

## Our Story

In 1995, Dafna & Yoram Baron developed smarTrike's first tricycle which would end up changing the future of children's ride-on toys.

In 2003 with the birth of Noam, their fourth child, they felt the need to create a product that aided in the development of children's motoric skills while still being fun and practical. It was this dream that led them to design the first ever "smart" trike that was able to grow with children from 12 to 36 months, while offering engaging, developmental features. The bonus? It empowered parents to feel they were making every outing an adventure.

This trike's concept was their first "grow with me" product that would continue to lead them to introduce revolutionary baby and toy products all within the same "smart" model. Over time, smarTrike developed their signature tricycles in many designs to meet varying price points and feature levels.



2020: smarTrike's STR7

Dafna and Yoram, along with parents across the globe, experience first-hand how the toy industry pushes parents to buy new products as their children grow and gain new skills, but smarTrike does the opposite. Each and every smarTrike product combines an innovative concept, along with multi-stage configurations, so no product has just a single use. It is extremely important to smarTrike to create toys that grow with children as they develop and encourage an active childhood.

Throughout the years, through multiple major acquisition offers and countless attempted copies on smarTrike's original concept and patents, the field has become saturated with low-quality and unsafe products. That is why smarTrike is now leading the way with the first stroller certification tricycles in the industry which will regulate the category making it more reliable and safe for families all over the world.

The family-owned business has thrived and continues to expand with many award-winning product lines like scooters, bikes, trampolines, and more. smarTrike is proud to work in over 80 countries and delights in seeing their products find loving homes with more than 20 million families across the globe.



1995: The first trike created by the Baron's.