

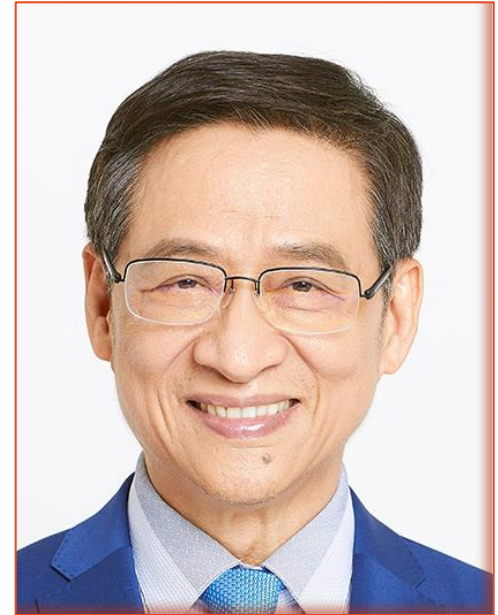


MACPS CHILD PASSENGER SAFETY 2020 HALL OF FAME INDUCTEE KENNY CHENG

27 YEARS IN CHILD PASSENGER SAFETY

Mr. Kenny Cheng founded The Wonderland Group of Companies in 1983 and has served as the CEO and President for the Group since. Kenny has spent more than 37 years, most of his adult life, designing and making car seats and other children's products.

Kenny Cheng's start in the baby industry goes back 37 years ago when he and his American wife began working in the baby products business. At the time, there was little regulation and quality control on products designed to keep babies safe. After having a daughter of their own, they saw a need for children's products to be made using higher quality materials and more innovative design. Using his engineering and business background and his wife's determined and philanthropic spirit, they started their own factory in Taiwan in the early 1980s. Upon receiving their first manufacturing order from Graco Children's Products in 1983, they jumped at the opportunity, knowing this was their chance to make a difference in the world. Kenny expanded his capabilities to the manufacturing of car seats and simultaneously set out to develop the absolute safest car seats that meet the highest compliance and crash test standards in the world, including Swedish Plus testing, ADAC testing and far beyond. He also expanded his brand portfolio beyond his Wonderland factory by launching highly successful consumer brands including, NUNA and Joie. All the above has been achieved with one ultimate mission, to give back to the world.



From creating the safest products to supporting those truly in need, Kenny has operated under the mantra to always make a difference. In doing so he has implemented industry standards for eco-friendly manufacturing, including spending millions on environmental protection efforts each year. He also spread goodwill through the world via countless charitable initiatives including the establishment of his Children's Hearing Foundation that has provided the ability for hearing impaired children to hear and communicate through speech. He donated more than 50,000 mobility chairs to mobility-impaired children, donated Sunshine Coaches to schools in the UK to help transport special

education students, and donated millions to goodwill initiatives every year. Kenny, through his family-owned businesses, is passionate about safety far beyond product engineering and innovation. His desire to provide security is also shown through a passion for protecting the earth and providing goodwill that shines through to the world.

Below are some of the notable accomplishments Kenny has made in the child passenger safety arena. Under Kenny's design & engineering leadership:

- The Wonderland Group of Companies shipped the first car seat in 1994. Since then, Wonderland has shipped more than 100,000,000+ units, making it the largest car seat maker in the world.
- Kenny's first personal design was an infant car seat for the Hauck brand in 1994.
- In 1998, the Wonderland Group's first infant car seat (Graco SnugRide) was manufactured for the USA market. Kenny led his group for this pioneer project.
- The Wonderland Group's first car seat designed with multiple-ranges (Graco Nautilus) shipped for the USA market in 2008, and it became the most popular car seat for more than 6 years. The first convertible car seat (Graco MyRide) manufactured for the USA market was in 2010. The first all-in-one car seat designed for US market (Graco 4Ever) shipped in 2014. Kenny led his group for these 3 projects.
- The Wonderland Group's first belt positioning booster car seat (Graco Turbo Booster) was manufactured for the USA market in 2002. Kenny led his group for this project.
- The Wonderland Group's first Car seat for the Australian Market (Graco Air Booster) was in 2008.
- The Wonderland Group's first Convertible Car Seat for the EU market was in 2012.
- Kenny Cheng won the Prestigious Red Dot Design Award for the NUNA Arra, NUNA EXEC, NUNA TRES, NUNA Pipa Lite, NUNA REBL Plus, and NUNA Pipa. In the European market, he won for the Joie I-Spin, Joie Spin, Joie I-Anchor, Joie Stages.
- Wonderland manufactures all Graco, Joie, NUNA car seats.
- Wonderland produces some of the most popular car seat models in the world.
- Wonderland produces millions of car seats for worldwide sale.
- Wonderland's in-house car seat test lab is the only testing facility in Asia that has been entrusted with official certification capabilities by the VCA (Vehicle Certification Agency).

- Wonderland’s in-house crash test lab can replicate NCAP, FMVSS 213, ADAC, ECE testing.
- Under Kenny’s design and engineering leadership, Wonderland designs and produces car seats meeting country specific standards worldwide: United States, Europe (both ECE 44 and ECE R129), Canada, Korea and Australia.
- Wonderland holds hundreds of worldwide car seat patents.
- Kenny designed and produced the 1st car seat to pass i-Size in UK, as well as the first to pass i-Size for a newborn – the Joie i-Anchor car seat.
- Kenny designed a new technology, included on the NUNA PIPA lite, which resulted in one of the lightest weight infant car seats.
- Kenny has won more than 100 international product awards across all brands, including 89 awards specifically for Joie car seats.
- Kenny built international design teams that include car seat experts – engineers and industrial designers – located in offices throughout the world.
- Under Kenny's guidance, NUNAS’ Car Seat Safety Advocate travels an average of 80 days a year, taking part in car seat safety training in more than 20 states.
- Kenny has advocated against Fire Retardant chemicals in UK.
- Kenny has achieved the first Fire Retardant chemical-free car seat complete line (all car seat products) in U.S.
- Wonderland sponsors the United Nations Institute for Training and Research (UNITAR), which is providing roadside and child passenger safety training in 3rd world countries and beyond.
- Kenny strongly advocated for, and designed car seats, to allow children to ride rear facing longer.
- Kenny improved ease of installation for caregivers by designing car seats that install without the need for a bubble or line level – NUNA EXEC and RAVA.
- Kenny pioneered higher weight limits for 5-point harnesses in the design of the Graco Nautilus - the first to 65 lbs.
- Kenny designed the first Infant Car Seat to 40 lbs - Graco SnugRide Click Connect 40.
- Kenny also led the Wonderland Group to achieve the following:
 - In 2012, the first CN 3C car seat, Joie Tilt, was released and sold in China.
 - Innovative design – In-house design group (Iron Mountain Designs, WL) is much more than just a factory, providing multi-brand support, strategy and development to its customers. Graco, Chicco, Aprica (Chicco), NUNA and Joie.

