

MAGNA SUPPORTS MICHIGAN SCIENCE CENTER'S IMAX THEATRE WITH CUSTOM-DESIGNED FREEFORM™ SEATS

- Innovative technology provides new level of comfort and design capabilities for automakers, and now IMAX
- Collaboration and donation demonstrate Magna's commitment to STEM education
- Magna provides "best seats in the house" for Metro Detroit area

AURORA, Ontario, October 21, 2021 – Magna's FreeForm™ technology designed to enhance vehicle seat comfort and expand automakers' brand design options will also bring comfort and an unforgettable experience to the families who visit the Michigan Science Center's Dome Theatre once reopened.

As part of its commitment to promote enriching STEM educational activities for metro Detroit youth, Magna has donated an in-kind gift of 239 innovative, comfortable FreeForm™ seats to the Michigan Science Center's IMAX™ Dome Theatre. The new seat installation is currently underway and will open to the public in early 2022.

Magna's FreeForm™ seating technology enables endless design possibilities, allowing the theater seats to have unique visual cues like those used by astronauts, race car drivers and pilots. The use of FreeForm™ results in seats that symbolize the grandeur of the Dome Theatre through their concave details. Magna's bioscience team made sure the seats were crafted especially for movie-viewing for all ages, and with headrests that make looking up at the dome more comfortable. Also, since FreeForm™ eliminates deep trenches caused by seams, the seat surface is easier to clean.



Magna's FreeForm™ Seat technology used in Michigan Science Center IMAX Theatre

“Our automaker partners trust Magna to give families a comfortable and convenient experience in their vehicles with innovative seating solutions,” said John Wyskiel, President of Magna Seating. “So naturally, we’re thrilled to bring our unique technology and product to the rebirth of a great Michigan institution like the Science Center’s Dome Theatre, and honored to give the next generation of scientists, engineers, inventors and mathematicians the best seat in the house.”

Magna’s collaboration with the Michigan Science Center is rooted in a common goal to promote and inspire STEM and FIRST Robotics in the local communities the organizations serve.

“We are grateful to Magna for providing state-of-the-art seating for our IMAX® Dome Theatre, which will allow our guests to relax in comfort while viewing inspirational and thought-provoking shows,” said Dr. Christian Greer, president and CEO of the Michigan Science Center. “A large-screen with 360 degree views provides an unforgettable experience for our guests and helps us to achieve our mission of putting you at the center of science. We would not be able to offer these immersive opportunities without the help of generous sponsors like Magna.”

TAGS

FreeForm, Seating, Design, Comfort, Trim, STEM Education, Michigan Science Center

INVESTOR CONTACT

Louis Tonelli, Vice-President, Investor Relations

louis.tonelli@magna.com, 905.726.7035

MEDIA CONTACT

Tracy Fuerst, Vice President, Corporate Communications & PR

tracy.fuerst@magna.com, 248-761-7004

ABOUT MAGNA

Magna is more than one of the world’s largest suppliers in the automotive space. We are a mobility technology company with a global, entrepreneurial-minded team of 158,000 employees and an organizational structure designed to innovate like a startup. With 60+ years of expertise, and a systems approach to design, engineering and manufacturing that touches nearly every aspect of the vehicle, we are positioned to support advancing mobility in a transforming industry.

Our global network includes 347 manufacturing operations and 87 product development, engineering and sales centres spanning 28 countries.

For further information about Magna (NYSE:MGA; TSX:MG), please visit www.magna.com or follow us on Twitter @MagnaInt.

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