



For Immediate Release:

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IMMI Shows Off Next Level of Safety with a “Once in a Lifetime” Crash Test Demonstration

(May 31, 2016, Westfield, Indiana) – Recently, global safety leader IMMI® went to great lengths to demonstrate how well RollTek®, the only advanced side roll airbag protection system of its kind for truck drivers, works. On a World War II airstrip in Converse, Indiana, IMMI overturned a full sized tractor trailer by remote control to highlight this next level in safety.

The rollover was conducted by CAPE, the Center for Advanced Product Evaluation, a premier crash test facility, to demonstrate how RollTek protects truck drivers in the deadliest kind of accident they can face. The crash demonstration was a huge success, wowing industry leaders and drivers who were on hand to witness this once in a lifetime safety event.

“RollTek gives drivers a better chance of walking away when their truck overturns, and we want the world to know about it,” said Tom Anthony, President of IMMI. “It’s the only side roll protection system available for heavy vehicles, and we’re excited to demonstrate what a difference RollTek can make.”

“It was a huge undertaking to overturn a tractor trailer by remote control, but we knew it would be worth it to highlight this next level in safety, and CAPE is one of the only teams in the world with the ability to conduct this type of crash demonstration,” added Larry Gray, IMMI CEO.

With more than 50% of truck driver fatalities occurring in rollovers, RollTek is a breakthrough in safety that protects not only the driver, but a fleet’s bottom line. RollTek combines the latest in seat belt technology and airbag protection and works in the blink of an eye to protect the driver and/or passenger in a rollover. When the RollTek sensor detects an imminent rollover, the seat belt pretensioner tightens, holding the driver in their seat. The seat is then pulled down to its lowest level to increase survivable space in the cab. Lastly, an airbag deploys to cushion the head and neck. Some fleets, such as Gemini Motor Transport and Praxair, are so committed to drivers’ safety, they will only buy trucks with RollTek.

RollTek is available through every major truck OEM. If you would like more information, please visit RollTek.com.

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.