

## NEWS RELEASE

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### **Trouble Getting in and out of Cars? New Mobility Aid Makes It Easy**

Victoria, BC — The average American exits his car four times a day. For the millions of elderly, injured or incapacitated, a helping hand may be vital. A simple invention called Handybar® provides that critical security to anyone getting in and out of today's lower cars and higher SUVs.

Handybar® works by inserting its engineered tip end into a car's striker (the U-shaped hardware on the door pillar). When placed in the striker, Handybar serves as a support handle right where it's needed. A remarkable disability product, Handybar fits in nearly every make and model of vehicle. No special installation is required. Nor is striker strength a problem: federal regulations require that they be able to hold 2,500 pounds.

"They say necessity is the mother of invention — and that's how Ian Stewart, President of Avenue Innovations, developed the Handybar," said Darryl Adrian, Vice President of Sales for Avenue Innovations, Inc., the manufacturer of Handybar. "After knee surgery, Ian found it almost impossible to get in and out of his car. Looking for an affordable mobility aid and realizing there was none, Ian developed the Handybar®. After showing his idea to others he knew it could help millions of permanent and temporarily mobility-challenged people around."

Handybar's sub-frame is made with a high quality alloy; it was selected because of its strength and durability, and an ergonomically designed non-slip grip for comfort and security. Weighing just less than 1 lb. and only 9" long, Handybar is a lightweight and compact disability product; it can be stored in the door pocket, glove compartment or carried in a purse.

Handybar's simplicity and effectiveness have stunned the worldwide marketplace. In just two years, Handybar has won best new product at three different trade shows – the National Hardware Show in Chicago; Med Trade in New Orleans; and Med Trade West in Las Vegas – and sold more than 100,000 units. Handybar is a convenient mobility aid for all vehicle occupants and is available in many retail stores.

"Quite often, seniors help each other in and out of their cars," Adrian explained. "Frequently, the helper ends up hurting themselves in the process. Handybar can lessen the risk of potential injury for both."

Because doors damaged in a car accident often can't be opened, Handybar has been designed to function as an emergency escape device for cars. The Handybar's tip end design allows you to break a side-window to escape your vehicle. In addition, because seatbelt buckles may jam or not be able to be reached after functioning to hold the occupant in place during an accident, Handybar also features an integrated seatbelt cutter in order to free oneself or other passengers.

#### **About Avenue Innovations**

Avenue Innovations Inc. specializes in innovative and affordable products to enhance one's life in the automobile and home. Avenue Innovations designs, develops, and sells high quality, reasonably priced products through medical device and mass-market distributors.

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