

Universal Seat Adaptor

Provides consumers a robust accessory mounting and power functionality to the seat back for items such as tablets, phones, makeup mirrors and more.

Purpose

- Enhanced passenger experience in rear rows; provides convenient location to mount personal items
- Easy and seamless connectivity to various devices
- Leverages a clever magnetic closure design

Value Proposition

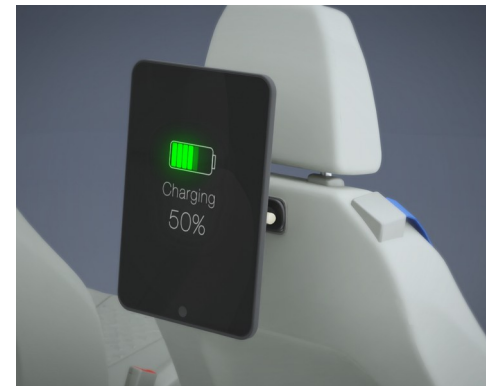
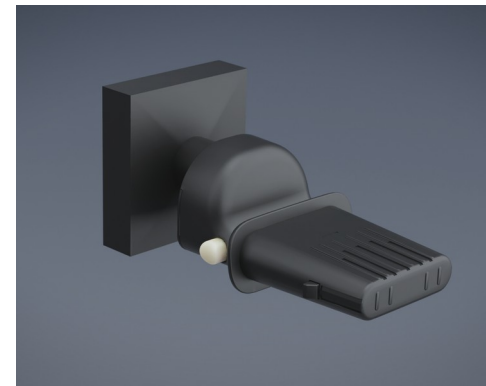
- Anti-pinch point magnetic mechanism
- Offers consumers an easy-to-use, customizable mounting space for personal devices
- Capable of data transmission and charging

Technical Description

- Incorporates a reliable, automatic magnetic locking mechanism for the flip door to prevent accidental operation
- Quiet, easy operation with no BSR's while vehicle is in motion
- Provides power supply and communication functionality

Next Steps / Timeframe

- SOP - late 2024 for integrated seat back door mechanism
- Design & Development of 'Adaptor' ongoing – Q3 2025



Contact: Kai Zhao / Kai.Zhao@magna.com



Ideation



Discovery



Concept



Development



Series Preparation



In Production