

RECONFIGURABLE SEATING: It's About Time . . . And it's Future Ready

When Magna International showcased its next-generation reconfigurable seating – be it as a concept at the 2019 Consumer Electronics Show (CES) or more recently in consumer focus groups -- the most common response has been, “it’s about time.”

“About time”, as in reclaiming precious time that’s often lost in vehicle travel. Magna’s reconfigurable vision is centered on meeting the time-saving opportunities that autonomy and new mobility strategies will create for future passengers.

“Our designers and engineers conducted extensive in-market research around the world prior to the development of the concept we showed at CES,” explained Joe Meyer, Director of Engineering, Magna Seating. “The voices of consumers became very clear that -- when it came to their personal experiences with seats – they desired time-saving convenience, flexibility and comfort.

“And that’s what the CES concept was all about – presenting a reconfigurable seating system designed

for time savings and productivity thanks to ease of use, flexibility, and enhanced interaction among occupants.”

Magna’s next-generation reconfigurable seating technology – demonstrated at CES via virtual reality and a 24-foot LED tower – is now functional and future-production ready by means of its Long Rail and Stadium Swivel Seat technologies.

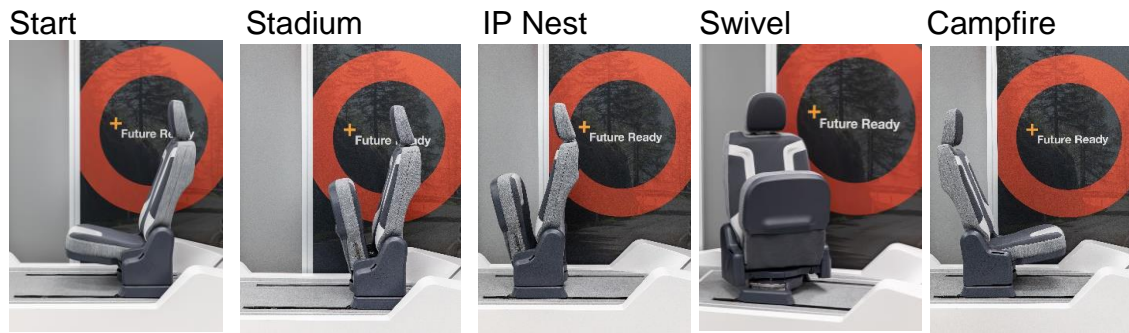


A 24-foot visionary tower of reconfigurable seating showcases three modes, including road trip where the 2nd and 3rd row face each other.



The audience at CES 2019 was mesmerized by the dancing seats and what it could do for the future of mobility.

“To this point, no one in the industry has combined a power long-rail system with a swivel stadium seat,” Meyer said. “We think it’s a game-changer, and the feedback we’ve received from consumers we’ve researched says they’re ready for it.”



Magna shared its latest reconfigurable seating technologies with U.S. sport utility and van owners representing more than 10 brands in a series of focus groups. Participants were shown the virtual reality demonstration presented at CES as well as a fully operational single seat display demonstrating Magna’s Long Rail and Stadium Swivel Seat technologies.

Three modes were demonstrated in the focus groups:

- **Cargo**, where the vehicle’s three rows of seats slide up towards the front of the cabin to create a large cargo area in the rear and added space up front;
- **Campfire**, where the seats in the second row swivel around to face occupants in the third row (as if they’re sitting around a campfire); and,
- **Conference**, for autonomous ride hailing, with all three rows sliding/swiveling around the periphery of the interior to allow for a more intimate “on the road” face to face meeting environment

And what did consumers say? Much of their enthusiasm centered around regaining time otherwise lost. . .



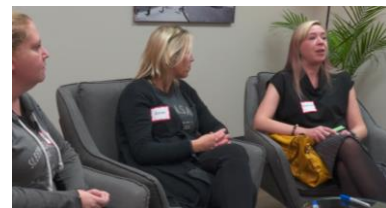
“You get family time back in world where there is not much family time.”

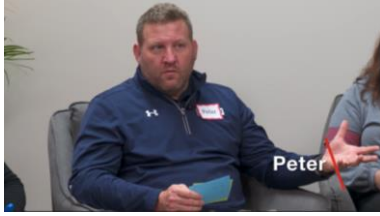
“. . . We can build that core nuclear family time again . . . “

“Going to a meeting, it frees you up for extra time . . . “

“People lose hours in their day from driving, and this is a time saver . . . “

“It would be really fun to go out with friends and enjoy the time getting to where you are going . . . “





“I think about how much time I waste driving, and if I could get more stuff done (with this), that would be great.”

“It seems you can create almost any type of situation when you move the seats around I love it and am ready to go out and get it.”

Learn more here about reconfigurable seating for the future of mobility [here](#)
#futureready #itsabouttime

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IMAGES / CUTLINES (each to be dropped into layout to corresponding copy or stand as supporting sidebar):

(CES Image/Mode images)

Magna's Seating group debuted a 24-foot LED tower at the 2019 CES show in Las Vegas to showcase reconfigurable seating for three modes: cargo, campfire and conference.

(Focus Group Image)

Through virtual reality and an operational long-rail/swivel seat demonstrator, U.S. focus group participates experienced Magna's next-generation vision of reconfigurable seating.

(Stadium Seat/Power Long Rails)

Magna's Stadium Swivel Seat technology provides a flexible, reconfiguration seating solution for future mobility scenarios including autonomous vehicles, ride sharing and car sharing. The use of power long rails with mobile app control provides ease of operation and adaptable interior space to enhance occupants' experience.

(Stow 'n Go)

Magna has been a supplier of reconfigurable seats for more than 15 years and pioneered the game-changing Stow 'n Go® seating system for minivans in the US where the seats fold down to store below the floor. The Stow 'n Go system transformed the vehicle into an open space for carrying plywood or other large items and revolutionized the van market. Today, Stow 'n Go is in its 4th generation.

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