



**For Immediate Release:**

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## **IMMI Partners with Safe Kids Worldwide to Promote Proper Car Seat Installation in China**

**May 29, 2018 (Westfield, IN)** – IMMI, an industry leader in child car seat safety components, recently partnered with Safe Kids Worldwide for an event to promote the proper installation of car seats in China.

“With car seat usage on the rise there, IMMI and Safe Kids know how important it is to introduce more trained child safety advocates to make sure children are being properly protected,” said Julie Cooley, IMMI’s Director of Marketing and Corporate Communications. “We were pleased to take part in this first of its kind presentation knowing what we do here is going to save children’s lives.”

After the presentation in Shanghai, IMMI workers traveled to Wuxi to debut the newest Child Passenger Safety Training Program. Nearly one-third of the inaugural class consisted of IMMI team members from IMMI’s Wuxi facility, and the opening ceremony featured hospital workers, government officials, and engineers who designed the IMMI seat belts used in the new certification program.

Charlie Vits, a Market Development Manager at IMMI and one of 22 U.S. National Child Passenger Safety board members, left the newly certified techs with three things to uphold moving forward. “Help protect children, train caregivers on proper installation, and lead others to change China so that all are committed to keeping children safer on the roads.”

**About IMMI:** IMMI® is the trusted, global leader of safety solutions, helping to protect millions of lives every day. For almost sixty years, IMMI has led the way in developing, designing, testing and manufacturing innovative safety restraints and systems. IMMI’s safety products are found worldwide on car seats, heavy trucks, school buses, recreational/off road, military, fire/EMS, motor coach, and construction vehicles. Privately owned, headquartered in Westfield, Indiana and operating seven additional global facilities, IMMI is also home to CAPE®, the world’s leading state-of-the-art testing facility.