



For Immediate Release:

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Monica Coburn Joins IMMI as Student Transportation Account Manager

December 5, 2016

(Westfield, Indiana) – IMMI, a global leader in the innovation, testing, and manufacturing of advanced safety systems, announced today that Monica Coburn is joining the marketing team as Student Transportation Account Manager.

Formally the president of the School Transportation Association of Indiana, Monica also served both Indianapolis Public Schools and Bartholomew County Schools as Transportation Director. During her tenure in Bartholomew County, Monica saw firsthand the benefits installing seat belts on school buses brought to her fleet. Behavior was dramatically improved, bullying significantly reduced, and the students in her care were safer on their school buses. Recently, Monica ensured that Indianapolis Public Schools would see these benefits as well, adding 100 new school buses with lap-shoulder belts to their fleet.

In her new role at IMMI, Monica will work with school districts to convert their travel and activity school buses to include SafeGuard lap-shoulder belts.

“We’re thrilled to bring Monica and her expertise onboard,” said Larry Gray, IMMI CEO. “She’s seen what a difference lap-shoulder belts make on safety, behavior, and driver satisfaction, and she is a passionate believer that ever district can benefit from them. The work Monica did in Bartholomew County is a model for other districts around the country for adding lap-shoulder belts and making sure kids will wear them.”

About IMMI

IMMI, based in Westfield, Ind., is the leader in the design, testing and manufacturing of advanced safety systems. IMMI produces hundreds of innovative products for various industries, including the school bus, commercial vehicle, fire/ambulance, child seating, military, off-road, UTV, outdoor, and motorcoach industries. IMMI is also home to CAPE®, the Center for Advanced Product Evaluation, an award-winning crash test facility. Privately owned and operating facilities in North America, Asia and Europe, IMMI is dedicated to Bringing Safety to People® around the world.