

# News Release

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## **LifeGuard Technologies launches Click, Tug & Snug campaign with free training kits at MidAmerica**

**Louisville, Ky. – March 31, 2008** – LifeGuard Technologies® launched its new Click, Tug & Snug™ driver safety campaign at the 37<sup>th</sup> Annual MidAmerica Trucking Show in Louisville, Ky., on March 27.

The campaign aims to increase truck driver awareness of proper seat belt usage, with specific instructions on how to use the Komfort Latch® and Sliding Komfort Latch® to make the seat belt more comfortable.

Through the use of a free training kit and radio advertising, LifeGuard Technologies is educating users on how to buckle up properly – vertically insert the latch into the buckle, listen for a **click, tug** on the seat belt latch, and **snug** it across the hips.

Truck drivers who wear their seat belts are nearly twice as likely to survive an accident. LifeGuard Technologies, a division of IMMI, manufactures the seat belts that protect nine out of ten truck drivers on the road. A recent study by the Federal Motor Carrier Safety Administration (FMCSA) found that only 54 percent of truck drivers wear seat belts, as compared with 82 percent of passenger vehicle drivers.

“Fatality reduction is a challenge for all the players in the heavy trucking industry, from OEMs to fleet managers to manufacturers of safety equipment,” said James Johnson, Director of On-Highway Sales for IMMI. “We strive to increase usage of seat belts through media promotions like our ‘Click, Tug & Snug’ campaign and through further enhancements to our existing products, like the Sliding Komfort Latch, which make wearing a seat belt more comfortable.”

Free training kits will also be distributed at the NPTC and NTTC Annual Conference trade shows in April and May. For more information on Click, Tug & Snug or LifeGuard Technologies, visit [www.lifeguardtechnologies.com](http://www.lifeguardtechnologies.com).

### **About LifeGuard Technologies**

LifeGuard Technologies is a division of IMMI. For more than four decades IMMI has been bringing safety to people through designing, testing and manufacturing safety restraint systems. IMMI provides hundreds of products for various sectors including the commercial vehicle, power sports, child seating and school bus industries. The Center for Advanced Product Evaluation (CAPE) at IMMI, with headquarters in Westfield, Indiana, conducts crash tests, rollover tests and cab integrity tests, as well as offers analysis services to the heavy truck industry. IMMI is a privately held, international company that tests to U.S., European and Australian standards and is ISO 9001:2000 certified.

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