

## Competitor Analysis

	huggybelt	5 Point Plus Anti Escape System	BeltUpp	Diono Sure Fit
<b>Crash tested to ECE R44</b>	✓	✓	✓	✓
<b>Retains seatbelt on shoulder at all times</b>	✓	✗	✗	✗
<b>ISOFIX Connection</b>	✓	✗	✗	✗
<b>Group 2 car seats</b>	✓	✓	✓	✓
<b>Group 3 car seats</b>	✓	✗	✓	✓
<b>Booster Seats</b>	✓	✗	✗	✓
<b>Comfortable for children</b>	✓	✗	✗	✗
<b>Ease of installation</b>	✓	✗	✗	✗