

FOR IMMEDIATE RELEASE

New Product Makes Traveling with Pets Safe and Easy

Newburyport, MA (PRWEB) June 13, 2005 - Motivation Design announced the introduction of an innovative pet product, the Backseat Barrier(TM) . The Backseat Barrier pet divider installs in minutes creating a safe and seamlessly integrated dog barrier in your vehicle. The product is superior to other pet barriers because it can remain in place even with passengers in the backseat, separates both sides of the backseat, it looks attractive and is easy to install.

The product was born out of the anxiety Kitter and Erica Spater felt every time they brought their dog Zelda in the car. Zelda is a 50lb energetic Plott Hound who had the annoying and dangerous habit of standing on the center armrest or trying to climb into the front of the car. "I love the idea of having Zelda with us, but her habits in the car were starting to become really dangerous," Erica explained. "First we tried a metal gate in the back of our station wagon but soon discovered that it was always squeaking and needed to be removed anytime something big, like skis or lumber were loaded in the back. Also, we couldn't use it in my sedan. We then explored the hammock option, but it was unsightly and needed to be removed every time we had a passenger in the back seat. We really just needed a solution that would allow Zelda some freedom in the backseat, but wouldn't be so restrictive, ugly or require lots of additional effort." Kitter and Erica thought that they were alone in their need for a versatile and attractive pet barrier. After searching around and talking to friends and family, the couple quickly realized that there had to be a better solution.

Kitter worked with his brother, and business partner, Gordon Spater to develop this idea into the Backseat Barrier. Their final solution came after two and a half years of trial and error. The Backseat Barrier creates a flexible fabric partition that attaches to the front two seats, creating a strong wall between the front and back of the car. Two layers of heavy-duty ballistic nylon attach to the headrests and can be further expanded to partition the backseat so the dog won't step on or disturb occupants or items on the other side of the backseat. The Backseat Barrier fits almost all cars, SUVs and trucks with a headrest. "Zelda's fun to travel with, now," says Erica. "I even take her grocery shopping with me; she has her own place on one side of the backseat and my grocery bags go on the other! I love driving with peace of mind knowing she's safe."

The suggested retail price for the Backseat Barrier is \$49.95 and it is being distributed nationwide through approved dealers and the company's website: www.BackseatBarrier.com

About Motivation Design:

Motivation Design is a Newburyport, MA based product development firm focused on the development of innovative products that protect and allow for the simplified transportation of everyday items. For more information on our entire line of products including the Seasonal Tire Tote, Emergency Tire Tote and the Tire Garage please visit www.Motivation-Design.com .

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