

## PRESS RELEASE

### KPA Announces Airbag Recycling Program

*New airbag recycling program offers streamlined and affordable solutions for KPA clients.*

**Lafayette, CO, (January 12, 2012)** — As demand for safe and responsible recovery of consumer products grows, KPA announces a new recycling program for un-deployed airbags and seatbelt pre-tensioners. The program is a natural extension of KPA's current national service campaign for dealerships and OEMs, and offers clients a cost effective way to remove unwanted airbags and seatbelt pre-tensioners from the service department.

The new program is available at [www.kpaonline.com/airbags](http://www.kpaonline.com/airbags), and features return authorization stickers for individually packaged airbag and seatbelt pre-tensioners, shipping guidance checklists to ensure DOT shipping compliance, sample shipping papers, and shipment telephone support and assistance.

"The biggest challenge for our clients is to properly and cost-effectively handle and label the un-deployed airbags and seatbelt pre-tensioners for shipping," explains Eric Schmitz, Vice President of Product and Business Development at KPA. "KPA makes sure that dealerships have their bases covered before they ship airbags and seatbelt pre-tensioners to the recycling facility."

Un-deployed airbags and seatbelt pre-tensioners recovered through this program are disassembled, and over 95% of the materials are recycled for reuse in other products. One of the biggest advantages of using the airbag and pre-tensioner recycling program is that recycling is the only method of removing these devices from a facility as a non-hazardous waste that is legal in all fifty states.

#### **About KPA**

KPA is a dealer services and Internet marketing provider for over 4,000 automotive, truck and equipment dealerships and service companies. KPA provides consulting services and software for three industry specific product lines: (1) Environment & Safety; (2) HR Management; and (3) TK Carsites, Internet Marketing. For more information, visit [www.kpaonline.com](http://www.kpaonline.com).

###