

NEWS RELEASE

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The Handybar® Is Dandy to Get In and Out of Your Vehicle!

The Handybar® is a personal support handle designed to allow all vehicle occupants to enter and exit with ease.

The average North American gets in and out his or her car 4 times each day. If you are one of the 35 million over age 65, 60 million suffering from chronic arthritis or temporary injury, or the annual four million pregnant women, a hand to help you in or out of the car may be critical. A new product called Handybar® provides that critical security to anyone getting in and out of today's lower cars and higher SUV's.

Handybar® works by inserting its engineered tip end into the striker —the high impact, U-shaped piece of door hardware attached to the door pillar of your vehicle. The US Code of Federal Regulations 571.206 established the striker to hold a minimum of 1136 kg or 2,500 lbs. When placed in the striker, Handybar® serves as a support handle right where you need it! Handybar® fits in nearly every make and model of vehicle. No special installation is required.



“They say necessity is the mother of invention — and that’s how I developed the Handybar®,” said Ian Stewart, President of Avenue Innovations, Inc., manufacturer of the Handybar®. “After knee surgery I found it almost impossible to get in and out of the car. Looking for an affordable solution, and realizing there was none, I developed the Handybar®. After showing the idea to others I knew it could help millions of permanent and temporarily mobility-challenged people.”

The 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, the Handybar® is lightweight and compact; it can be stored in the door pocket, glove compartment or carried in a purse.

The Handybar®'s simplicity and effectiveness have stunned the worldwide marketplace. Over the years the 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 close to half a million units.

“Quite often, the elderly help each other in and out of their cars,” Ian said. “Frequently, the helper ends up hurting themselves in the process. The Handybar® can lessen the risk of potential injury for both people.”

Because doors damaged in a car accident often can't be opened, 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.