



BRINGING SAFETY TO PEOPLE™

**Marketing Contact:**  
Marissa Cotten  
IMMI Marketing  
317.867.8141  
mcotten@imminet.com

## SafeGuard Summer Exchange Program Helps Keep Children Safer and Saves School Districts Money

**Westfield, Ind. – May 21, 2012** – IMMI®, an industry leader in child and bus passenger protection, announced the return of its successful **SafeGuard® Summer Exchange Program**, which enables school districts to replace their SafeGuard STAR® restraints that are approaching or have exceeded their six year service life, as well as **any brand** of vests or other child restraints. The program runs from June 1 to Sept. 30, 2012, and rewards participating districts with a discount on the purchase of any new STAR restraint.

“It’s critical that transportation officials continually inspect the condition of the restraints they’re using for wear and tear to keep students secure during transport. No one wants a child to be injured or worse due to a worn or frayed restraint,” said Charlie Vits, Market Development Manager for IMMI’s SafeGuard. “With the SafeGuard Summer Exchange Program, school officials can be assured that they’re providing the best safety restraints for their school bus transported students, while receiving an extra cost-saving benefit for their efforts to keep them safer.”

To participate, school districts simply cut the manufacturing labels and the webbing they’re sewn to from the retired products and ship them to IMMI. School districts will receive a coupon that can be applied to the purchase of any new STAR restraint from an authorized STAR distributor of their choice. For each valid product exchanged, the school district will receive a coupon for **\$15 off one** STAR restraint. Purchases using the coupon must be made before Dec. 31, 2012.

SafeGuard STAR five-point restraints make the proper and safe transportation of pre-school, Head Start and special needs children quick and easy. STAR restraints are intuitive and easy-to-use, safely securing and adapting to children of a wide range of sizes and needs.

For more information about the SafeGuard Summer Exchange Program, visit [safeguardseat.com/summerexchange](http://safeguardseat.com/summerexchange) or call 877.447.2305. For more information about the SafeGuard STAR, visit [safeguardseat.com](http://safeguardseat.com).

### About IMMI

IMMI®, based in Westfield, Ind., has been the industry leader in child and bus passenger protection for more than 30 years. Within the past decade, IMMI has introduced belted seating under its **SafeGuard®** brand to the U.S. school bus, motorcoach and commercial bus industries. Utilizing a modern crash-test facility, sophisticated engineering and advanced manufacturing operations, IMMI develops and supplies innovative, proven SafeGuard restraint systems and seating solutions for customers worldwide.



Exchange any brand of retired child restraint and receive a coupon for **\$15 off one** STAR restraint.