

Marketing Contact:
Julie Cooley
IMMI Marketing
jcooley@imminet.com

Safety Leader Shows the Impact of Lap-Shoulder Belts on Students in Live Crash Test Event

For Immediate Release

(Westfield, IN) – IMMI®, the worldwide leader in advanced safety restraints, brought together elected leaders, school officials, emergency responders, and concerned parents to have an honest discussion about the behavioral and safety issues facing children on their school buses. The event, SafeGuard: School Bus Safety 101, ended on a dramatic note, with an unforgettable head-on school bus crash demonstration. The crash, into the largest barrier block in the world, demonstrated what happens to belted and unbelted students on the bus.

“Every day, school districts deal with student injuries, bullies, bad behavior, and distracted drivers on their school buses,” said IMMI CEO Larry Gray. “At IMMI, we’re committed to child passenger safety, and we know there are no more excuses for putting our children at risk. That’s why we decided to hold our SafeGuard: School Bus Safety 101 event. The solutions are out there, but there is too much misinformation getting in the way of progress.”

IMMI’s SafeGuard® brand leads the industry in providing more bus seats with lap-shoulder belts for school buses than any other manufacturer in the country. With recent research showing that 93% of bus drivers have witnessed bullying on their school bus, and 85% of parents wanting the added protection lap-shoulder belts provide, the time to talk about the benefits of safer school buses is now.*

“It’s up to all of us to be informed so we can make the best decisions possible to keep our children safer on the school bus,” Larry Gray added. “We were pleased to offer this educational event for our local leaders, school officials, and parents.”

The event was conducted at CAPE®, the Center for Advanced Product Evaluation, the award winning crash test facility on the campus of IMMI. CAPE has the distinction of having crash tested more school bus seats than any other test house in the world.

Special guest, Congresswoman Susan Brooks, and other attendees were impressed with the facility, and even more so with the difference lap-shoulder belts can make on school buses after witnessing the test. “As so many parents are getting ready to send their kids back to school, knowing that there are companies in the 5th district, companies in Westfield, Indiana that are the best in the world at what they do, I’m so very fortunate to be representing this company and their employees and this area.”

* SafeGuard Survey, NAPT October 2012