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**KSS SUPPLIES AIRBAGS FOR FIRST US-BUILT KIA OPTIMA  
Safety Leader Further Expands Global Relationship with Hyundai Kia**

**Knoxville, TN October 10, 2011** – Key Safety Systems (KSS), a leading global supplier of advanced engineered safety products, including inflators, airbags, steering wheels, and seat belts for automotive and non-automotive markets, is pleased to announce it is shipping airbags to Kia Motors Manufacturing Georgia (KMMG) in support of the first US-Built Kia Optima mid size sedan.

The KMMG factory, located in West Point, Georgia USA, began producing the Kia Optima on September 2, 2011. KSS enjoys a globally diverse relationship with Hyundai Kia Motor Corporation and provides safety restraint products to their factories throughout Asia, Europe and North America.

“We are honored to have been selected to supply safety restraint products for such a prestigious new vehicle launch,” said Q.S Byun, KSS Vice President Sales & Marketing, responsible for the Hyundai Kia relationship. “Hyundai Kia is among KSS’ largest global customers, we appreciate the opportunity to serve them now and in the future.”

**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 seat belts. 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 34 sales, engineering, and manufacturing facilities. The company has 4 main technical centers located in the U.S., Germany, China, and Japan.