

The Next Gen EZ Entry

It looks just like a 1st row seat.

Over the years we have become experts in seats for 3 row vehicle applications. In fact, 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 on the GMC Acadia, Chevy Traverse and Buick Enclave. Now, after consumer and customer feedback we are introducing the Next Generation EZ Entry solution.



Through our research we found consumers felt getting to the 3rd row was often more challenging than the destination itself. “People want an EZ Entry system in their 3-row vehicle that is simple and easy to use. Consumers don’t want the difficulty to figure out what handle to use or how to get to the 3rd row.” said Joe Meyer, Director of Engineering. “Our goal was to remove the intimidations to make it simple and intuitive – and the seat’s simplicity shines throughout with many new and updated features.”

The seat system has gone from 9 to 5 links enabling industry leading foot path to the third row, increased cushion width, less weight, more streamlined design that can be easily controlled by using an app on your phone - all of this allows the seat to look just like a 1st row seat.

Foot Clearance

Getting to the backseat always seems like a chore. Adding 4 inches of foot clearance makes getting to the 3rd row way more convenient. By removing the striker and latch on the rails of the seat we were able to create a clear path to the 3rd row.

Previous Gen Seat with Striker and Latch



Next Gen Seat – Clear Footpath



Sleeker Design

Second and 3rd row seats can sometimes look bulky, boring and bland compared to the 1st row seats. With this new design you can integrate FREEFORM to create a seat with a sleeker, streamlined design and up to 75mm of added cushion width for comfort. The outcome is a seat designed to look just like a 1st row seat.

Less Weight

The Next Generation seat reduces weight by up to 2.9kg from the previous generation seat. Any weight savings can make a difference in fuel economy and sustainability.

Cargo Management

Loading cargo is way more convenient. The 2nd row seats include a fold and dive function which allows for the seat cushion to reposition lower to the ground and the seatback to fold completely flat.

Pinch Points

The seat offers a closed system with no pinch points when functioning the seat.

Child Seat

Consumers mentioned “Child safety seats are a barrier, as they need to be removed in order to adjust other seats.” With that feedback we made sure to maintain the ability to pitch the seat forward without having to remove the child seat to get into and out of the 3rd row.

App Control

Your next trip to the grocery store just became hassle free. With the push of a button on your app you can pitch the seat forward so the kids can hop in the backseat and groceries can be loaded hassle free.



A new seat from the inside and out, with features that enable your 2nd row seats to look just like the 1st row...Doesn't this make you want to ride in the back seat?