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Buckling Up Fido Made Easy with the New Tru-Fit Smart Harness™

- *Kurgo's™ Tru-Fit Harness™ makes for a perfect combination with Kurgo's™ Auto Zip Line, recently named a Consumer Digest's Best Buy! -*

SALISBURY, MA. – Buckling up the family dog for a road trip is now a whole lot easier thanks to Kurgo's™ New Tru-Fit Smart Harness™.

The New Tru-Fit Smart Harness™ is designed with high quality automotive materials such as seat belt webbing and includes a broad padded chest plate for extra protection and comfort. The Tru-Fit Smart Harness™ is the easiest to use harness available today, its design makes it easy to buckle pets in and restricts them from moving between the front and back seats of the vehicle.

“We have tried several different harnesses, but Zelda has rejected every single one,” said Kurgo founder and head designer Kitter Spater. “Putting her in a harness was a struggle in itself, but listening to her whimper in discomfort was an even greater struggle. Zelda and I decided it was time for a seat belt change in design. In order to keep Zelda safe and happy, I designed an easy to use, snug fitting harness.”

The Tru-Fit Smart Harness™ includes a seat belt loop making it compatible with any vehicle seat belt. The Kurgo Smart Harness requires no tools or extra hardware and is easy to put on. The Tru-Fit Smart Harness™ can be safely used with Kurgo's® Auto Zip Line, recently named a Best Buy product by Consumers Digest!

Dogs find the harness so comfortable they are happy to wear the Tru-Fit Smart Harness all the time. Plus it makes a great walking harness for those dogs who like to pull their owners for a walk.

The Tru-Fit Smart Harness™ retails for \$24.99 and is available at Amazon.com and many other specialty pet retailers across the country.

For more information on the Tru-Fit Smart Harness™ 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 Tru-Fit Smart Harness™, contact Leah Nelson at MassMedia at 775-322-0755 or leah@massmediapr.com

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Kurgo™ Products are designed, manufactured and marketed by Motivation Design LLC, a product development firm based in Salisbury, Massachusetts. The company develops simple solutions for everyday problems. The Kurgo™ product line currently includes convenient products for traveling with your dog such as the Wander Hammock, Tru-Fit Smart Harness, Backseat Barrier and the Auto Zip Line, recently named as a Consumers Digest Best Buy. In addition Kurgo™ offers a line of tire storage and car organization products including the Tire Tote, Tire Garage, Auto Tray Table, Sack Hook and Trunk Cleat. You can see more about this ever-evolving line of products at www.kurgo.com.