



**Contact:** Tracy Fuerst  
Director, Corporate  
Communications  
(248) 631-5396  
Tracy.fuerst@magna.com

## NEWS RELEASE

### MAGNA PRESENTS INNOVATIVE LIGHTWEIGHT DESIGN CONCEPT AT GENEVA MOTOR SHOW 2014

*MILA Blue combines lightweight construction, alternative drive  
and emotional design*

**VIENNA, Austria, February 27, 2014** – Magna International Inc. will showcase its diverse capabilities through the MILA Blue vehicle concept at Geneva Motor Show 2014. MILA Blue is an innovative, natural-gas powered, A-segment lightweight vehicle that produces less than 49g CO<sub>2</sub>/km.

MILA Blue, the seventh concept vehicle in the MILA family, represents a new, intelligent, lightweight design approach. As a result of sophisticated interaction between an optimized vehicle architecture and the latest lightweight design concepts, as well as novel materials and joining technologies, MILA Blue achieves a weight savings of 300kg compared to typical current A-segment vehicles.

According to Günther Apfalter, President of Magna International Europe, “As the automotive industry continues to look for ways to become more environmentally friendly, Magna continues to leverage its engineering expertise to bring our customers solutions that meet their challenges. MILA Blue underscores our technological competence in lightweight construction and alternative drives, which help answer the demands of global CO<sub>2</sub> reduction.”

#### **Intelligent Lightweight Design**

MILA Blue’s weight-reduction achievement is based on a holistic lightweight engineering concept that rests on three pillars:

- Functional integration – for example, replacing plastic interior trim with structural parts suitably designed with laminable, visually attractive surfaces.
- Material substitution – multi-material approach including aluminum, magnesium and composite materials to deliver cost-effective, innovative lightweight modules.
- Downsizing – leveraging smaller, lighter components while at the same time maintaining function and performance.

### **Alternative Drive Concept**

MILA Blue uses an alternative drive system, a compressed natural gas hybrid drive that achieves a carbon footprint of less than 49g CO<sub>2</sub>/km. Refueling with biogas instead of fossil-derived natural gas can bring about an additional improvement in the carbon footprint to < 36g CO<sub>2</sub>/km. The combustion engine is coupled with an automatic manual transmission and a belt-driven starter generator. Due to the vehicle's comparatively light weight, crawling along in stop-and-go traffic and cruising up to 30km/h can be done electrically using power from the vehicle's 12V-based electric motor and start-stop system.

### **Emotional Design**

Our most recent design concept, MILA Blue, translates innovative lightweight design into a value-added experience. The four-seat sporty lifestyle vehicle combines aesthetics and technology in an unambiguous stylistic form representing lightness and aerodynamics. The continuous window graphic in the area of the rear pillar imparts a floating lightness onto the roof area. The characteristic shape has a timeless elegance and embodies motion, even at rest. The color scheme, in a fresh metallic blue, stands for purity and highlights the environmentally friendly and sustainable approach of this vehicle concept.

### **About Magna International**

We are a leading global automotive supplier with 316 manufacturing operations and 84 product development, engineering and sales centres in 29 countries. Our over 125,000 employees are focused on delivering superior value to our customers through innovative processes and World Class Manufacturing. Our product capabilities include body, chassis, interiors, exteriors, seating, powertrain, electronics, mirrors, closures and roof systems and modules, as well as complete vehicle engineering and contract manufacturing. Our common shares trade on the Toronto Stock Exchange (MG) and the New York Stock Exchange (MGA). For further information about Magna, visit our website at [www.magna.com](http://www.magna.com)