



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

## **Premier™ activity seat offers school bus safety with motorcoach comfort**

**Reno, Nevada – July 24, 2010** – Today at the STN Expo, 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, vice president of business development and corporate sales for IMMI, explains how the product evolved. “Since Premier made its debut as the standard seat on the new Greyhound fleet in April of 2009, 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, bands and other activities. Johnson says activity buses should be considered top priority for school districts considering belted seating.

“Since 1980, travel on US 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 on US highways, 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 adjustable recline 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.

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

### **About IMMI**

For more than 45 years, IMMI, based in Westfield, Ind., has been an industry leader in the design, testing and manufacturing of advanced safety systems. IMMI produces hundreds of innovative products for various sectors, including the commercial vehicle, fire/ambulance, child seating, school bus and motorcoach industries. A well-established global presence with facilities in North America, Asia and Europe, IMMI brings safety to people throughout the world.

For more information about IMMI products, visit [www.imminet.com](http://www.imminet.com) or call 877.447.2305.