



clever mobility

Hi...



...it's me.

The brandnew product called  
My First from Scoot and Ride.





**You can start  
using me from  
6+ months.**

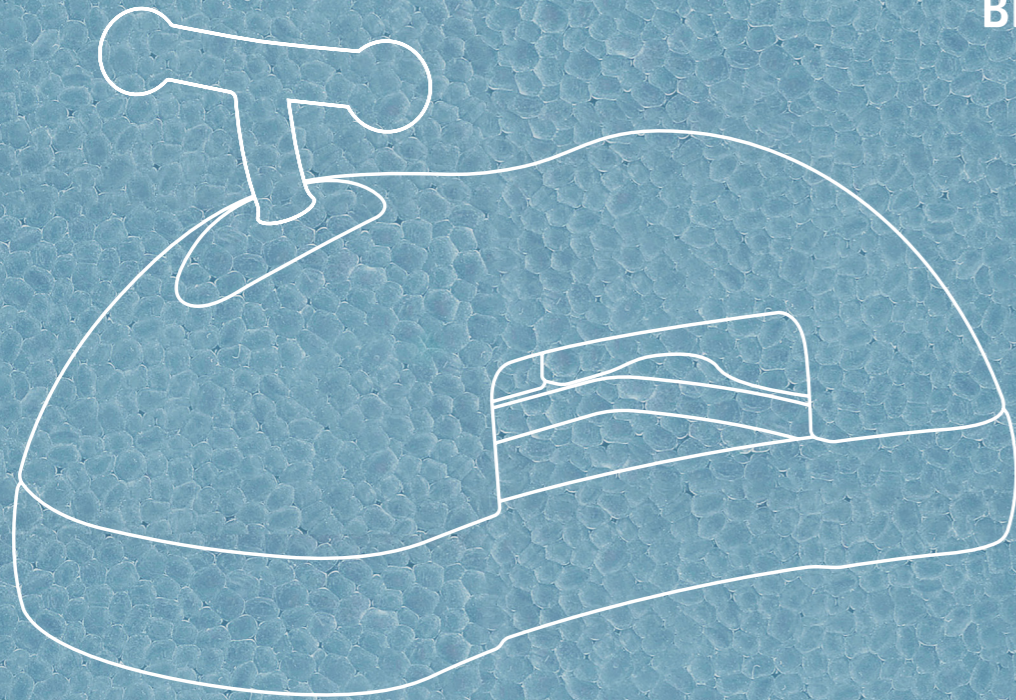


lightweight

shock absorbing  
body material

furniture friendly

BPA free



recyclable

PVC free

sturdy & durable

# I'm made of shock absorbing body material.

That makes me soft and safe but strong at the same time.  
Good for your baby and your furniture. ;-)







## I have a transforming plate.

You can switch from Baby Walker with gliding pads to Ride-on mode with wheels, suitable for each development stage of your baby.



# I'm a 3in1



**Baby Walker**  
learn to stand up



**Ride-on**  
explore mobility



**Caster Board**  
improve your balance and have fun

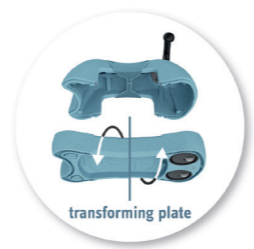




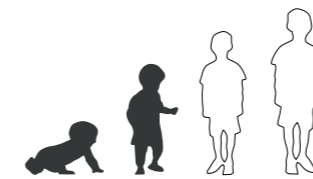
**Let`s go into detail.**

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# My First



**Agegroup**  
**Bodyheight**  
**Maximum Load**  
**Wheels**

6 month +  
62cm / 24,4" starting  
20kgs / 44lbs  
2\* 360° front caster wheels 38 mm / no residue  
2\* rear wheels 38 mm / no residue

**Materials**

BPA free, PVC-free, eco-friendly, recyclable,  
sturdy & durable material

**Standards**

CE, EN71, ASTM F963

**Weight**

0,84kgs / 1,85lbs

**Special features**

3 in 1 Baby-walker, Ride-on, Caster Board  
lightweight  
floor & furniture friendly  
shock absorbing body material  
build-in storage

\*Attach a cord may cause risk of strangulation and others. Please inform yourself the legal status in your country and the specific latest standard for toys intended for children under 36 month.

# My First specifications

**Model No** 210131  
**HS Code** 95030010  
**Colorbox** 51,2 x 22,4 x 28,9cm / 20,2 x 8,8 x 11,4" / 1,37kgs / 3,02lbs G.W.  
**MasterCTN** 52,6 x 23,8 x 60cm / 20,7 x 9,4 x 23,6" / 3,44kgs / 7,6lbs G.W. / 2pcs  
**Shipping est.** 44pcs/EUR pallet, 1.748pcs/40" HC

**Color** steel  
**Colorcode** mfcw01  
**EAN** 4897033965958  
**Article No** 96595

**Color** rose  
**Colorcode** mfcw02  
**EAN** 4897033965965  
**Article No** 96596

**Color** sand  
**Colorcode** mfcw03  
**EAN** 4897033965972  
**Article No** 96597





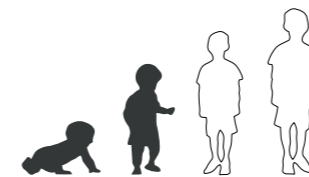






# Highwaykick 1

kickboard with seat

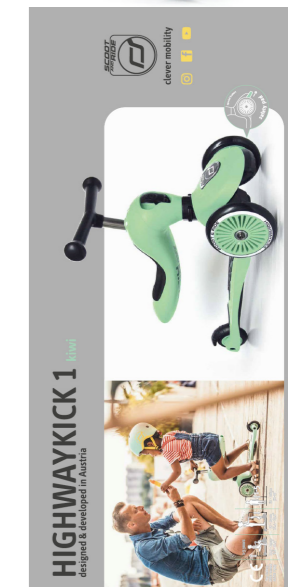
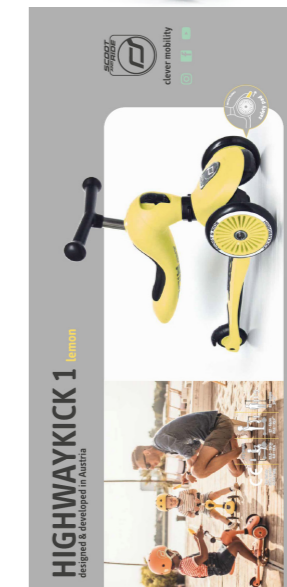
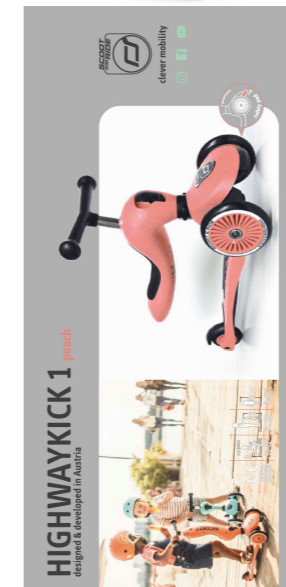
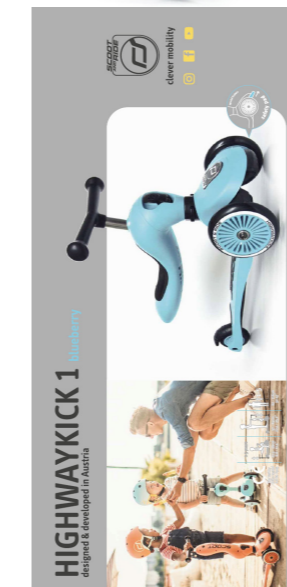
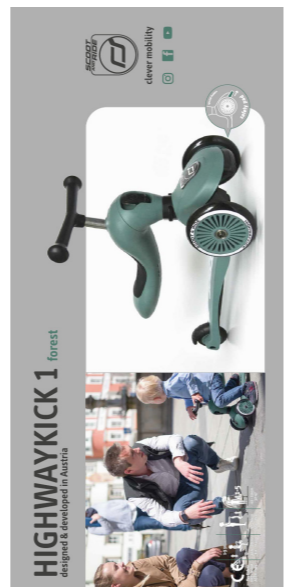


- Agegroup** 1-5 years
- Bodyheight** 82-118cm / 32,3-46,5"
- Maximum Load** 50kgs / 110lbs on deck  
20kgs / 44lbs on seat
- Seat Height adjustment** 22,5-29cm / 8,7-11,4" (3 positions)
- Handle-bar adjustment** 57-64cm / 22,4-25,2" (3 positions)
- Wheels** 2\*120mm / 4,7" PU front  
80mm / 3,2" PU rear
- Materials** 100% safe plastics, PVC-free
- Standards** CE, EN71, ASTM F963, AS-NZS ISO 8124, KC, GMark
- Weight** 3kgs / 6,6lbs  
2,8kgs / 6,2lbs with lightweight bottom deck
- Special features** 2 in 1 scoot and ride-on mode  
height adjustable seat and handle  
steering lock  
safety pad

# Highwaykick 1 specifications

**Model No** 160629  
**HS Code** 95030010  
**Colorbox** 56 x 16 x 25,5cm / 22 x 6,3 x 10" / 3,7kgs / 8,2lbs G.W.  
**MasterCTN** 57,5 x 33,5 x 53cm / 22,6 x 13,2 x 20,8" / 15,1kgs / 33,3lbs G.W. / 4pcs  
**Shipping est.** 56pcs/EUR pallet, 1.100pcs/20" container, 2.290pcs/40" container, 2.732pcs/40" HC

Color	steel	rose	ash	forest	blueberry	peach	lemon	kiwi
<b>Colorcode</b>	hwk1cw08	hwk1cw07	hwk1cw05	hwk1cw06	hwk1cw09	hwk1cw10	hwk1cw11	hwk1cw12
<b>EAN</b>	4897033962711	4897033962704	4897033962681	4897033962698	4897033963527	4897033963534	4897033963541	4897033963558
<b>Article No</b>	96271	96270	96268	96269	96352	96353	96354	96355





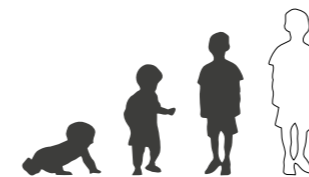






# Highwaykick 2 Lifestyle

kickboard



<b>Agegroup</b>	2+ years
<b>Bodyheight</b>	89-118cm / 35-47"
<b>Maximum Load</b>	50kgs / 110lbs
<b>Handle-bar height</b>	70cm / 28"
<b>Wheels</b>	2*120mm / 4,7" front 80mm / 3,2" rear
<b>Materials</b>	steel, 100% safe plastics, PVC-free
<b>Standards</b>	CE, EN71, ASTM F963, KC, GMark
<b>Weight</b>	2,3kgs / 5,1lbs
<b>Special features</b>	endless styles for every child lightweight construction storage box with soft TPR cover which can't get lost anti-slip griptape handle-bar release button
<b>Upgrades (see spec sheet)</b>	LED front and rear wheels reflective decals for maximum visibility handle with TPR gripzone

# Highwaykick 2 Lifestyle specifications

colorbox

**Model No** 210201  
**HS Code** 95030010  
**Colorbox** 56 x 16 x 25,5cm / 22 x 6,3 x 10" / 3,1kgs / 6,8lbs G.W.  
**MasterCTN** 57,5 x 33,5 x 53cm / 22,6 x 13,2 x 20,8" / 12,8kgs / 28,2lbs G.W. / 4pcs  
**Shipping est.** 56pcs/EUR pallet, 1.100pcs/20" container, 2.290pcs/40" container, 2.732pcs/40" HC

**new packaging concept** simple . stylish . ecofriendly

3-sided labelling will ensure a good visibility with detailed explanations

<b>Color</b> zebra	<b>leopard</b>	<b>green lines</b>	<b>brown lines</b>
<b>Colorcode</b> #96523	#96524	#96525	#96526
<b>EAN</b> 4897033965231	4897033965248	4897033965255	4897033965262
<b>Article No</b> #96523	#96524	#96525	#96526



reflective steel  
 #96527  
 4897033965279  
 #96527

reflective rose  
 #96528  
 4897033965286  
 #96528



head label  
 picture, article no,  
 EAN, weight, size  
 and all standards

side label  
 picture, article no

mat brown box | unicolor



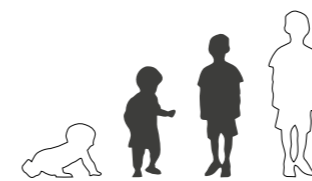








# Highwaykick 3 LED kickboard



<b>Agegroup</b>	3-6 years
<b>Bodyheight</b>	96-130cm / 37,8-51,2"
<b>Maximum Load</b>	50kgs / 110lbs
<b>Handle-bar adjustment</b>	62-82cm / 24,4-32,3" (4 positions)
<b>LED Wheels</b>	2*120mm / 4,7" PU front 80mm / 3,2" PU rear
<b>Materials</b>	aluminum, 100% safe plastics, PVC-free
<b>Standards</b>	CE, EN71, ASTM F963, KC, GMark
<b>Weight</b>	2,7kgs / 5,9lbs
<b>Special features</b>	foldable and height adjustable handle-bar TPR overmolded anti-slip deck steering lock safety pad LED front and rear wheels



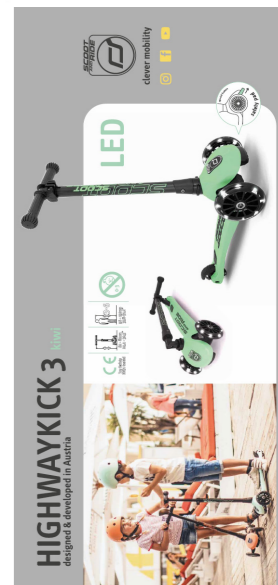
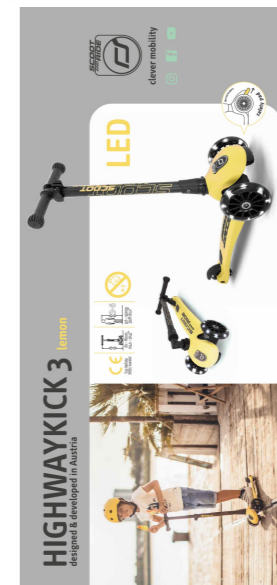
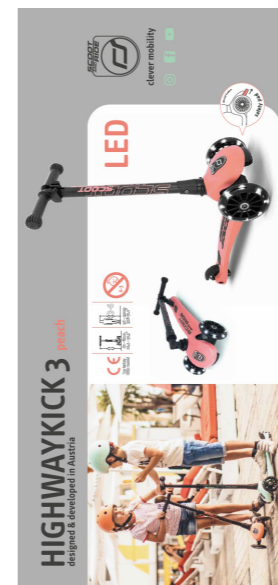
safety pad



# Highwaykick 3 LED specifications

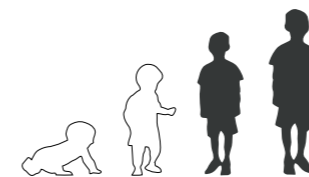
**Model No** 170301  
**HS Code** 95030010  
**Colorbox** 56 x 16 x 25,5cm / 22 x 6,3 x 10" / 3,4kgs / 7,5lbs G.W.  
**MasterCTN** 57,5 x 33,5 x 53cm / 22,6 x 13,2 x 20,8" / 15,1kgs / 33,3lbs G.W. / 4pcs  
**Shipping est.** 56pcs/EUR pallet, 1.100pcs/20" container, 2.290pcs/40" container, 2.732pcs/40" HC

Color	steel	rose	ash	forest	blueberry	peach	lemon	kiwi
<b>Colorcode</b>	hwk3lcw08	hwk3lcw07	hwk3lcw05	hwk3lcw06	hwk3lcw09	hwk3lcw10	hwk3lcw11	hwk3lcw12
<b>EAN</b>	4897033963473	4897033963466	4897033963442	4897033963459	4897033963565	4897033963572	4897033963589	4897033963596
<b>Article No</b>	96347	96346	96344	96345	96356	96357	96358	96359





# Highwaykick 5 LED kickboard



<b>Agegroup</b>	5 years to adult
<b>Bodyheight</b>	118-180cm / 46,5-70,9"
<b>Maximum Load</b>	80kgs / 176lbs
<b>Handle-bar adjustment</b>	60-90cm / 23,6-35,4" (4 positions)
<b>Wheels</b>	2*120mm / 4,7" PU LED front 80mm / 3,2" PU rear
<b>Materials</b>	aluminum, 100% safe plastics, PVC-free
<b>Standards</b>	CE, EN14619, ASTM F2264/F963, KC
<b>Weight</b>	3,2kgs / 7lbs
<b>Special features</b>	height adjustable handle-bar high-grip LED wheels oversize deck handle-bar release button

# Highwaykick 5 LED specifications

**Model No** 190117  
**HS Code** 95030010  
**Colorbox** 61 x 15 x 36,5cm / 24 x 5,9 x 14,4" / 4kgs / 8,8lbs G.W.  
**MasterCTN** 63 x 32 x 38,5cm / 24,8 x 12,6 x 15,2" / 8,9kgs / 19,6lbs G.W. / 2pcs  
**Shipping** 48pcs/EUR pallet, 720pcs/20" container, 1.494pcs/40" container, 1.752pcs/40" HC

**Color** steel  
**Colorcode** hwk5lcw05  
**EAN** 4897033964340  
**Article No** 96434

**Color** peach  
**Colorcode** hwk5lcw06  
**EAN** 4897033964364  
**Article No** 96436

**Color** forest  
**Colorcode** hwk5lcw07  
**EAN** 4897033964388  
**Article No** 96438

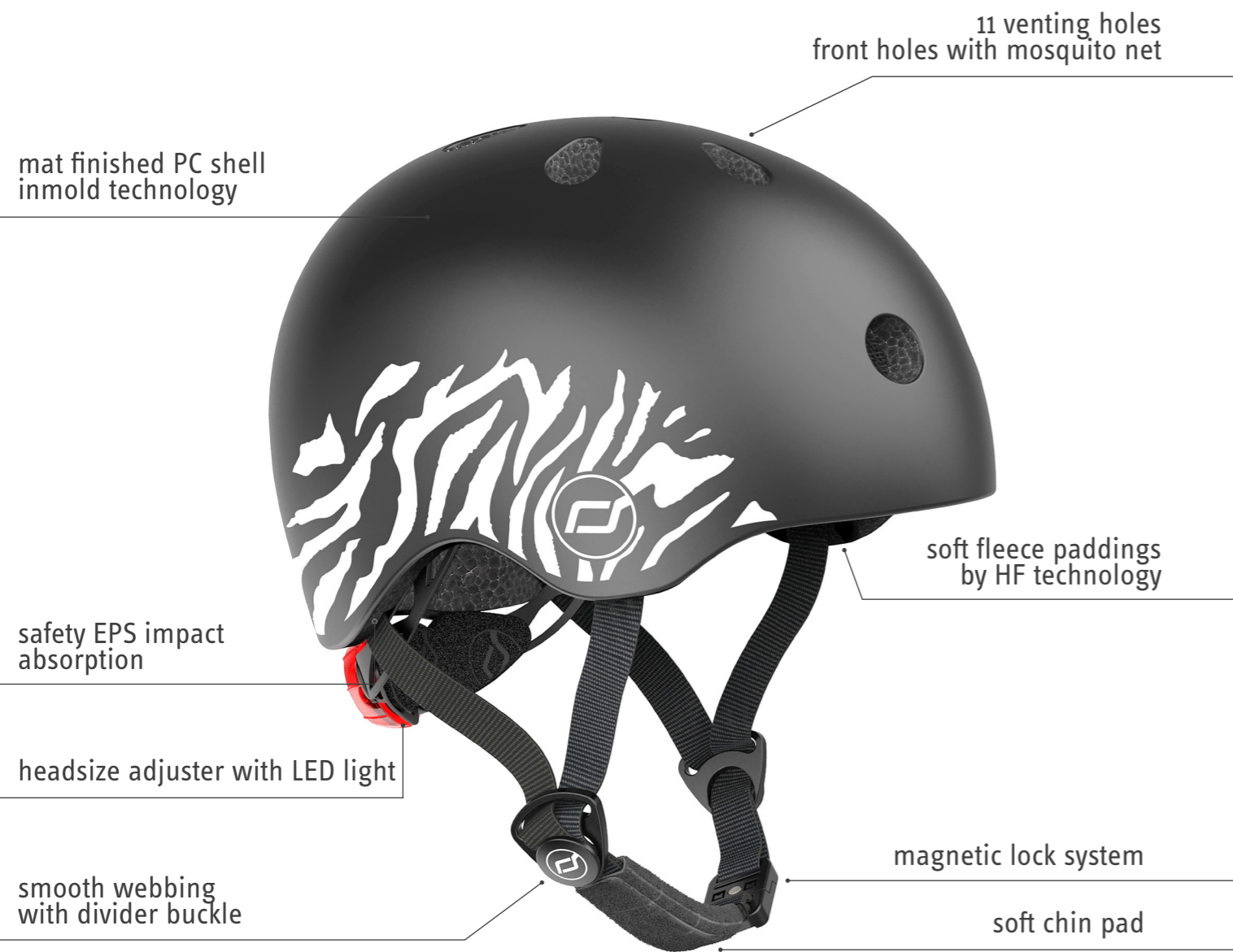
**Color** ash  
**Colorcode** hwk5lcw08  
**EAN** 4897033964401  
**Article No** 96440



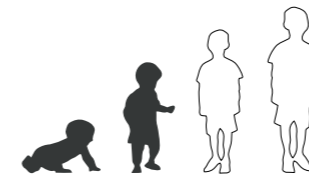








# Helmet XXS-S



**Size**  
**Headform**  
**Materials**  
**Standards**  
**Weight**  
**Batteries**  
**Special features**

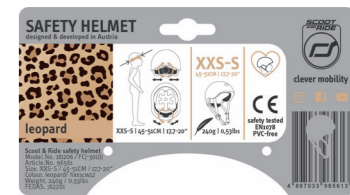
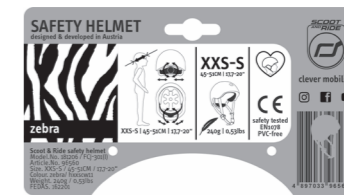
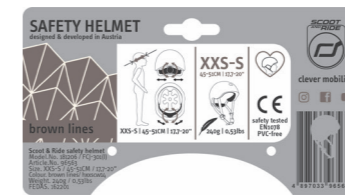
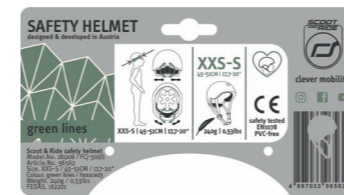
XXS-S / 45-51cm / 17,7-20"  
European and Asian available  
100% safe plastics, PVC-free  
CE, EN1078, U.S. CPSC  
240g / 0,53lbs  
CR2032, replaceable  
anti-bite magnetic snap buckle  
headsize adjuster wheel  
LED light on back  
chin pad  
soft fleece padding



# Helmet XXS-S specifications

**Model No** 181206  
**HS Code** 65061010  
**Packaging** Headercard / 0,4kgs / 0,88lbs G.W.  
**MasterCTN** 74 x 45 x 21,5cm / 29,2 x 17,7 x 8,5" / 4,2kgs / 9,2lbs G.W. / 10pcs  
**Shipping** 220pcs/EUR pallet, 3.520pcs/20" container, 7.310pcs/40" container

<b>Color</b>	green lines	brown lines	zebra	leopard
<b>Colorcode</b>	hxxscw13	hxxscw14	hxxscw11	hxxscw12
<b>EAN</b>	4897033965620	4897033965637	4897033965606	4897033965613
<b>Article No</b>	96562	96563	96560	96561



<b>Color</b>	steel	rose
<b>Colorcode</b>	hxxscw03	hxxscw04
<b>EAN</b>	4897033963220	4897033963237
<b>Article No</b>	96322	96323

<b>Color</b>	ash
<b>Colorcode</b>	hxxscw05
<b>EAN</b>	4897033963602
<b>Article No</b>	96360

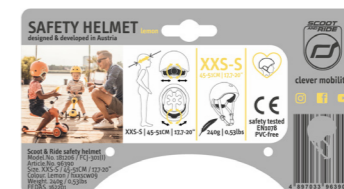
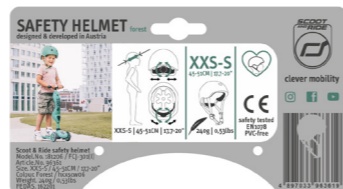
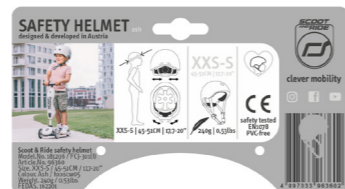
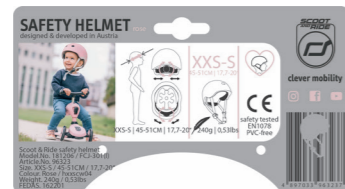
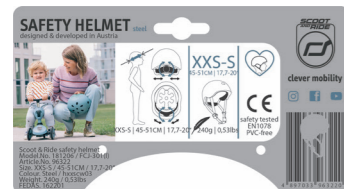
<b>Color</b>	forest
<b>Colorcode</b>	hxxscw06
<b>EAN</b>	4897033963619
<b>Article No</b>	96361

<b>Color</b>	blueberry
<b>Colorcode</b>	hxxscw07
<b>EAN</b>	4897033963886
<b>Article No</b>	96388

<b>Color</b>	peach
<b>Colorcode</b>	hxxscw08
<b>EAN</b>	4897033963893
<b>Article No</b>	96389

<b>Color</b>	lemon
<b>Colorcode</b>	hxxscw09
<b>EAN</b>	4897033963909
<b>Article No</b>	96390

<b>Color</b>	kiwi
<b>Colorcode</b>	hxxscw10
<b>EAN</b>	4897033963916
<b>Article No</b>	96391





mat finished PC shell  
inmold technology

reflective decal for  
max. visibility  
and safety

safety EPS impact  
absorption

headsize adjuster  
with LED light

smooth webbing  
with divider buckle



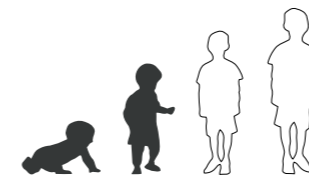
11 venting holes  
front holes with mosquito net

soft fleece paddings  
by HF technology

magnetic lock system

soft chin pad

# Reflective helmet XXS-S



**Size**  
**Headform**  
**Materials**  
**Standards**  
**Weight**  
**Batteries**  
**Special features**

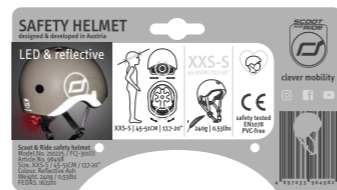
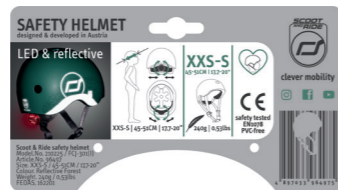
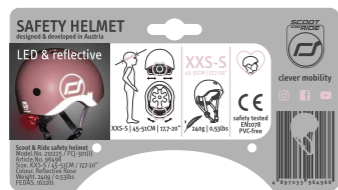
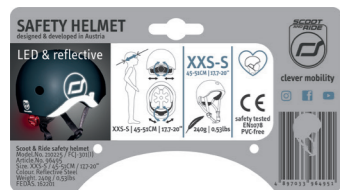
XXS-S / 45-51cm / 17,7-20"  
European  
100% safe plastics, PVC-free  
CE, EN1078, U.S. CPSC  
240g / 0,53lbs  
CR2032, replaceable  
anti-bite magnetic snap buckle  
headsize adjuster wheel  
LED light on back  
chin pad  
soft fleece padding  
reflective decals for maximum visibility and safety



# Reflective helmet XXS-S specifications

**Model No** 210225  
**HS Code** 65061010  
**Packaging** Headercard / 0,4kgs / 0,88lbs G.W.  
**MasterCTN** 74 x 45 x 21,5cm / 29,2 x 17,7 x 8,5" / 4,2kgs / 9,2lbs G.W. / 10pcs  
**Shipping** 220pcs/EUR pallet, 3.520pcs/20" container, 7.310pcs/40" container

<b>Color</b>	reflective steel	reflective rose	reflective forest	reflective ash
<b>Colorcode</b>	hxxsrcw01	hxxsrcw02	hxxsrcw03	hxxsrcw04
<b>EAN</b>	4897033964951	4897033964968	4897033964975	4897033964982
<b>Article No</b>	96495	96496	96497	96498

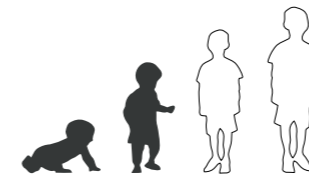


## 4 stunning designs





# Helmet S-M



**Size**  
**Headform**  
**Materials**  
**Standards**  
**Weight**  
**Batteries**  
**Special features**

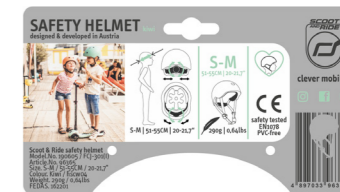
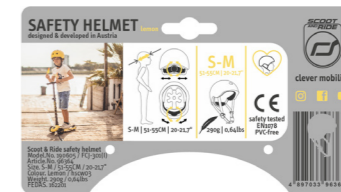
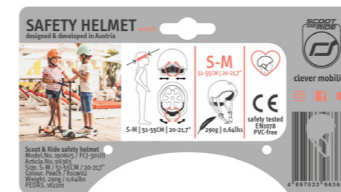
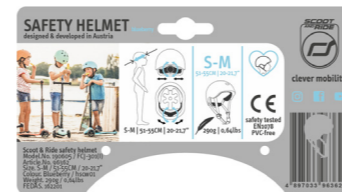
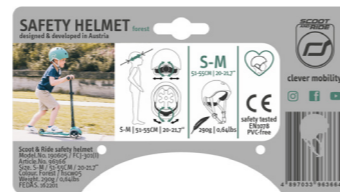
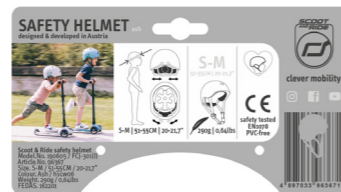
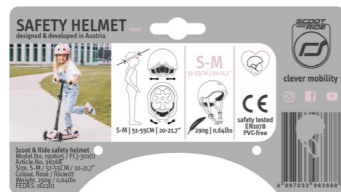
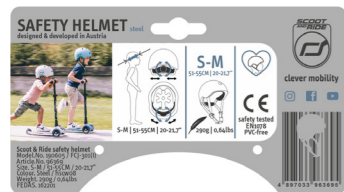
S-M / 51-55cm / 20-21,7"  
 European and Asian available  
 100% safe plastics, PVC-free  
 CE, EN1078, U.S. CPSC  
 290g / 0,64lbs  
 CR2032, replaceable  
 anti-bite magnetic snap buckle  
 headsize adjuster wheel  
 LED light on back  
 chin pad  
 soft fleece padding



# Helmet S-M specifications

**Model No** 190605  
**HS Code** 65061010  
**Packaging** Headercard / 0,4kgs / 0,88lbs G.W.  
**MasterCTN** 76 x 50 x 22cm / 29,9 x 19,7 x 8,7" / 4,75kgs / 10,5lbs G.W. / 10pcs  
**Shipping** 190pcs/EUR pallet, 3.350pcs/20" container, 6.900pcs/40" container

Color	steel	rose	ash	forest	blueberry	peach	lemon	kiwi
<b>Colorcode</b>	hscw08	hscw07	hscw06	hscw05	hscw01	hscw02	hscw03	hscw04
<b>EAN</b>	4897033963695	4897033963688	4897033963671	4897033963664	4897033963626	4897033963633	4897033963640	4897033963657
<b>Article No</b>	96369	96368	96367	96366	96362	96363	96364	96365





carry handle with magnetic scooter fixation buckle

main compartment with smooth durable zipper

reflective print

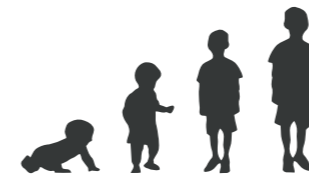
removable nametag

extendable mesh side pocket with reflective trim

zip front pocket



## Backpack 6 & 9l



**Size**

6 liter / 28x20x10cm / 11 x 7,9 x 3,9" and pockets  
9 liter / 31x21x15cm / 12,2 x 8,3 x 5,9" and pockets

**Materials**

PET-recycled\* main fabric and mesh,  
new polyester inside lining, safe plastics, PVC-free, W/R PFC Co  
EU conform, bluesign® and/or OEKO-TEX®

**Standards**

**Weight**

6 liter / 280g / 0,61lbs

9 liter / 310g / 0,68lbs

**Special features**

spacious main compartment with zip & mesh pocket inside  
360° safety reflective trims  
soft padded back system  
extendable side pockets with reflective trim  
zip front pocket  
removable name tag  
scooter fixation



\*The main fabric is 56% recycled PET, the mesh is 100% recycled PET.

For 95% of the used materials, the material suppliers follow bluesign® and/or OEKO-TEX® standards.

The bluesign logo is a trademark of bluesign technologies ag / Switzerland.

The Ökotex logo is a trademark of OEKO-TEX Service GmbH / Switzerland.





ergonomic shoulderstraps  
webbing reinforced

reflective trim

shoulderstrap adjuster

elastic webbing keeper

carry handle with  
magnetic scooter fixation buckle

soft padded back

adjustable & removable  
chestbelt with  
magnetic buckle

stabilizer for  
scooter fixation





# Backpack 6l specifications

**Model No** 200316  
**HS Code** 42029291  
**Hangtag** 10 x 15cm / 3,9 x 5,9"  
**MasterCTN** 50 x 40 x 30cm / 19,7 x 15,8 x 11,8" / 4,0kgs / 8,8lbs G.W. / 10pcs  
**Shipping** 320pcs/EUR pallet, 4.660pcs/20", 9.660pcs/40", 11.330/40" HC

<b>Color</b>	steel	rose	peach	kiwi
<b>Colorcode</b>	bp6lcw08	bp6lcw07	bp6lcw10	bp6lcw12
<b>EAN</b>	4897033964456	4897033964463	4897033964470	4897033964487
<b>Article No</b>	96445	96446	96447	96448



# Backpack 9l specifications

**Model No** 210218  
**HS Code** 42029291  
**Hangtag** 10 x 15cm / 3,9 x 5,9"  
**MasterCTN** 50 x 39 x 38cm / 19,7 x 15,4 x 15" / 3,8kgs / 8,4lbs G.W. / 8pcs  
**Shipping** 256pcs/EUR pallet, 3.000pcs/20", 6.248pcs/40", 7.328/40" HC

<b>Color</b>	steel	rose	peach	kiwi
<b>Colorcode</b>	bp9lcw08	bp9lcw07	bp9lcw10	bp9lcw12
<b>EAN</b>	4897033964876	4897033964883	4897033964890	4897033964906
<b>Article No</b>	96487	96488	96489	96490





# Shop display



Front

Back

<b>Size (Assembled)</b>	76 x 50 x 170cm / 29,9 x 19,7 x 66,9" 76 x 50 x 140cm / 29,9 x 19,7 x 55,1" without picture panel
<b>Picture panel</b>	30 x 40cm / 11,8 x 15,7"
<b>Material</b>	steel
<b>Color</b>	white
<b>Special features</b>	fits up to 16pcs of Scoot and Ride products
<b>Model No</b>	211021
<b>HS Code</b>	95030012
<b>EAN</b>	4897033965781
<b>Article No</b>	96578
<b>Weight</b>	14,5kgs / 31,9lbs
<b>Packaging</b>	MasterCTN
<b>MasterCTN</b>	76 x 48 x 10cm / 29,9 x 18,9 x 3,9" 16kgs / 35,2lbs G.W. / 1pcs

picture easy to exchange

helmet / backpack fixation

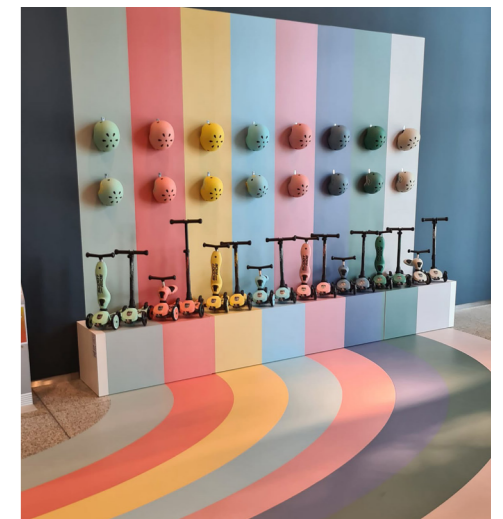






# Offline marketing

product placement







clever mobility

