

FreeForm™

Magna FreeForm™ is an innovative new seat trim cover technique that provides OEMs with a single smooth, seamless styling surface with hidden tiedowns. It enables the freedom to achieve endless design possibilities, high seat concavity, improved seat back comfort and enhanced cleanability.



Smarter



Cleaner



Lighter



Design



Exclusive@Magna



New Mobility



Patented



First to Market

Competitive advantage/differentiators

- Remarkable design & styling flexibility
- Allows for rapid mid cycle trim changes
- Reduces production variation, improves overall quality and craftsmanship
- Can be applied to other areas of the interior (i.e. door panels, and center consoles)
- Utilizing our in-house expertise, FreeForm™ back panels contain up to 50% proprietary polyols derived from recycled polyethylene terephthalate while the seating surface foam contains up to 20% renewable materials from a bio-feedstock.

Applications

- Provides a highly concave surface without material bridging or traditional tie-downs
- Allows for various shapes and crisp styling lines that result in prominent visual effects (Seamless A or B surface designs)
- Provides a back panel with a “soft touch” while maintaining shape, improving rear seat occupant knee clearance

SOP

Ideation

Discovery

Concept

Development

Series Preparation

in Production