart Harness, Sack Hook, Trunk Cleat, Haul-n-Stow and Tire Garage. You can see more about this ever-evolving line of products at www.kurgo.com.