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KSS RECEIVES WORLD EXCELLENCE AWARD FROM FORD MOTOR COMPANY Recognized for New Consumer-Focused Technology Leadership

STERLING HEIGHTS, MI (March 18, 2011) – Key Safety Systems (KSS), a leading global supplier of advanced engineered safety products, including inflators, airbags, steering wheels, and seatbelts for automotive and non-automotive markets, has received the prestigious 2010 World Excellence Award from Ford Motor Company in a ceremony held on March 16th at the Ford World Headquarters located in Dearborn, MI. KSS received the Recognition of Achievement Award in the New Consumer-Focused Technology category by being first to market with the rear inflatable seatbelt system.

Martin Ryder, KSS Global Vice President Sales & Marketing responsible for the Ford relationship, was present to receive this award on behalf of KSS and said, “We are honored to have received this important award from Ford Motor Company and we are especially proud to bring such an exciting new technology to the market place. KSS fully embraces the Ford ABF principles, and this achievement represents the alignment and collaborative spirit exhibited by the joint KSS / Ford team.”

The KSS inflatable seatbelt which has been named a 2011 PACE Award Finalist, is now available on the all new 2011 Ford Explorer.

About KSS

Key Safety Systems (KSS) is a global leader in the design, development and manufacturing of automotive safety-critical components and systems including inflators, airbags, steering wheels, and seatbelts. Its products are featured in more than 300 vehicle models produced by over 60 well-diversified customers worldwide. KSS is headquartered in Sterling Heights, Michigan with a global network of 30 sales, engineering, and manufacturing facilities. The company has 4 main technical centers located in the U.S., Germany, China, and Japan.