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Sojitz Corporation

Sojitz to Launch Japan Sales of CYBEX Strollers ~ First Domestic Advance of Popular German Brand ~

Sojitz Corporation has contracted to become the exclusive import agent for the products of CYBEX, the renowned German stroller manufacturer, and plans to begin sales of that company's strollers through the nationwide chain of "Akachanhonpo" infant supply stores. This marks the first time for CYBEX strollers to become available on the Japan market.

CYBEX strollers are highly popular European-style strollers engineered for efficient use in urban environments. They feature stellar mobility stressing the importance of topflight safety, design and function alike, and are in full compliance with the "EN 1988" European safety standards. The strollers to be marketed in Japan have been commercialized as special Japan spec models based on a strong commitment to the safety conditions here, and feature original countermeasures that deal with spaces and openings in the parts and structure. The main stroller units feature a strategic blend of strengthening and weight reduction stemming from the adoption of aluminum frames, with the thorough pursuit of quality realizing the same superb caliber so popular in Germany and design work reflecting the cutting edge European tone.

Thanks to the unique quick belt adjustment system, simply tugging on a single belt snugly fastens the shoulder and waist belts into place against the baby's body. While equipped with a 2-level footrest, 4-stage reclining mechanism and other simple-to-use configurations, every possible effort is also made to ensure the full safety and comfort of the children onboard.

Sojitz will commence sales with three different models – the CALLISTO, ONYX and RUBY. The goal is to sell a total of some 19,000 units during the initial fiscal year. The price (tax included) for the CALLISTO is 57,800 yen, for the ONYX 37,800 yen and for the RUBY 24,800 yen. In terms of target age groups, the CALLISTO and ONYX are built to serve the needs of young children from 1 to 36 months, with the RUBY intended for the 6-36 month group.

The scale of Japan's stroller market is about 650,000 units/year. About 30% of these

products, meanwhile, are European types rarely seen in Japan five years ago. As this suggests, recent times have witnessed a steady rise in the popularity of European-style strollers in Japan, with consumer requests for more attractive and useful designs also surging. Sojitz intends to expand its lineup of CYBEX products to child car safety seats as well, and will be working closely with Akachanhonpo to enhance the status and value of the CYBEX brand in Japan.



CALLISTO Top-of-the-Line Model for Use from 1 Month

Fully outfitted weight: 8.0kg
Size: Opened - Length 840mm, width 530mm, height 1,040mm
Folded up - Length 1,060mm, width 320mm, height 400mm
Colors (3): Black, brown and purple
Target Age Group: 1 to about 36 months
Price: 57,800 yen (tax included)



ONYX All-Inclusive Basic Function Model

Fully outfitted weight: 7.0kg
Size: Opened - Length 790mm, width 500mm, height 1,060mm
Folded up - Length 1,060mm, width 320mm, height 400mm
Colors (6): Black, brown, purple, blue, red and green
Target Age Group: 1 to about 36 months
Price: 37,800 yen (tax included)



RUBY Lightweight Model for Use from 6 Months

Fully outfitted weight: 5.4kg
Size: Opened - Length 790mm, width 490mm, height 1,050mm
Folded up - Length 1,090mm, width 300mm, height 200mm
Colors (4): Black, brown, gray and purple
Target Age Group: 6 to about 36 months
Price: 24,800 yen (tax included)

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