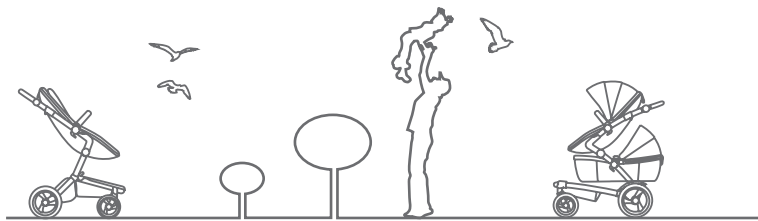


The history

The **mima** brand was first presented to the public during the 2009 Kind & Jugend trade show in Cologne. Here the team were in for a big surprise as one of their prams, **kobi**, won the Innovation Award.

Even though the **mima** brand is a newcomer to the childcare market, Dutch founder and designer Davy Kho has had plenty of experience in design. Starting out 16 years ago in Milan, the design capital of the world, Kho continued his career and research in San Francisco, Amsterdam and Paris before settling down in Spain. The versatile designer has created various products for well-known brands, from coffee machines to public telephones, from airplane interiors to childcare products.



Frequent travelling, knowledge of the market and the experience of bringing up their children made Davy and Yolanda notice a gap in the market. They decided to form a list of new infant product ideas; ideas that they thought would be able to help make the lives of future parents that little bit easier. Two of the first ideas on that list were to become the **kobi** and **xari** pushchairs.

A new infant product brand had been born: **mima**. As well as unbeatable design, the brand represents innovation and practicality and furthermore incorporates a “patented feature” - the compact carrycot located within the seat pod of the pram.

Thanks to a thorough study into the needs of families, **mima** applies practical and innovative aesthetics to previously existing products. The brand targets cosmopolitan parents who appreciate design and comfort as well as those who, above all, enjoy a stylish lifestyle.

After months of arduous work, **mima** products arrived in European stores in September 2010.

The next idea on the list of **mima** is currently being developed...



xari

A compact pram that grows with your baby

Baby



Toddler



Characteristics:

- Adjustable, compact and easy to fold
- An elegant pushchair that provides a smooth and comfortable ride
- Includes a canopy, a rain cover, an apron and two covered baskets



Functionality - Innovation

Patented "Carrycot inside" feature



The **mima** patented feature is the carrycot which is built into the seat itself.



Innovative material

EVA, used with this type of product for the first time, is a light and malleable material that is covered and finished with leatherette fabric. The surface can be cleaned quickly and easily. The material helps to create an impressively simple and pure aesthetic.



xari



xari

Lb 29,50
Kg 13,4



Lb 24,64
Kg 11,2

WEIGHT

chassis without wheels:	6,8 kg	14,96 lbs
chassis:	9,1 kg	20,02 lbs
chassis with carrycot:	11,2 kg	24,64 lbs
chassis with seat and carrycot inside:	13,4 kg	29,50 lbs

DIMENSIONS (LxW)

without folding: 79x62 cm 31,10"x24,41"





Folding



Folded chassis with
wheels and seat attached



DIMENSIONS (LxWxH)

Folded seat+wheels: 89x42x62 cm 35,03"x16,53"x24,41"

Total weight: 13,4 29,50

Folded chassis with
wheels attached



DIMENSIONS (LxWxH)

Folded seat+wheels: 71x42x62 cm 27,97"x16,53"x24,41"

Total weight: 9,1 20,02

Folded chassis
without wheels



DIMENSIONS (LxWxH)

Folded seat+wheels: 71x42x52 cm 27,93"x16,53"x20,47"

Total weight: 6,8 14,96



- xari can be folded with the seat attached (in an upright position and facing forwards)



- xari cannot be folded with the carrycot attached!



Baby phase

Includes:



individual rain cover



carrycot
apron

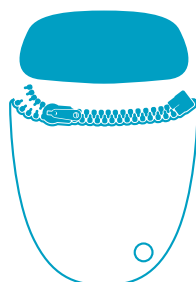


Starter Pack:

(Seat pad + Carrycot apron flap + Carrycot mattress)



Carrycot apron flap





Toddler phase

Reversible seat:

1

Facing mother

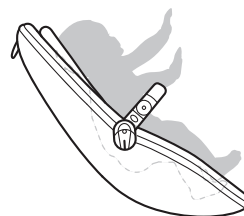
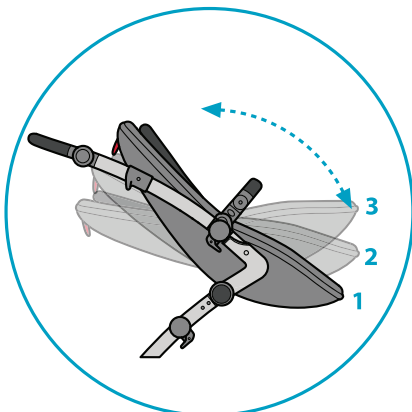


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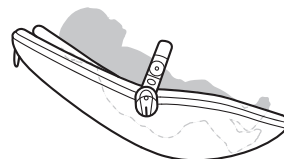
Discovering the world



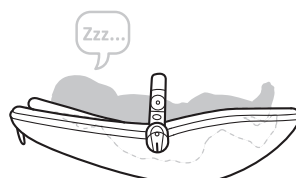
3 seat inclination options:



1 Sitting: discovering the World



2 Resting



3 Sleeping



What you get



seat with carrycot inside

chassis



canopy

rain cover

carrycot apron

Configurations:



baby



toddler

You will also need to complete your xari:



starter pack



Split packaging

Components are separated into 3 boxes:

The **mima** split packaging initiative offers customers total freedom to choose their perfect pushchair. No longer bound by collection rules, it is now possible to choose the colours of various elements of your pushchair for a truly personalized mima experience.

Box 1: Choose a chassis. Includes rain cover.

Box 2: Choose the colour of the seat unit, canopy, carrycot apron, basket covers and handlebar sleeves.

Box 3: Choose a Starter Pack. Seat pads, carrycot apron flaps and mattresses are available in an array of colours.



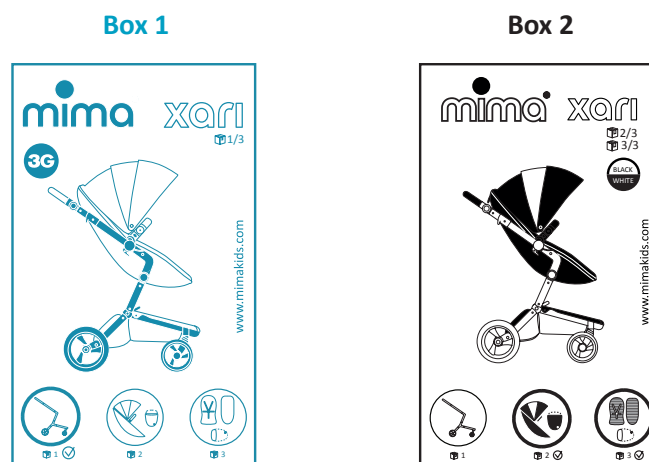
Black & White label:

Black & White label pushchairs come in two boxes as standard.

Components are separated into 2 boxes:

Box 1: Chassis and rain cover.

Box 2: Black & White canopy, basket covers, handlebar covers, seat unit and B&W Starter Pack.





Mix and Match

Get the look

It is now possible to choose the colours of various parts of xari, following these 3 easy steps:

Step one: Choose a striking chassis.

Step two: Choose a base colour for the seat unit, canopy, carrycot apron, basket covers and handlebar sleeves.

Step three: Finish the look with the **mima** Starter Pack (containing a seat pad, carrycot apron flap and mattress).



(Remember that each steps corresponds to one box. **You need three boxes to complete xari**)

3G

3G Chassis

Updated features

include a new, more user-friendly style hinge and a latch to secure the chassis when folded.



Folding latch



New Hinge



Chassis colour



Chassis

All chassis colours combine perfectly with any mima collection.



● Rose Gold
A115-03



● Aluminium
A115-01



● Black
A115-02

(The rain cover is included inside the chassis box)

Leather-look seat units

Get to know our new colours.



≡ Black & White Label *
AS112101BW



● Argento
AS112500



● Cool Grey
AS112301



○ Snow White
AS112007



● Camel
AS112609



● Black
AS112110

*(The xari Black & White Label comes as standard in two boxes)



Add comfort to your xari

Starter Packs

Add comfort and style to xari.

New Patterned Starter Packs



● Retro Blue
S103RB



● Sandy Beige
S103SB



● Autumn Stripes
S103AS



● Black and White
S103BW

Single Colour Starter Packs



● Hot Magenta
S103HM



● Black
S103BB



● Ruby Red
S103RR



● Stone White
S103SW



The Argento accessories



Footmuff



Clutch



Trendy changing bag



Winder outfit:
Canopy cover+fur trim, Handmuff, Foot cover

Black & White label



The Black & White label

comes in 2 separate boxes:

Box 1

(Chassis with wheels and front / rear basket mesh, rain cover)



- Black
A115-02
- Aluminium
A115-01
- Rose Gold
A115-03

Box 2

(Seat, carrycot, apron, canopy, rear and front basket cover, handlebar sleeves, bumper bar with sleeve, apron flap, seat pad, harness with shoulder pads, mattress)





mima® xari

Complete the look

Comfort kit



S1101-02SB



S1101-02AS



S1101-02RB



S1101-02BW



S1101-02BB



S1101-02SW



S1101-02RR



S1101-02HM

Footmuff



S1101110-06BB



S1101609-06BB



S1101007-06BB



S1101301-06BB



S1101500-06BB

Winter outfit



S1110-23



S1609-23



S1007-23



S1301-23



S1500-23

Trendy changing bag



S1101-10SB



S1609-10



S1007-10



S1301-10



S1500-10



Complete the look

Tote bag



S1110-25



S1609-25



S1007-25



S1101-26

Clutch



S1110-24BL



S1609-24CM



S1007-24SW



S1500-24AG

Travel kit (pillow & bib)



S101-FD



S101-BY



S101-SG

Baby headrest



S101-19BG

Cool Seat Pad



S1101-22

Blanket



S1101-09BB



S1101-09BG



S1101-09FD

Carseat adapter



G4104

Mosquito net



S1101-04

Adapter clip



G101-22X

Cup holder



G102-21

Parasol



S1101-08BB2



S1101-08SW2



S1101-08BW2



mima® xari

Complete the look

Winter outfit

Baby



Toddler



Winter outfit

Contains: canopy cover, fur trim, transparent wind protector, foot cover and handmuff.
The fur canopy trim or rain visor can be easily zipped onto the canopy cover.

Canopy cover+fur trim

- S1007-23
- S1110-23
- S1609-23
- S1301-23
- S1500-23



Handmuff



Foot cover



Complete the look

Canopy cover + transparent wind protector



○ White
S1007-23

Canopy cover + fur trim



● Black
S1110-23



● Camel
S1609-23



● Cool Grey
S1301-23



● Argento
S1500-23



Chassis colour combination

Which one is the right choice for you?

Elegant black, striking aluminium or fashionable rose gold.
All chassis colours combine perfectly with any **mima** collection.



Chassis colour combination

Black

ref: A115-02



○ ref: AS112007

● ref: S103BB



○ ref: AS112007

● ref: S103RR



○ ref: AS112007

● ref: S103HM



○ ref: AS112007

● ref: S103SW



○ ref: AS112007

● ref: S103RB



○ ref: AS112007

● ref: S103BW



○ ref: AS112007

● ref: S103AS



○ ref: AS112007

● ref: S103SB



● ref: AS112110

● ref: S103BB



● ref: AS112110

● ref: S103RR



● ref: AS112110

● ref: S103HM



● ref: AS112110

● ref: S103SW



● ref: AS112110

● ref: S103RB



● ref: AS112110

● ref: S103BW



● ref: AS112110

● ref: S103AS



● ref: AS112110

● ref: S103SB



Chassis colour combination

Black

ref: A115-02



● ref: AS112609

● ref: S103BB



● ref: AS112609

● ref: S103RR



● ref: AS112609

● ref: S103HM



● ref: AS112609

● ref: S103SW



● ref: AS112609

● ref: S103RB



● ref: AS112609

● ref: S103BW



● ref: AS112609

● ref: S103AS



● ref: AS112609

● ref: S103SB



● ref: AS112301

● ref: S103BB



● ref: AS112301

● ref: S103RR



● ref: AS112301

● ref: S103HM



● ref: AS112301

● ref: S103SW



● ref: AS112301

● ref: S103RB



● ref: AS112301

● ref: S103BW



● ref: AS112301

● ref: S103AS



● ref: AS112301

● ref: S103SB



Chassis colour combination

Black

ref: A115-02



● ref: AS112500

● ref: S103BB



● ref: AS112500

● ref: S103RR



● ref: AS112500

● ref: S103HM



● ref: AS112500

● ref: S103SW



● ref: AS112500

● ref: S103RB



● ref: AS112500

● ref: S103BW



● ref: AS112500

● ref: S103AS



● ref: AS112500

● ref: S103SB



● ref: AS112101BW

● *starter pack BW included



Chassis colour combination

Aluminium

ref: A115-01



○ ref: AS112007

● ref: S103BB



○ ref: AS112007

● ref: S103RR



○ ref: AS112007

● ref: S103HM



○ ref: AS112007

● ref: S103SW



○ ref: AS112007

● ref: S103RB



○ ref: AS112007

● ref: S103BW



○ ref: AS112007

● ref: S103AS



○ ref: AS112007

● ref: S103SB



● ref: AS112110

● ref: S103BB



● ref: AS112110

● ref: S103RR



● ref: AS112110

● ref: S103HM



● ref: AS112110

● ref: S103SW



● ref: AS112110

● ref: S103RB



● ref: AS112110

● ref: S103BW



● ref: AS112110

● ref: S103AS



● ref: AS112110

● ref: S103SB



Chassis colour combination

Aluminium

ref: A115-01



● ref: AS112609

● ref: S103BB



● ref: AS112609

● ref: S103RR



● ref: AS112609

● ref: S103HM



● ref: AS112609

● ref: S103SW



● ref: AS112609

● ref: S103RB



● ref: AS112609

● ref: S103BW



● ref: AS112609

● ref: S103AS



● ref: AS112609

● ref: S103SB



● ref: AS112301

● ref: S103BB



● ref: AS112301

● ref: S103RR



● ref: AS112301

● ref: S103HM



● ref: AS112301

● ref: S103SW



● ref: AS112301

● ref: S103RB



● ref: AS112301

● ref: S103BW



● ref: AS112301

● ref: S103AS



● ref: AS112301

● ref: S103SB



Chassis colour combination



Aluminium

ref: A115-01

● ref: AS112500

● ref: S103BB



● ref: AS112500

● ref: S103RR



● ref: AS112500

● ref: S103HM



● ref: AS112500

● ref: S103SW



● ref: AS112500

● ref: S103RB



● ref: AS112500

● ref: S103BW



● ref: AS112500

● ref: S103AS



● ref: AS112500

● ref: S103SB



● ref: AS112101BW

● *starter pack BW included



Chassis colour combination

Rose gold

ref: A115-03



○ ref: AS112007

● ref: S103BB



○ ref: AS112007

● ref: S103RR



○ ref: AS112007

● ref: S103HM



○ ref: AS112007

● ref: S103SW



○ ref: AS112007

● ref: S103RB



○ ref: AS112007

● ref: S103BW



○ ref: AS112007

● ref: S103AS



○ ref: AS112007

● ref: S103SB



● ref: AS112110

● ref: S103BB



● ref: AS112110

● ref: S103RR



● ref: AS112110

● ref: S103HM



● ref: AS112110

● ref: S103SW



● ref: AS112110

● ref: S103RB



● ref: AS112110

● ref: S103BW



● ref: AS112110

● ref: S103AS



● ref: AS112110

● ref: S103SB



Chassis colour combination

Rose gold

ref: A115-03



● ref: AS112609

● ref: S103BB



● ref: AS112609

● ref: S103RR



● ref: AS112609

● ref: S103HM



● ref: AS112609

● ref: S103SW



● ref: AS112609

● ref: S103RB



● ref: AS112609

● ref: S103BW



● ref: AS112609

● ref: S103AS



● ref: AS112609

● ref: S103SB



● ref: AS112301

● ref: S103BB



● ref: AS112301

● ref: S103RR



● ref: AS112301

● ref: S103HM



● ref: AS112301

● ref: S103SW



● ref: AS112301

● ref: S103RB



● ref: AS112301

● ref: S103BW



● ref: AS112301

● ref: S103AS



● ref: AS112301

● ref: S103SB



Chassis colour combination

Rose gold

ref: A115-03



● ref: AS112500

● ref: S103BB



● ref: AS112500

● ref: S103RR



● ref: AS112500

● ref: S103HM



● ref: AS112500

● ref: S103SW



● ref: AS112500

● ref: S103RB



● ref: AS112500

● ref: S103BW



● ref: AS112500

● ref: S103AS



● ref: AS112500

● ref: S103SB

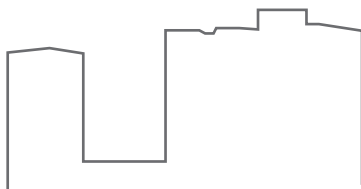


● ref: AS112101BW

● *starter pack BW included



Care and maintenance








Cleaning the seat

Clean using a damp cloth and a mild cleaning agent. Baby wipes work perfectly.

A pencil eraser can be used to eradicate more resistant marks.

Small dents on the outer surface of the seat can be resolved by aiming hot air from a hair dryer to the affected area for 1 minute.

The carrycot mattress, the seat pad and the shoulder pads can be removed and hand washed in accordance with the following guidelines:

- | | |
|--|--|
|  Maximum temperature 30°C |  Do not iron |
|  Do not use bleach |  Do not dry clean |
|  Do not tumble dry | |

Cleaning the chassis

Wash off sand and salt residue after going to the beach.

Remove excess dirt and then clean with a damp cloth and a PH neutral cleaning agent.

Lubrication of moving parts

Periodically lubricate the wheels, the hinges and other sliding parts using an oil or silicone based lubricant.

i Follow these steps regularly in order to keep the prams in perfect condition.

⚠ The fabrics and plastics are highly resistant, but excessive sun exposure can cause discolouring.

Guarantee



i Register your product online at www.mimakids.com

Doing this will activate your warranty and allow us to keep you informed of possible product updates.

Your product adheres to current safety requirements and it is guaranteed to be in perfect condition at the time of purchase.

If this product shows signs of fabrication faults during the warranty period (after normal use and following the guidelines laid out in the user manual), please contact the seller.

Warranty conditions:

-The warranty is valid for 24 months starting on the date of purchase. After the warranty period, your authorised Mima service repair centre may charge you a fee for parts and labour to repair your Mima product.

-All product warranties shall not be honoured if presented to a retailer outside of the country where the product was purchased. For the purpose of clarity, this warranty is not world-wide or universal. All costs to repair a product in these circumstances shall be for the cost of the consumer.

-For the warranty to be valid you need to:

Have registered your product online at www.mimakids.com

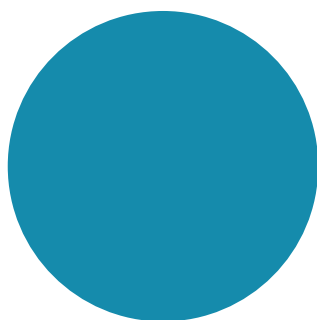
1. Provide your retailer with the original receipt.
2. Provide your retailer with a description of the defect.

-The warranty only covers the original owner of the product and cannot be transferred to any subsequent owner.

-The warranty entitles the owner to have the product repaired but not to an exchange or refund.

The warranty is not valid in the following circumstances:

- The product has been modified or repaired by a third party not authorized by mima.
- Corrosion or rust on the wheels and chassis due to extreme environmental conditions, including high humidity, salt spray, ice or snow or due to insufficient maintenance.
- The damage was caused by improper usage or maintenance or due to misuse by the user; in particular, failure to comply with these instructions for use as described in this user manual.
- The damage was caused as the result of an accident or airline/transport damage.
- Normal wear and tear should be expected when this product is used daily.
- The fabric may become discolored or become damaged due to washing or excessive exposure to direct sunlight.
- The damage is the result of overloading (exceeding the maximum weight allowance for the child and any items being carried) on the stroller.



www.mimakids.com
info@mimakids.com

Please note that colours and contents may vary from those illustrated.
With reservations for misprint and change of product range.
Regarding mima accessories, always please check availability with your local retailer.
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TCXA-IV02