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IMMI® relaunches free Click, Tug & Snug® driver education program

Westfield, Ind. – March 16, 2011 – Today IMMI, an industry leader in the design, testing and manufacturing of advanced safety systems for commercial vehicles, announced the relaunch of its Click, Tug & Snug driver education program. As a part of this training initiative, IMMI is offering free updated driver education video kits as well as free dealer displays.

Click, Tug & Snug was originally launched in March 2008 at the MidAmerica Trucking Show, when Federal Motor Carrier Safety Administration (FMCSA) statistics showed that **only 65 percent** of truck drivers were wearing their seat belts. Due to the efforts of trucking officials, federal and local enforcement officers, and driver safety campaigns like Click, Tug & Snug, FMCSA reported in March 2010 that **74 percent** of commercial truck and bus drivers were now wearing their seat belts.

“We are so pleased to see seat belt usage statistics improving, and we want to continue that upward trend,” said Mike Leakey, Director of Commercial Sales. “The new dealer displays will make the updated Click, Tug & Snug training video kits more accessible to fleet owners so they can continue to educate their drivers about consistent, proper seat belt usage.”



The new dealer display holds 10 individual training video kits.

For more information about the Click, Tug & Snug driver education program or to order the free training video kit and/or dealer display, visit clicktugsnug.com and fill out the order form on the “Contact” page.

About IMMI

For more than 50 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.