

Magna to open new seating facility in China; to supply vision systems to Fiat Chrysler (FCA)

10-Mar-2016 07:40 GMT

S&P Global

Supply Chain and Technology, Automotive

To create 90 new jobs in China

Magna International plans to open a new seating manufacturing facility in Taizhou, China, to supply Geely's Volvo Car Group, according to a company press release on 9 March. The company has already started construction of the facility and is scheduled for completion by mid-2016. The facility is expected to create 90 new jobs. The facility, spread across 5,200 square metres, will produce complete seating systems for a small crossover utility vehicle, the first automobile to be produced from Volvo's CMA (Compact Modular Architecture) platform. "We are excited to bring our latest seating technologies to the China market and build a world-class just-in-time plant to serve our customer," said Jim Chen, vice president and managing director of Magna Seating in Asia.



In a separate announcement, Magna announced that it will supply Fiat Chrysler Automobiles (FCA) with the supplier's new EYERIS Generation 3.0 camera system. Magna's system will be installed on the 2016 Jeep Grand Cherokee SUV and all-new 2017 Chrysler Pacifica minivan. The EYERIS system, Magna says, builds on technology from previous platforms on market now, improving the field of view as well as camera resolution. The system will fuse with the radar, with the system performing functions related to the vehicles' lane keeping, automatic high beam, automatic emergency braking and adaptive cruise control features. "Collaborating with FCA US on higher demand vehicles like the Jeep Grand Cherokee and Chrysler Pacifica demonstrates our leadership position in the automotive vision system technology market," said Swamy Kotagiri, Magna Chief Technology Officer and President Magna Electronics, said in a company statement. "We are excited to launch EYERIS 3.0 with FCA US and look forward to continuing to expand our innovative technology to meet the needs of today's growing driver assistance market."

Significance: The new facility in Taizhou will be Magna's fifth manufacturing facility for seating and the company 33rd facility in China. Magna is eyeing growth in China with a number of investments and joint-ventures in the region. The company opened a new seating engineering centre in the Xuhui District of Shanghai, China, in [January](#) this year. Magna expects the new facility to support its growth plans in the Chinese automotive market. "This new facility helps us support a new customer and expands our footprint in China, both of which are key to growing our global seating business," said Mike Bisson, president of Magna Seating. The company expects to have 38 plants and joint-venture facilities operating in China by 2018, compared with 15 in 2010. Besides, Magna is expected to benefit from Getrag's acquisition, which was completed at the end of 2015. Getrag has a wide presence in China, which will give Magna an edge in offering its portfolio in the Asian market, besides North America.

Improved camera systems, and blending the camera and radar sensors helps improve efficacy of the systems. FCA is adding the new system to the existing generation of Grand Cherokee, while the Chrysler product is all new. Other companies offer similar systems, though the Magna system has potential to give FCA a bit of an edge, as it promises to improve field of vision and camera resolution.

CONTACTS

The Americas

+1 877 863 1306

Europe, Middle East & Africa

+44 20 7176 1234

Asia-Pacific

+852 2533 3565

www.spglobal.com/mobility

Copyright © 2025 S&P Global Inc. All rights reserved.

These materials, including any software, data, processing technology, index data, ratings, credit-related analysis, research, model, software or other application or output described herein, or any part thereof (collectively the “Property”) constitute the proprietary and confidential information of S&P Global Inc its affiliates (each and together “S&P Global”) and/or its third party provider licensors. S&P Global on behalf of itself and its third-party licensors reserves all rights in and to the Property. These materials have been prepared solely for information purposes based upon information generally available to the public and from sources believed to be reliable.

Any copying, reproduction, reverse-engineering, modification, distribution, transmission or disclosure of the Property, in any form or by any means, is strictly prohibited without the prior written consent of S&P Global. The Property shall not be used for any unauthorized or unlawful purposes. S&P Global’s opinions, statements, estimates, projections, quotes and credit-related and other analyses are statements of opinion as of the date they are expressed and not statements of fact or recommendations to purchase, hold, or sell any securities or to make any investment decisions, and do not address the suitability of any security, and there is no obligation on S&P Global to update the foregoing or any other element of the Property. S&P Global may provide index data. Direct investment in an index is not possible. Exposure to an asset class represented by an index is available through investable instruments based on that index. The Property and its composition and content are subject to change without notice.

THE PROPERTY IS PROVIDED ON AN “AS IS” BASIS. NEITHER S&P GLOBAL NOR ANY THIRD PARTY PROVIDERS (TOGETHER, “S&P GLOBAL PARTIES”) MAKE ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, FREEDOM FROM BUGS, SOFTWARE ERRORS OR DEFECTS, THAT THE PROPERTY’S FUNCTIONING WILL BE UNINTERRUPTED OR THAT THE PROPERTY WILL OPERATE IN ANY SOFTWARE OR HARDWARE CONFIGURATION, NOR ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO ITS ACCURACY, AVAILABILITY, COMPLETENESS OR TIMELINESS, OR TO THE RESULTS TO BE OBTAINED FROM THE USE OF THE PROPERTY. S&P GLOBAL PARTIES SHALL NOT IN ANY WAY BE LIABLE TO ANY RECIPIENT FOR ANY INACCURACIES, ERRORS OR OMISSIONS REGARDLESS OF THE CAUSE. Without limiting the foregoing, S&P Global Parties shall have no liability whatsoever to any recipient, whether in contract, in tort (including negligence), under warranty, under statute or otherwise, in respect of any loss or damage suffered by any recipient as a result of or in connection with the Property, or any course of action determined, by it or any third party, whether or not based on or relating to the Property. In no event shall S&P Global be liable to any party for any direct, indirect, incidental, exemplary, compensatory, punitive, special or consequential damages, costs, expenses, legal fees or losses (including without limitation lost income or lost profits and opportunity costs or losses caused by negligence) in connection with any use of the Property even if advised of the possibility of such damages. The Property should not be relied on and is not a substitute for the skill, judgment and experience of the user, its management, employees, advisors and/or clients when making investment and other business decisions.

The S&P Global logo is a registered trademark of S&P Global, and the trademarks of S&P Global used within this document or materials are protected by international laws. Any other names may be trademarks of their respective owners.

The inclusion of a link to an external website by S&P Global should not be understood to be an endorsement of that website or the website’s owners (or their products/services). S&P Global is not responsible for either the content or output of external websites. S&P Global keeps certain activities of its divisions separate from each other in order to preserve the independence and objectivity of their respective activities. As a result, certain divisions of S&P Global may have information that is not available to other S&P Global divisions. S&P Global has established policies and procedures to maintain the confidentiality of certain nonpublic information received in connection with each analytical process. S&P Global may receive compensation for its ratings and certain analyses, normally from issuers or underwriters of securities or from obligors. S&P Global reserves the right to disseminate its opinions and analyses. S&P Global Ratings’ public ratings and analyses are made available on its sites, www.spglobal.com/ratings (free of charge) and www.capitaliq.com (subscription), and may be distributed through other means, including via S&P Global publications and third party redistributors.