



Seating

Magna Seating is an innovative leader in the development and manufacturing of high quality complete seating systems, seat structures, mechanism and hardware solutions, specialty mechanism solutions, as well as foam & trim products for the global automotive, heavy truck, city/intercity/coach bus industries. Our capabilities include market and consumer research; full concept development; design and engineering capabilities; testing, validation and world-class manufacturing.

For our full range of products and capabilities visit:
magna.com

COMPLETE SEATING SYSTEMS
SEAT STRUCTURES, MECHANISM
& HARDWARE SOLUTIONS
SPECIALTY MECHANISM SOLUTIONS
FOAM & TRIM PRODUCTS
DESIGN & DEVELOPMENT
CAPABILITIES

Customer Base

BMW, BYD, ChangAn, ChangAn Ford, Daimler AG, Ford Motor Company, Ford Otosan, Ford Sollers, GAC Fiat, Geely, General Motors, Great Wall Motors, Honda, Mahindra, PACCAR, PSA Peugeot Citroën, Renault-Nissan-Mitsubishi, SEM, SGM, Stellantis, SVW, Tata Motors, Toyota, Volvo, Volkswagen Group and their respective operating divisions and subsidiaries.

Seating

Capabilities

Complete Seating Systems

- Reconfigurable Seat Solutions
 - Light Vehicles
 - Heavy Truck
 - City/Intercity/Coach Bus
- In-Vehicle Stowable Seats
- Ease of Ingress/Egress
- Comfort Systems
- Lightweight Seat Solutions
- Thin Seating
- Safety Systems Integration

Seat Structures, Mechanism & Hardware Solutions

- Seat Structures
(HSS, Aluminum, Magnesium)
- Manual & Power Recliners
- Manual & Power Adjusters (Fore/Aft, Lift)
- Seat Attach Latches
- Specialty Mechanisms (Stow-in-Floor, EZ-Entry, Full Memory Features)

Foam & Trim Products

- Conventional Foam
- Recycled Foam
- Renewable Foam Formulations
- Black Foam
- Dual Firmness Foam
- Trim Covers (Cloth & Leather)
- Ventilated Foam
- Type A Foam
- Type B Foam

Design & Development Capabilities

- Consumer & Market Insights
- Benchmarking
- Product Development Engineering (PDP™) & Program Management
- Product Validation
- Biosciences for Comfort Development & Ergonomics
- Craftsmanship Expertise
- Manufacturing Solutions
- Quality Control
- Simulation, Analysis & Modeling

Innovations

FREEFORM™

FREEFORM is a remarkable seat trim cover technique that provides a clean, sculpted, seamless styling surface and the freedom to achieve endless design possibilities. By removing the seams as well as up to 80 components including chords, clips, loop, and wire tie-downs, FREEFORM achieves design details with radii as sharp as 3-4mm, compared to 20-25mm for traditional cut-and-sew techniques. FREEFORM also makes possible a deep draw, a tight crisp radius for a chiseled edge, and is also faster to clean.

Reconfigurable Seating

Magna recognizes the future of mobility is changing in the way we use vehicles. Whether it be for comfort on long drives for family getaways or quick city ride-shares, seat reconfigurations within vehicles are changing how the user experience affects personal transit and mobility in the automotive industry. Magna has developed seats with cushions that flip up like stadium seating, glide seamlessly on long powered rails to nestle up to the instrument panel – and then glide back to swivel 180 degrees and flip down. Reconfigurable seating can be used in a variety of vehicles to provide the most valuable layout for consumers' daily needs.

Next Gen EZ Entry

Magna brought the first 2nd row manual EZ Entry seat to the North American market that made getting into and out of the 3rd row easier by pitching and sliding forward and is now revolutionizing the next generation of EZ entry solutions. The next generation pitch slide has an innovative linkage system that reduces weight and enables an industry leading foot path to the 3rd row. The seat also functions without having to remove an installed child seat.

