



Subject: important information Bugaboo Bee non-swiveling wheels

## dear customer,

We would like to draw your attention to important information regarding the Bugaboo Bee non-swiveling wheels issue.

At the end of 2010 we noticed an increase in customer feedback about shimmying Bugaboo Bee front wheels. In order to optimise the Bugaboo Bee with the intention to prevent this effect, we changed the original metal bearing wheels to plastic bearing wheels early 2011. Research had shown us that by using plastic bearings, more friction was added to the wheels and this stopped the wheels from shimmying.

The first production runs from January 2011 up to and including March 2011 contained plastic bearing swivel wheels that were not up to our quality standards as we established some wheel housings had a flaw. This flaw was instantly corrected in production. At the time we saw that, although not all of the produced Bugaboo Bee strollers were affected, some customers could experience their front wheels may not swivel as they should as a result of this flaw. Those customers were serviced by sending an improved replacement set of wheels, with plastic bearings.

However, we have continued to receive non-swiveling complaints from our consumers. Our further investigations have led us to conclude that the solution to prevent shimmying wheels by changing the original metal bearing wheels to plastic bearing wheels has, as an unintended consequence, led to an increased probability for non-swiveling wheels and a safety risk as set out below.

## is there a safety risk?

The safety and wellbeing of our customers and their children is paramount to Bugaboo. Previously this year we found that, although non-swiveling wheels affect the driving experience, we believed it did not affect the safety of the stroller. However, the latest safety assessment by an independent expert concluded, following further tests, that there is a small chance that the stroller's front wheels could jam, which could potentially make the stroller tip over. In light of this we believe that the safety profile of this product is inadequate and not up to our quality standard. We take this very seriously and therefore we immediately stop shipment and sales of the Bugaboo Bee.

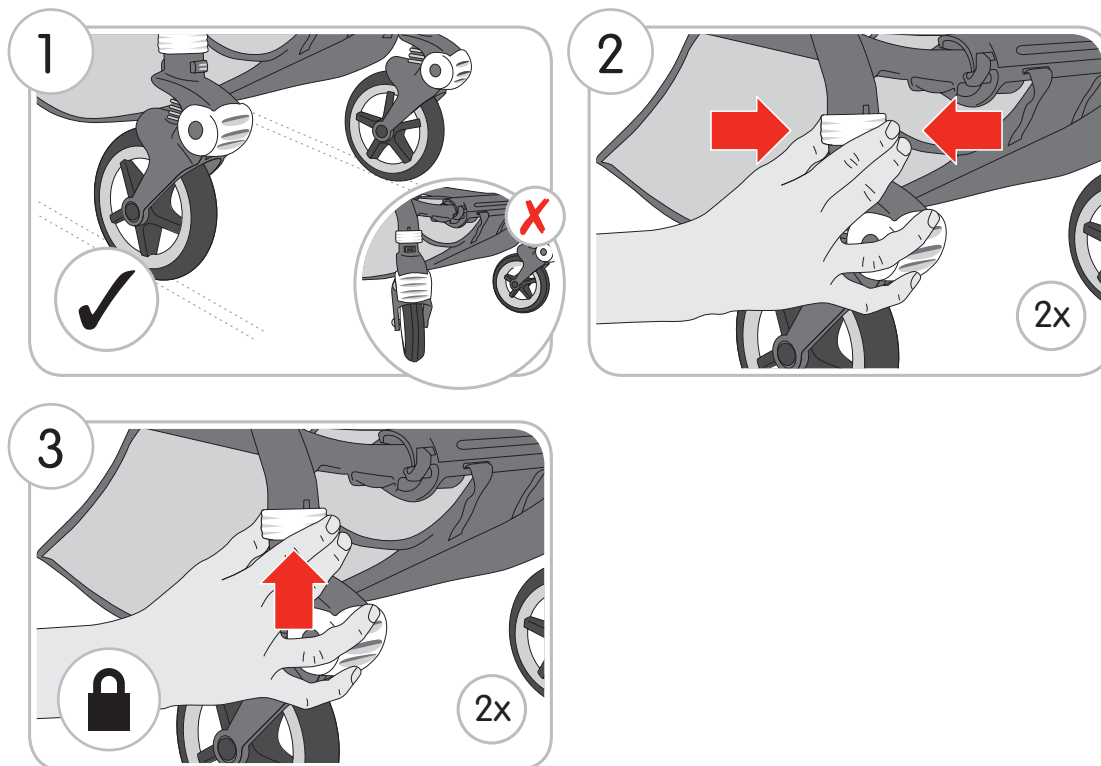
We are very sorry about this and want to assure you that we take this very seriously. At the moment we are doing all we can to solve this issue, as set out below.

## corrective measures and solution

### 1. restore safety profile of the bugaboo bee

We will go back to the tried and tested, original metal bearing swivel wheels and exchange all plastic bearing swivel wheels with metal bearing ones on all Bugaboo Bee strollers. We believe that these metal bearing swivel wheels will be the solution to the non-swiveling issues some Bugaboo Bee customers are experiencing and remove any potential for tip over and the risks associated with tip over.

**Until a service solution is in place we strongly advise Bugaboo Bee customers to lock the swivel wheels of their Bugaboo Bee when in use. Note that the front wheels will then no longer swivel and will impair the maneuverability of the stroller.**



### 2. proactive service solution to all bugaboo bee customers

We will proactively make a service solution available at no cost to all Bugaboo Bee customers (with a Bugaboo Bee production date January 2011 up to and including September 2011) aimed to prevent the non-swiveling and the shimmying of the front wheels.

We are currently producing sufficient service solutions for all Bugaboo Bee customers and will let you know by the middle of next week when we expect them to be available. Once the service solution is available, we will reach out to you and make sure your Bugaboo Bee gets serviced.

Our priority at the moment is with currently registered customer complaints regarding non-swiveling wheels. We will be able to help them within the coming 3 weeks.

If you experience non-swiveling with your Bugaboo Bee, please get in contact with our customer service department and provide us with the TAG or serial number of the affected stroller. Customer Service will inform you on the expected delivery of the service solution.

Shortly we will also make a contact form available on Bugaboo.com where you can register as a Bugaboo Bee customer, if you haven't done so already, so we can send our service solution directly to your home address once it's available.

### 3. stop sale

We have stopped selling the Bugaboo Bee strollers, until they are all reworked by Bugaboo. We are currently doing all we can to make a rework possible at the shortest term possible.

### 4. outstanding orders

If you have ordered a Bugaboo Bee and it's significantly delayed while you are in urgent need of a stroller, please contact your retailer or our customer service department (please find our contact details below).

We apologise for any inconvenience caused to you and would like to assure you that it is our prime focus to solve this issue as quickly as possible.

Kind regards,  
Your Bugaboo team

## bugaboo customer service contact details

Europa: [service.nl@bugaboo.com](mailto:service.nl@bugaboo.com) or 0031 20 718 9531

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