



The easiest way to ignite a passion for the outdoors

In a world of cheap labour and disposable products, it is refreshing to see a creation that unites adults and children in adoration. Unlike a conventional children’s buggy, the Swiss-made YippieYo Crossbuggy is designed for off-road exploration, taking design cues from mountain bikes to create a long-lasting tool for unbridled family fun.

TEXT: EMMIE COLLINGE | PHOTOS: YIPPIEYO

After seeing the limitations for families with young children in the outdoors, the extremely durable Crossbuggy steps in as the ultimate solution for all-terrain hikes, commutes and school runs. Tanja Ripperger, founder and CEO of YippieYo, gestures at the distinctive-looking, single-axle buggy: “Not only is it built around a hand-welded, high-end aluminium frame, it relies on superior disc brakes rather than the more typical plastic drum brakes.” YippieYo also made the gutsy decision to manufacture in Switzerland and assemble each custom-built Crossbuggy in Germany at a non-profit organisation. For Ripperger, the benefits are multi-fold: “We’re able to achieve impeccable quality, as well as guarantee the durability and robustness of each product.”

While the original Crossbuggy hailed from a somewhat less safety-conscious design

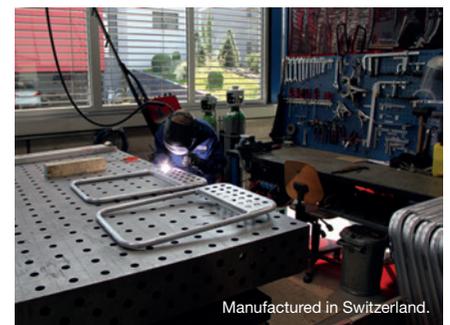
by Ripperger’s uncle in the 1960s, today’s model borrows the same pulling instead of pushing approach, which adds to its all-terrain credentials and retains the agile, lightweight single-axle design. One crucial difference today is the brand’s stringent adherence to safety requirements, seeing it meet Germany’s strict GS (Guaranteed Safety) certificate. “This has always been a priority, which is why we sought out a world-leading test lab in Germany, allowing us to rapidly respond and integrate safety aspects into the design, and continually test the products – particularly for safety, but also for potentially harmful substances. We also prioritise a minimal carbon footprint by sourcing all of our components from reputable manufacturers within the EU,” continues Ripperger.

With lead times of just three days in the EU, each custom-built Crossbuggy will

last a family for years, seeing its ‘hop-on, hop-off’ approach fit children from the ages of one to six. The brand have already built up a strong reputation in central Europe, cementing partnerships with reputable family-friendly hotels in key holiday resorts like San Moritz and the Bavarian Alps, where interested families can ‘field test’ the Crossbuggy at their leisure.

For this dynamic brand, sustainability is not just a buzzword; it is a core value. While YippieYo have not deliberately tried to be of the moment, they are doing a very good job with their enthusiasm, forward-thinking sustainable approach and grin-inducing product for the whole family.

www.yippieyo.com



Manufactured in Switzerland.