

Success Stories: Ideas for Potential Players

MF Manufacturing



Sales / Services

Magna International Japan

Parts maker's business range rivals that of automakers



"STOW 'N GO," one of the many MAGNA automotive products, is a 2nd-row seat configuration that enables "full flat floor," with the seats folding down beneath the floor.

As a full-service supplier of practically every type of part and system to major automakers in Japan, North America and Europe, Magna (head office: Aurora, Canada) is among the most diversified companies in design, develop and manufacture assemblies, modules and components, including complete vehicles for original equipment manufacturers (OEMs), with bases in North America and Europe.

Magna employs 83,000 people at 235 manufacturing divisions and 62 product development and engineering centers in 23 nations. Consolidated sales reached ¥2.6 trillion in 2005. Since 1991, sales have grown at an annual average rate of more than 20%, making the company one of the world's three largest in its industry.

Magna founded its Japanese subsidiary, Magna International Inc. (Japan), in 1989.

Home to some of the world's most quality-conscious automakers and customers, Japan is a crucible of

competition at every stage from R&D and manufacturing to marketing and after-sale service. Many of the industry's most advanced technologies and processes emerge in this environment to lead the world.

Establishing a strong base in Japan required the company to face a steep learning curve on how to do

1989 Magna International Inc. established in Japan.

2005 Nagoya office opened.

2005 Magna completes the privatization of Tesma International, Decoma International and Intier Automobile.



Seiichi Mihara, Representative





business in Japan. Ultimately Magna met the challenge by focusing on three objectives: finding and motivating the right team; providing eco-friendly technology, including parts for engines, interiors, cradles and

great long-term growth in a global organization already employing about 83,000 people at 235 manufacturing divisions and 62 product development and engineering centers.



The drive to deliver the best products for the best prices accelerates Magna's growth. By dedicating its international R&D centers to create world-class products for specific markets, Magna is advancing a strategy that focuses on both teamwork and independent initiative. This puts the company on target to capture a larger slice of strategically important automotive markets such as those in Asia.

MAGNA is the world leader in sleek and lightweight lift gate module technology.

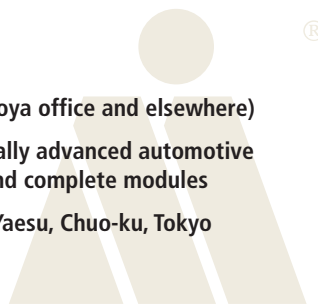
chassis; and streamlining development to bring high quality products quickly to market.

To optimize this mix of people, products and productivity, Magna relies on entrepreneurial, hands-on managers with strong tooling, engineering and manufacturing backgrounds. Decision-making is encouraged from the bottom up, at the front lines of manufacturing. Through a corporate framework of separate, specialized companies, Magna maintains superior levels of expertise, motivation and value across all operating groups.

As the cornerstone of Magna's Asian strategy, Japan provides a platinum standard for the company to prove and evolve its capabilities. The nation's technological expertise drives product development, reduces customers' costs and capitalizes on entrepreneurial energy. These elements foreshadow

Japanese Operation

- Established :** June 1989
- Employees :** 94 (including 25 at Nagoya office and elsewhere)
- Business :** Supplier of technologically advanced automotive systems, components and complete modules
- Location :** Yaesu K Bldg. 5F, 2-1-6 Yaesu, Chuo-ku, Tokyo 104-0028 Japan
- URL :** <http://www.magna.com>
- Parent company :** Magna International Inc. (Aurora, Canada; 83,000 employees)



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