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IMMI Conducts Semi-Truck Safety Crash Demonstration

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(Westfield, Indiana) – IMMI®, the leading manufacturer of seat belts for all heavy, commercial trucks in North America, recently demonstrated the importance of seat belts and advanced safety equipment for truck drivers by crashing the cab of a large semi-truck head-on into the largest barrier block in the world. “We are committed to continually improving the safety of our nation’s truck drivers, and we were pleased to host nearly 200 safety-minded industry professionals at our event,” said Larry Gray, IMMI CEO. “Not only did we vividly demonstrate why it is vital for drivers to wear their seat belts, we also showed our RollTek® side-roll protection system, which can better protect them in the worst kind of crash a truck driver can face – a rollover.”

This exclusive crash demonstration took place August 26th at CAPE®, the Center for Advanced Product Evaluation. Inside the truck were two test dummies – one wearing a seat belt and one without – to show what happens to truck drivers and passengers during a crash. Nearly 700 drivers/passengers lost their lives in 2012, of which, 34% percent of them were not wearing a seat belt (2012 FARS Data, U.S. Department of Transportation).

IMMI’s patented air bag system, RollTek, was also deployed in a separate demonstration concerning overturned trucks, which are the deadliest kind of accident for truck drivers. Out of all truck crash-related deaths, over 50% happen in a rollover.

IMMI goes the distance to protect our nation’s truck drivers. With inventions like Komfort Latch®, 4Front®, and RollTek, the only advanced side-roll protection system that protects drivers when their vehicle overturns, IMMI is also behind the Click, Tug, and Snug® campaign, created to encourage seat belt use in the commercial trucking industry.

IMMI was also pleased to welcome 30 engineering students from Westfield High School, who witnessed the crash.

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, 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.