



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

## **IMMI names James Johnson Vice president of business development and corporate sales**

**Westfield, Ind. – August 20, 2010** – Today IMMI<sup>®</sup>, an industry leader in the design, testing and manufacturing of advanced safety systems for commercial vehicles, announced James Johnson has been promoted to the position of vice president of business development and corporate sales.

In his new position as vice president, Johnson partners with CEO Larry Gray to develop new business plans and execute the company's global business strategy.

“James Johnson’s visionary leadership at IMMI has been the driving force in the company’s development of new customers, new partners and new markets,” said CEO Larry Gray. “During his 19-year tenure with IMMI, James has been instrumental in leading efforts to integrate advanced occupant protection on a wide range of commercial vehicles, from school buses to heavy trucks.”



Johnson has utilized his knowledge of occupant protection to advance the cause of occupant safety in the U.S., serving as a frequent speaker on school bus safety, rollover protection and child passenger safety. During the development and integration of lap-shoulder belts on school buses, he worked closely with NHTSA to define testing methodology that validates the performance of seating products.

Johnson graduated with a bachelor’s degree in mechanical engineering from Purdue University in 1990 and is a former ordnance officer in the U.S. Army. Since joining IMMI in 1991, he has held positions in customer service, account management, program management and most recently as director of sales.

### **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.