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KEY SAFETY SYSTEMS UNVEILS NEW CORPORATE IDENTITY

KSS Releases New Globally Common Corporate Logo

STERLING HEIGHTS, MI, October 2, 2007 – Key Safety Systems today formally announced its new corporate identity, representing a significant milestone in the company’s history and future. This transition signifies the company’s achievement and further commitment to international growth, as both a leader and innovator in the design, manufacture and sale of safety-critical components and systems including airbags, seat belts and steering wheels. Moving forward, Key Safety Systems will be known globally as KSS, as is reflected in the firm’s new logo (see attached).

In making the announcement, KSS CEO Jason Luo commented, “Our company has rapidly expanded its international business and reach, we have also made significant progress in our objective to operate as a seamless global entity. Unveiling our new identity recognizes the hard work already done by KSS employees worldwide to implement our global structure, and coincides with the kick-off of the next phase of our global business plan.”

KSS Senior Vice President of Global Sales & Marketing, Ron Feldeisen, added, “Whereas the previous logo was different region to region, KSS operates as a true global company and as such now has a common global identity. The new logo design leaves no doubt that the focus of KSS is the automotive safety business.”

About KSS

KSS is a leading global designer and manufacturer of safety-critical components and systems including airbags, seat belts and steering wheels. KSS products are used in more than 300 vehicle models produced by over 60 automobile manufacturers worldwide. KSS’ global reach comprises 32 manufacturing, technical and sales facilities in 12 countries generating approximately \$1 billion in sales and employing around 8,500 people.