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IMMI GO™ Comes to the International Car Rental Show

For Immediate Release: January 26, 2015, Westfield, Indiana - IMMI®, the leading manufacturer of restraints and buckles for all major North American child seat companies, will be displaying the IMMI GO hybrid car seat at booth #327 at the International Car Rental Show in Las Vegas this April 13th and 14th.

Best known with Uber through their uberFAMILY program, the IMMI GO is the most portable, convenient, and easy to clean seat on the market for children who are able to ride in a forward facing car seat. The IMMI GO takes up little room in the trunk, leaving plenty of room for luggage, and installs quickly and easily when needed. Its sleek design also sets it apart by offering a lightweight option for parents, and a more comfortable and safe alternative for their children.



Also popular with municipalities, the IMMI GO has been CAPE tested at the Center for Advanced Product Evaluation, a test house that has safety tested more child car seats and car seat components than any other test facility.

“We’re excited to bring the IMMI GO to the International Car Rental Show this spring,” said IMMI CEO Larry Gray. “Uber has already learned that our GO seats give them the advantage with parents over other taxi and ride sharing options that don’t offer car seats. We know the IMMI GO, being easy to install and taking up so little room in the trunk, would help safety-minded car rental companies set themselves apart from their competition as well.”

You can learn more about the IMMI GO at immigoseat.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 motor coach industries. IMMI is also home to CAPE®, the Center for Advanced Product Evaluation, which was awarded the 2011 Crash Test Facility of the Year by *Automotive Testing Technology International Magazine*. Privately owned and operating facilities in North America, Asia and Europe, IMMI is dedicated to Bringing Safety to People® around the world.