PRESS RELEASE

Why You Need to Restrain Your Dog in the Car
Introducing the KURGO Safe Again Harness Replacement Program

AUSTRALIA – [Kurgo](#), a leading pet safety brand, is thrilled to announce the launch of its innovative "[Safe Again](#)" program in Australia. This exciting initiative coincides with National Pet Travel Safety Day, highlighting Kurgo's ongoing commitment to ensuring the safety of our furry companions during car journeys.

Sarah Ambler, Marketing Manager for Kurgo ANZ, shared her thoughts on the program: "*We all instinctively fasten our seatbelts when we get into a car, but the safety of our pets often goes overlooked. The truth is that unrestrained dogs in vehicles can pose serious risks to themselves and the driver and passengers. As a pioneer in dog safety solutions, we are dedicated to addressing this issue and have developed innovative measures to keep dogs safe during car rides*."

According to the pet safety advocacy group Bark Buckle UP, unrestrained pets can become dangerous projectiles during car accidents. For example, a pet weighing around 30kg (on average) in a car traveling at 60kph can become a 1,225kg projectile, putting both the pet and human passengers at risk.

Apart from the risk of injury during a collision, unrestrained pets can create various post-crash issues. They may hinder first responders, escape through broken windows, lead to secondary accidents or lost pets, and even cause distractions for drivers.

Kurgo's "Safe Again" program aims to tackle these challenges head-on. The program revolves around Kurgo's crash-tested dog car harnesses designed for dogs up to 35kg, compliant with the Motor Vehicle Safety Standard for child restraint systems. These [Enhanced Strength Tru-Fit Smart Harnesses](#) come with a lifetime warranty, ensuring a free replacement in case of any manufacturing defects.

Securing your pet in the car with Kurgo's harness is simple and hassle-free, with Kurgo offering easy-to-follow instructional videos to guide you through the process.

In addition to harnesses, Kurgo offers various products tailored to different needs, including booster seats for smaller dogs wanting to enjoy the view while securely fastened. These booster seats are crash-tested when used with a compatible harness, providing pet owners with peace of mind.

This National Pet Travel Safety Day, Kurgo's "Safe Again" program takes centre stage as a game-changer in pet safety. Just like child car seats, Kurgo understands the importance of replacing harnesses involved in accidents to ensure ongoing safety for your cherished pet.

With "Safe Again," Kurgo **offers free replacements** for dog car harnesses, regardless of the brand. Initiating the claim process is easy; contact Kurgo's dedicated Customer Care team at customercareau@kurgo.com. You'll be asked to fill out a Harness Accident Claim Form, providing contact details and information about your car accident. Once submitted, our team will promptly send you a replacement harness within 15 business days.

Rest assured that Kurgo remains steadfast in its commitment to your pet's safety on every journey. If you have more questions or need assistance with the program, don't hesitate to reach out to our Customer Care Team at customercareau@kurgo.com. Your pet's safety is our top priority.

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For product images and information, please CLICK HERE.

For media inquiries or to receive products, contact Amanda Kuhn – amanda@missymischief.com / 0410 570 993.

ABOUT KURGO

Kurgo (www.kurgo.com.au) can be summed up with just two words: go together. This concept informs everything we do: the products we make, the causes and ideas we are passionate about, and the impact we hope to have in our customers' lives. We believe your dog is more than just a pet. They are your best friend, family member, hiking partner, and adventure buddy. You go everywhere together. We want to help you go safely, comfortably, and happily together. That's why we specifically design our products to make adventuring with your dog easier than ever before.