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PRESS RELEASE #1

Luno Life Provides The Most Comfortable Way to Sleep in Your Car

Santa Barbara, Calif., 2019 January 3 — For those of us who know the joys of life on the road, we are certainly familiar with one of its greatest woes: car sleeping. After trying a chunky futon mattress in the trunk or a sleeping bag in the backseat, it hardly takes long to realize that no solution seems to work perfectly. Luno Life, however, has reimagined what car sleeping can be.

Luno Life, a company that launched six months ago in Santa Barbara, California, aims to make sleeping in your car the way of the future with outdoor travel gear that enables a more comfortable and convenient life on the road. Their flagship product, the Luno Life Signature Air Mattress, is an inflatable mattress that is compatible with over 580 vehicles.

“Traveling by car can be pretty affordable and simple if you have the right gear,” says Pete Ducato, the company’s founder. “We noticed that people are taking advantage of the freedom their vehicle provides by taking road trips and sleeping in their cars. We set out to create the most comfortable way to camp in your car on the market.”

The company’s products, which include a Signature Air Mattress, Seatpack and Ambient Lights, allow users to enjoy the open road with the safety and convenience of their vehicle. Luno Life’s Signature Air Mattress transforms your personal vehicle into a comfortable space that can quickly become a home base on the road. Suitable for one or two people, the mattress inflates in two minutes thanks to a small air pump which utilizes the vehicle’s 12V charger. The mattress also easily folds in half for use by one person, leaving plenty of space for gear and suitcases.

Allie Vaughan, Lead Product Strategist at Luno Life, says their products are designed with both the experienced outdoor enthusiast and the inexperienced traveler in mind. She hopes that their gear will enable and inspire people to embark on the adventure they’ve been daydreaming about.

Vaughan says, “Our goal in designing user-friendly, comfortable gear for the vehicle is not only to satisfy an obvious desire but to encourage people to step out of their comfort zones. By providing everything someone might need to take the next step in exploring the outdoors, we hope to see even more people take the initiative to spend time with friends and family in nature.”

While the brand caters to car campers in particular, many of Luno Life’s car accessories can also be used on a day-to-day basis. In the future, Luno Life would like to bring about a shift in the market of gear for the vehicle by continuing to deliver products that will ensure time spent traveling in a vehicle is not only comfortable, but also enjoyable.

Ducato says, “Tons of outdoor companies create awesome gear for exploring out in nature. We want to provide high-quality gear that focuses on the journey rather than the destination.”

Luno Life is an outdoor and travel gear company that recently launched in Santa Barbara, California. The brand creates gear and product for vehicles to make travel more affordable and comfortable. Products for purchase can be found online at LunoLife.com.

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PRESS RELEASE #2

The Most Comfortable Way to Sleep in Your Car

Santa Barbara, Calif., 2019 January 3 — For those of us who know the joys of life on the road, we are certainly familiar with one of its greatest woes: sleeping. After trying a chunky futon mattress in the trunk or a sleeping bag in the backseat, it doesn't take long to realize that no solution seems to work perfectly. Luno Life, however, has reimagined what car sleeping can be.

Luno Life, a company that launched six months ago in Santa Barbara, California, aims to make sleeping in your car the way of the future with outdoor travel gear that enables a more comfortable and convenient life on the road. Their flagship product, the Luno Life Signature Air Mattress, fits one or two people and inflates in two minutes thanks to a small included air pump.

Luno Life's air mattress transforms over 580 vehicles into a comfortable space that can quickly become a home base on the road. With four inches of inflation and puncture-resistant, non-slip fabric, the air mattress quickly feels like quality. Their patent-pending Space Blocks fill the empty space in the backseat to offer up to 14" of additional headspace, so taller folks can sleep fully extended. Additionally, the mattress is equipped with a comfort valve for easy adjustment to the desired inflation level.

Watch this video to see how the Luno Life setup transforms your car into the most comfortable sleeping spot on the road.