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For Immediate Release

American Seating and SafeGuard® introduce new, belted motorcoach seat

***New seat is unique to the industry,
providing the ultimate protection for belted and unbelted passengers***

ORLANDO – Jan. 22, 2009 – Today, at the United Motorcoach Association Expo in Orlando, Fla., American Seating, in partnership with SafeGuard, introduced a new motorcoach seat. **PREMIER™**, a 3-point belt seat, features SafeGuard **SmartFrame®** technology that protects both belted and unbelted passengers, providing improved safety for the entire family, from large adults to small infants.

PREMIER is the only motorcoach seat combining lap-shoulder belts with full compartmentalization. The seat is comprised of two structures:

- The inner structure provides lap-shoulder belts and absorbs crash energy for belted passengers.
- The outer seatback structure remains vertical to cushion anyone behind the seat who is not belted, providing full compartmentalization protection in frontal crashes.

With this product introduction, “American Seating and SafeGuard are working to address one of five federal highway safety priorities on the NTSB Most Wanted List of Transportation Safety Improvements for 2008,” stated James Johnson, director of sales for the SafeGuard division of

IMMI. **PREMIER** is the only seat tested and capable of meeting FMVSS 208, 209, 210, 213, 222 and 225 federal regulations.

Dave McLaughlin, vice president of transportation sales for American Seating, said the partnership between American Seating and SafeGuard, “enables us to combine our transportation seating experience with the safety expertise of SafeGuard, together offering an exciting, revolutionary safety solution to the U.S. motorcoach market.”

Johnson elaborated on the partnership: “The partnership with American Seating allows us to change the discussion in the motorcoach industry about safety. SafeGuard brings 30 years of experience in designing and developing integrated safety systems, while American Seating has set the industry benchmark for transportation seating for over 70 years.”

PREMIER™ is now available on Prevost motorcoaches and will soon be available with other OEMs. For more information, contact American Seating at 1-800-748-0353.

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Since 1886, American Seating Company has set the benchmark for product design, durability and comfort. We are committed to being a leader in transportation seating, including city service, rail, motorcoach and demand-response markets. American Seating employs a U.S.-based workforce and is headquartered in Grand Rapids, Mich., USA. We invite you to learn more about American Seating at americanseating.com.



SafeGuard, a division of IMMI, has been the industry leader in child and bus passenger protection for more than 30 years. Utilizing a modern crash-test facility, sophisticated engineering, and advanced manufacturing operations, SafeGuard develops innovative, proven restraint systems and seating solutions for customers worldwide. The first to bring lap-shoulder belts to market on school bus seats in 2002, SafeGuard is now leading the way to provide belted seating to passengers on motorcoaches. For more information about SafeGuard, visit safeguardseat.com or call 877-447-2305.