



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

Premier™ activity seat offers school bus safety with motorcoach comfort

Louisville, Ky. – Nov. 2, 2009 – Today at the 2009 NAPT show, SafeGuard®, a division of IMMI, launched the SafeGuard Premier™ activity seat, which offers students school bus safety with motorcoach comfort. With SmartFrame™ technology, Premier not only offers lap-shoulder belt protection for belted passengers, but also provides compartmentalization protection for unbelted passengers per FMVSS 222.

James Johnson, director of sales for the SafeGuard division of IMMI, explains how the product evolved. “Since Premier made its debut as the standard seat on the new Greyhound fleet last April, we’ve had tremendous interest from school transportation directors to create a model for use in school buses,” he explained. “We’ve made minor modifications to offer school districts what they’re asking for – a high-back, reclining seat designed for school buses.”

Premier is targeted toward school districts transporting sports teams, student bands and groups participating in other activities requiring regional transportation. Johnson says activity buses should be considered top priority for school districts considering belted seating.

“Since 1980, travel on U.S. highways has nearly doubled, yet the highway system has only been expanded by about three percent over the same period,” Johnson said. “In this new era of heavy traffic, school buses share roads with more heavy trucks and passenger vehicle traffic. This increases the likelihood of deadly collisions, especially when school buses travel long distances for activities.”

Premier offers passengers an adjustable recline feature with a contoured back and headrest for sleeping comfort. Adjustable lap-shoulder belts accommodate children as small as 4 years old and 40 pounds, up to large adults. For children under 4 years old and 40 pounds, Premier includes (as standard) a LATCH system for easily installing and securing child car seats.

The Premier activity seat will soon be available with most school bus OEMs.

About SafeGuard

The SafeGuard® division of IMMI®, based in Westfield, Ind., 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 and supplies 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.

###