



Public Relations Contact:
Rebecca Scholer
IMMI Marketing
317.867.8283
rebecca.scholer@imminet.com

IMMI Engineering Team to Receive 2009 SAE Henry Ford II Award

Distinguished Award for Excellence in Automotive Engineering

Westfield, Ind. – March 29, 2010 – Today IMMI® announced its Premier® engineering team has been selected to receive the 2009 SAE International Henry Ford II Distinguished Award for Excellence in Automotive Engineering. This honor recognizes the company's accomplishments in increasing safety on motorcoaches and school buses with the development of the Premier seat, which incorporates SafeGuard SmartFrame™ technology to protect both belted and unbelted occupants.

The Henry Ford II Award recognizes SAE International members who use their engineering skills to achieve product or manufacturing process contributions which are assessed to have had the greatest positive effect on the passenger car, truck or bus industries. Established in 1988, this award is funded by Ford Motor Company and administered by the Henry Ford Award Board.

The Premier seat was originally developed for Greyhound, a division of FirstGroup America, North America's leading transportation company, for use on its motorcoaches.

"Both IMMI and FirstGroup America have invested heavily in finding new ways to make travel safer," said James Johnson, director of sales for IMMI. "Our work together in developing Premier has resulted in a product that makes a real and lasting impact on the safety of motorcoach passengers traveling America's roadways."

Kevin Middleton, executive vice president of engineering and fleet at FirstGroup America, noted the influence of this new seat on the motorcoach industry. "The IMMI engineering team created a product that benefits both our clients and consumers," he said. "The feedback and ideas we were able to share allowed us to develop groundbreaking seat technology that is sure to have an impact on the industry moving forward."

SmartFrame is a technology that was originally developed for the school transportation industry and has been available on school buses since 2002. "The Henry Ford award recognition gives us another opportunity to tell our SmartFrame story in the motorcoach industry as well as the school transportation industry," stated Johnson. "It's a great honor for this technology to be recognized by prestigious organizations like SAE International and the Henry Ford Award Board."

The IMMI engineering team will receive its formal recognition at the 2010 World Congress on April 13 in Detroit, Mich.

About IMMI, SafeGuard Brand

IMMI, based in Westfield, Ind., has been the industry leader in child and bus passenger protection for more than 30 years. Within the past decade, IMMI has introduced belted seating under its SafeGuard® brand to the U.S. school bus and motorcoach industries. Utilizing a modern crash-test facility, sophisticated engineering and advanced manufacturing operations, IMMI develops and supplies innovative, proven SafeGuard restraint systems and seating solutions for customers worldwide.

For more information about SafeGuard products, visit safeguardseat.com or call 877.447.2305.

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