

MAGNA

Culture Photo Contest

September 14 - 21, 2015

Magna's culture resides at the intersection of its three priorities, where customers, employees and shareholders alike benefit from all the elements that account for our success. As much as Magna has accomplished over the years, it is a very specific aspect of our success that defines our culture.

For one week in September, we will mobilize to celebrate and record the most important element of our culture. September 14-21, 2015 is a week that will unite Magna.

Your role in this contest is to capture the people and tell the story. Find the pride, the collaboration. Find the purpose. Using your cell phones, DSLRs, or point & shoot cameras, you become the photographer and provide a candid view of Magna. Your photographs will showcase Magna's culture and celebrate those who make it possible.

Capturing Culture Photo Tips

1. It may be the smallest detail that tells the story.
2. Candid is great but make sure your subject(s) know what you're up to. Don't edit your photographs in the moment - shoot a lot and then find the gold afterward.
3. A candid team shot will tell a very different story than an individual.
4. Capturing culture means contributing to culture. Your subject, if posed, should be proud. You know they are - draw out their spirit in the manner that best expresses them.

Shot Examples



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Remember:

It may take dozens of shots before you or your subject relaxes. Be patient and keep snapping away. If your camera can shoot bursts of photographs, then you will have more to choose from later. When capturing photos, ensure that your camera is set to maximum quality, and take pictures in both landscape (horizontal) and portrait (vertical), for variety.

Keep a note (name/position/plant/backstory) for each of your subjects. Or at least be able to include some details about the shot when you submit them.

These tips are only a primer - a little personal research into photography 101 on composition, points of focus and framing will also help prepare you. Capture as much as you can in a day and enjoy the process.

To take part in this photo contest and learn more about the prizes, go to www.magna.com/photocontest. All photos must be submitted before September 21st.

Capturing Culture Photo Tips

5. Look around - tradition can provide a revealing look at culture.



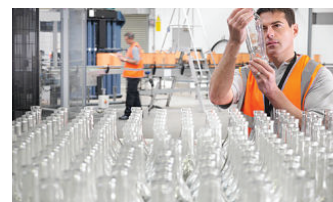
6. Be aware of any official and impromptu events ahead of time. You want to be where the fun is.



7. Get your camera in there. Hold it up high. Hold it low. Take many shots from many angles and you will find a winner. You don't need to be looking through the viewfinder to capture something amazing.



8. Pay attention to available light. Look for brighter situations for a more pleasing shot. Here a repeating pattern also adds visual interest.



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