

WHAT DO KIDS WANT?

Product development always starts with asking the right questions. When developing our new line of kids PFDs, we knew what we wanted: we wanted to introduce a contemporary product that blended comfort and safety. Figuring out what kids wanted, however, was another story.

At Mustang Survival, we work with many tough customers including international militaries, NASA, and the US Coast Guard. None are as brutally honest as the critics we faced on this project. Our development team cycled through hundreds of sketches and prototypes. Every concept was put to the test. We logged numerous hours at swimming pools. We held focus groups. We talked with any parent and child willing to give us an opinion.

Children, we learned, are more than happy to provide opinions:

"Too bulky!"

"Too hot!"

"It doesn't look cool!"

"No way! I'm not wearing that!"

We knew we were on the right track when kids started arguing over who got to wear the PFD with the head pillow. And when Sam, the 10-year-old son of our lead designer, gave the final prototype an approving nod, we rejoiced.

Design is definitely a process. Learning from our market, listening to what they want, and having the flexibility to challenge our own assumptions were key to creating a product we can be proud of.






NEW! LIL' LEGENDS™ 70
MV3265 (child) / MV3270 (youth)

For high intensity sports or just playing at the beach, the Lil' Legends™ 70 has segmented front panels for extreme mobility and an exclusive cooling-channeled interior back panel. Advance field testing has proven Lil' Legends™ to be a top choice of both parents and children.

FEATURES

- Cooling-channeled interior back panel
- Ventilated mesh back
- Segmented mobility panels
- PVC-free flotation foam
- Reinforced construction
- Textured abrasion panels on shoulders
- Delrin buckles
- Wide 1.5" webbing



SIZE	MV3265 Child: 30–50 lbs MV3270 Youth: 50–90 lbs
COLORS	 White/Pink  Gray/Fluorescent Yellow-Green  Mossy Oak Duck Blind®/Fluorescent Orange
APPROVAL	USCG Type III

NEW! LIL' LEGENDS™ 100
MV3250 (infant) / MV3255 (child) / MV3260 (youth)

For best-in-class in-water performance and all-day comfort in big water, the Lil' Legends™ 100 has a segmented head pillow, shaped mobility panels and an exclusive cooling-channeled interior back panel. Designed for coastal and offshore boating activities. Advance field testing has proven Lil' Legends™ 100 to be a top choice of both parents and children.

FEATURES

- Best-in-class safety performance
- Cooling-channeled interior back panel
- Ventilated mesh back
- Heavy duty grab strap
- Mobility-shaped panels
- Shaped and segmented head pillow
- Reflective accents
- AirSoft™ flotation foam
- Reinforced construction
- Textured abrasion panels on shoulders
- Delrin buckles

SIZE	MV3250 Infant: 0–30 lbs MV3255 Child: 30–50 lbs MV3260 Youth: 50–90 lbs
COLORS	 White/Apple Green  Gray/Red
APPROVAL	USCG Type II