



BRAND POSITIONING



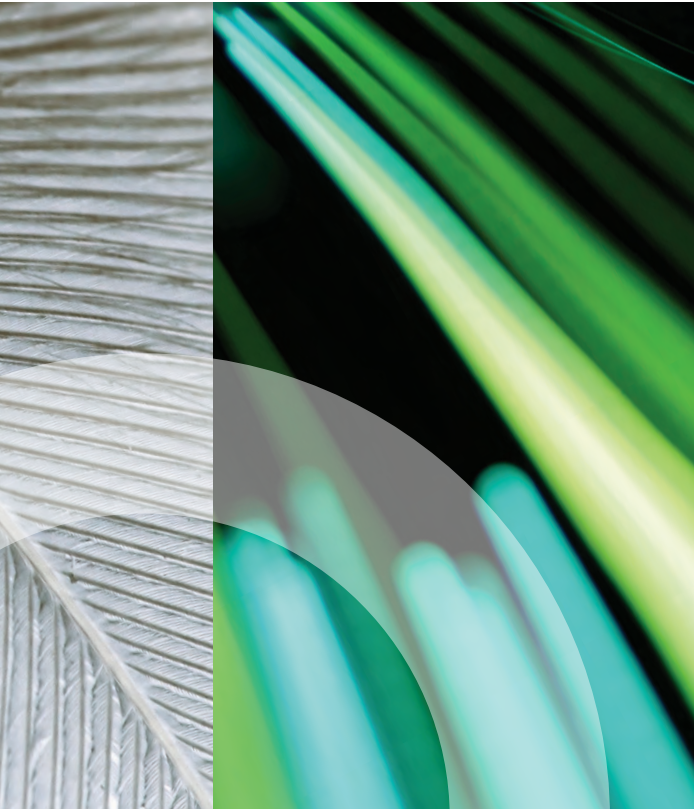
INTRODUCTION TO THE BRAND



At Magna, we do more than supply parts. We supply a skill-set that spans the globe, and a vision that spans generations. This is the Magna Brand.

Our brand is our reputation. It's our heart, our soul. It represents our people – our greatest asset. It is the collection of details that set us apart from every other manufacturer in the world.

BRAND PHILOSOPHY



At Magna, **world-class manufacturing** meets vision in an effort to lead the future. We create **innovative** solutions. From start to finish. From imagination to engineering to building.

Our people are our greatest asset. They imagine what's next, determine what's needed, and do what it takes to make it possible. We invite partners, customers and consumers to become part of the process. Together, anything is possible.

The world is full of challenges. We're committed to making the solutions.
After all...

The future is ours to make.

ASSOCIATIONS

Enterprising, Steadfast, Driven, Attentive. These speak to our heritage. Our world-class manufacturing and entrepreneurial spirit. In order to reach new heights, one must first conquer the ground. These are the qualities that remind us of who we are and from where we've come. They represent the constants. They embrace our core.

Insightful, Inventive, Dynamic. These speak to aspirations. Our culture of innovation. Potential partners will experience these traits once we begin a partnership. These qualities represent the future. They embrace the vision.

DYNAMIC Enterprising
Attentive **INVENTIVE**
Steadfast Driven
INSIGHTFUL

BRANDMARK



The Magna “dot” is rich in meaning. It is symbolic of what drives us. Magna Red serves as a vivid symbol of our passion and as a bold statement of our power. Both of these attributes – our undying passion for our work and the focused power that fuels it – are direct products of our greatest asset, our people. Our people embody the Magna spirit, a brave heart.

MAGNA AESTHETICS

The aesthetic details – the brandmark, color palette, photography, typography, imagery style and tone of voice – are keys to expressing Magna's message. When used appropriately and creatively, these principles will help the keepers of Magna's reputation to communicate much of what an audience needs to know about our brand.

Integral to any of Magna's visual communication is a clean yet dynamic feel. An effective use of white space and the avoidance of clutter are also key to representing the purity of the brand. We limit the amount of graphic elements on any given surface to convey a confident ease.

The basic principles can be summed up in three words:

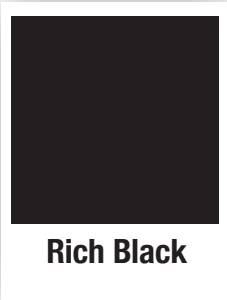
Simplicity. Focus. Clarity.

PRIMARY COLOR PALETTE



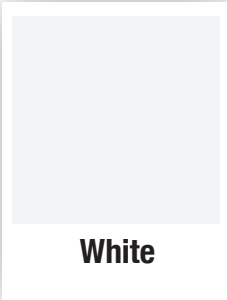
Print Use:
C 10
M 95
Y 100
K 0

Electronic use:
R 218
G 41
B 28



Print Use:
C 30
M 30
Y 30
K 100

Electronic use:
R 0
G 0
B 0



Print Use:
C 0
M 0
Y 0
K 0

Electronic use:
R 255
G 255
B 255



Print Use:
C 23
M 16
Y 13
K 46

Electronic use:
R 135
G 139
B 141

Black + Red + Gray (current grounded, steadfast image)
White + Translucent (future elevated position)

SECONDARY COLOR PALETTE



Print Use:
C 0
M 9
Y 100
K 0

Electronic use:
R 255
G 209
B 0



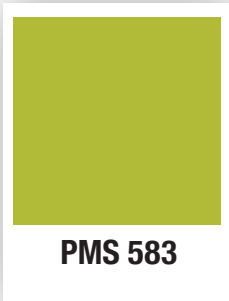
Print Use:
C 0
M 51
Y 100
K 0

Electronic use:
R 237
G 139
B 0



Print Use:
C 72
M 9
Y 9
K 13

Electronic use:
R 66
G 151
B 181



Print Use:
C 26
M 1
Y 100
K 10

Electronic use:
R 183
G 191
B 16

Dynamic colors reflect the benefits of new leadership and solid growth,

PRIMARY TYPOGRAPHY

Helvetica Neue LT Std Light

Most diversified automotive supplier in the world.

DESIGN DEVELOP AND MANUFACTURE

263 manufacturing operations and 84 product development,
engineering and sales centres in 26 countries on 5 continents.

Helvetica Neue Lt Std Italic

Most diversified automotive supplier in the world.

DESIGN DEVELOP AND MANUFACTURE

*263 manufacturing operations and 84 product development,
engineering and sales centres in 26 countries on 5 continents.*

Helvetica Neue Lt Std Condensed

Most diversified automotive supplier in the world.

DESIGN DEVELOP AND MANUFACTURE

263 manufacturing operations and 84 product development,
engineering and sales centres in 26 countries on 5 continents.

Helvetica Neue Lt Std Ultra Light Condensed

Most diversified automotive supplier in the world.

DESIGN DEVELOP AND MANUFACTURE

263 manufacturing operations and 84 product development,
engineering and sales centres in 26 countries on 5 continents.

Helvetica Neue Lt Std Bold Italic

Most diversified automotive supplier in the world.

DESIGN DEVELOP AND MANUFACTURE

***263 manufacturing operations and 84 product development,
engineering and sales centres in 26 countries on 5 continents.***

Helvetica Neue Lt Std Heavy

Most diversified automotive supplier in the world.

DESIGN DEVELOP AND MANUFACTURE

**263 manufacturing operations and 84 product development,
engineering and sales centres in 26 countries on 5 continents.**

SECONDARY TYPOGRAPHY

Minion Pro Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Most diversified automotive supplier in the world.

DESIGN DEVELOP AND MANUFACTURE

263 manufacturing operations and 84 product development,
engineering and sales centres in 26 countries on 5 continents.

Minion Pro Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Most diversified automotive supplier in the world.

DESIGN DEVELOP AND MANUFACTURE

*263 manufacturing operations and 84 product development,
engineering and sales centres in 26 countries on 5 continents.*

MAGNA HEADLINE

GREEN TECHNOLOGIES, Sustainability is key to all human endeavors on the planet, and global warming requires a response. *Magna is leading the way in the development of* new materials, processes, and products that reduce overall impact on the environment. **FUEL EFFICIENCY,** As the world's automakers strive to remain competitive, they have a strong need for capable and reliable suppliers such as Magna. Nowhere is that more evident than in the area of CO2 reduction and improving fuel economy.

For a modern, technical look and feel, our principal usage features Helvetica Neue sans serif type for body copy and bold highlights with an occasional serif pop in a different color within the Magna palette for a book-like accent.

Magna Headline

GREEN TECHNOLOGIES, Green Sustainability is key to all human endeavors on the planet, and global warming requires a response. *Magna is leading the way in the development of* new materials, processes, and products that reduce overall impact on the environment. **FUEL EFFICIENCY,** As the world's automakers strive to remain competitive, they have a strong need for capable and reliable suppliers such as Magna. Nowhere is that more evident than in the area of CO2 reduction and improving fuel economy.

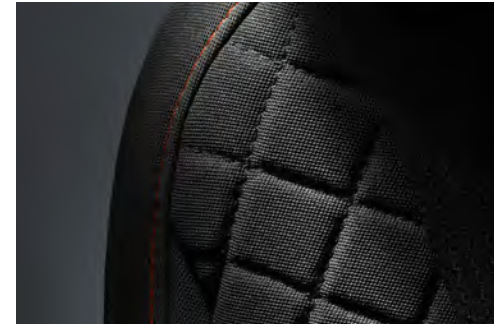
To convey a more classical disposition or a book style, this usage features Minion Pro serif type for body copy with an occasional san serif for key words or phrases meant to stand out from the rest.

PROCESS PHOTOGRAPHY



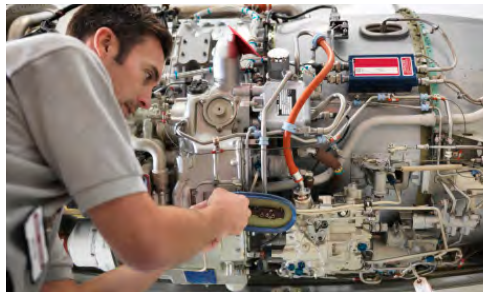
Dynamic. Always in motion. From man to machine – Magna is hard at work. Engaging. Our process photographs tell a captivating story. Where it starts. How it's made. What it does. We build intrigue.

PRODUCT PHOTOGRAPHY



Crafted. The difference between work and craftsmanship is in the details. Get up-close and personal. Our products are more practical than theoretical. So, we show them in real-life situations, where the rubber meets the road.

PEOPLE PHOTOGRAPHY



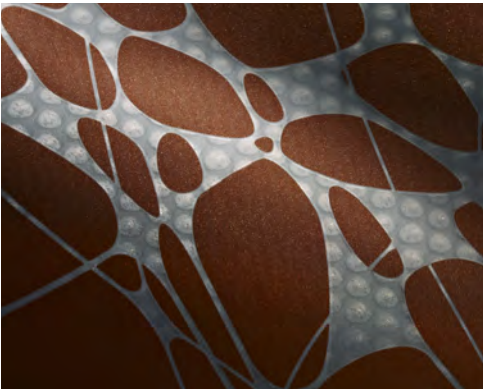
Real. A candid, photo-journalistic approach (instead of a posed, staged method) highlights Magna's global employees in their natural environments, doing the things they do best. We capture the hard work, the smiles, the vision and the business acumen. After all, our people are our most valuable assets – not because of how they pose, but because of how they work.

CONCEPTUAL PHOTOGRAPHY



Vision. A higher level of design, a higher way of thinking. Aspirational photography featuring the natural elements that inspire future solutions. From the cellular level to the astronomical. From natural energy sources to human expressions. Our conceptual photography communicates an integral truth: The sky is not the limit. It's only the beginning.

TEXTURAL PHOTOGRAPHY



Inventive. The purpose of Magna texture is simple yet vital: Evoke a feeling. When we engage in the process of creating, engineering, building greatness, it begins with an inexplicable feeling that ignites imagination, stirs enthusiasm and inspires action. We can't explain it, but we can convey it through forward-thinking, multidimensional, technically-charged textures, including arousing light and color, and repetitive spherical patterns of artful motion.

DYNAMIC GRAPHIC – BAND



The progressive Magna “band,” white space, and translucence signify Magna’s inventiveness. Conveying this message requires a sense of advanced design. A shift toward higher thinking. The gradual opacity of the white band gives it a dynamic feel. This element often works well with an asymmetric treatment, each section with a varying height rather than perfectly balanced from top to bottom. White space represents room for possibilities. Translucent treatments indicate insightful awareness. This element is most consistently used as a transition from a color or photo to white space.

DYNAMIC GRAPHIC – RING



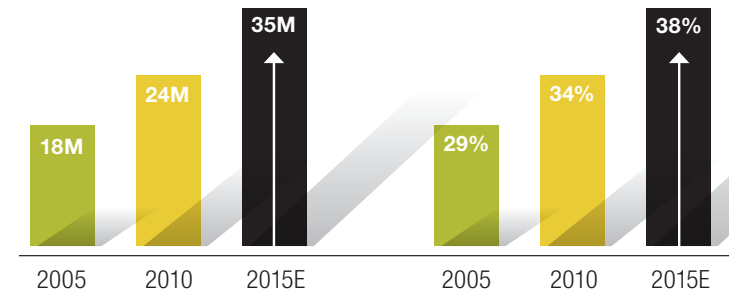
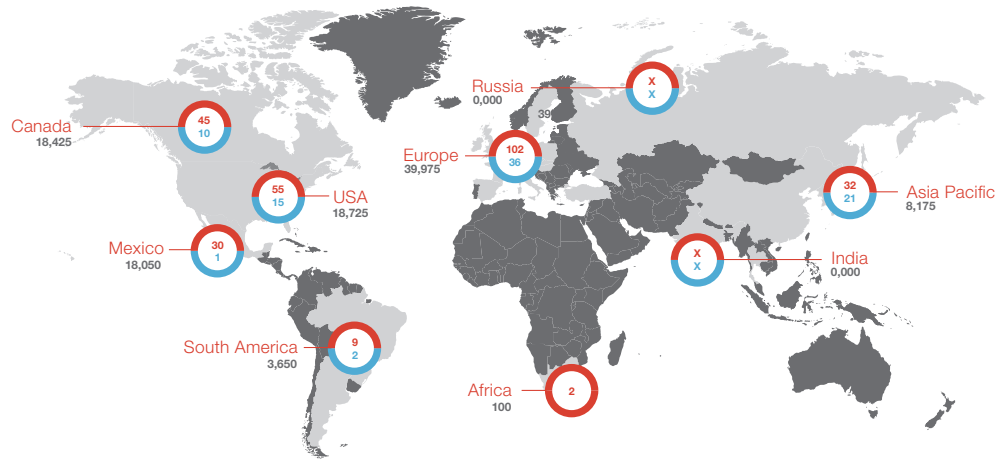
The Magna “ring” is a symbol of our holistic approach, the Magna Way. With a unique heritage as the only automotive supplier capable of designing, engineering and producing a complete vehicle, Magna has an unrivaled ability to see the whole as more than the sum of its parts. We approach any task in any industry with the same “full circle” perspective. Though the full circle is always implied, it is rarely shown in its entirety. Bleeding it off the edge or hiding a section of it behind foreground images connotes constant motion and striving toward perfect totality.

DYNAMIC GRAPHIC – RED LINE



The Magna “red line” is a fluid element that depicts our path toward vision and progress. Magna Red serves as a vivid symbol of our passion and as a bold statement of our power. This element can also be used as a lighter representation of the Magna Way. Always depicting a piece of a complete circle, it is a visual extension of the Magna Ring. The red line reminds us of our infinite ambition to affect the world: Let’s move people.

INFOGRAPHICS



Again, clarity is key. We use only the amount of data necessary to communicate the given message. Fine lines and simple shapes contribute to a pure, precise look and feel. We also take care to provide clear contrasts and easy-to-understand comparisons, so that the audience can readily identify the point.

PRINT COLLATERAL



The Magna Way

At Magna, we are committed to making great things possible—enabling global automotive companies to build products that improve lives. In tune with societal trends, we imagine what is next, we determine what is needed and we do what it takes to make it possible. From design concept to final quality output—we are committed to finding solutions that ensure cost and process efficiencies, deliver premium performance, and reduce the overall carbon footprint of every product we deliver.

We do this through our world class manufacturing operations that combine our unique design, engineering and program management expertise. Our diverse capabilities give us a unique perspective and opportunity to consider each component from a 360-degree view resulting in part optimization from every angle. Whether we are developing a single hinge or a full front-end module, the full vehicle impact is considered throughout the process.

Product systems

Closure Systems

door modules, window systems, power closure systems, latching systems, handle assemblies, driver controls, electronics

Electronic Systems

driver assistance & safety, intelligent power systems, engine electronics & sensors, industrial products, body systems & HMI

Seating Systems

complete seating systems, mechanism solutions, seat structure solutions, foam & trim products, services

Body & Chassis Systems

body systems, chassis systems, technology, engineering & tooling systems, renewable energy structures

Vision Systems


electronic vision systems, mirrors - interior & exterior, electrochromatic (self dimming) mirror glass, interior video mirror (reverse aid display), actuators, door handles & overhead consoles

Powertrain Systems

driveline, fluid pressure & controls, metal-forming solutions, engineering services & system integration



PRINT COLLATERAL




Magna International Inc.
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Aurora, Ontario, Canada L4G 7K1
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F 905 726 7164

INDUSTRY SECTOR
Automotive

SHAREHOLDER INQUIRIES
905 726 7035

MEDIA INQUIRIES
248 729 2731

WEBSITE
magna.com



The Whole Company:

Engineering & Services | Product Systems | Vehicle Assembly

Magna is the most diversified global automotive supplier. Magna designs, develops and manufactures technologically advanced automotive systems, assemblies, modules and components, and engineers and assembles complete vehicles, primarily for sale to original equipment manufacturers ("OEMs") of cars and light trucks. Our capabilities include the design, engineering,

testing and manufacture of automotive interior systems; seating systems; closure systems; body and chassis systems; vision systems; electronic systems; hybrid & electric vehicles/systems; exterior systems; powertrain systems; roof systems; as well as vehicle engineering and contract manufacturing.

Product Systems

Closure Systems
door modules, window systems, power closure systems, latching systems, handle assemblies, driver controls, electronics

Electronic Systems
driver assistance & safety, intelligent power systems, engine electronics & sensors, industrial products, body systems & HMI

Seating Systems
complete seating systems, mechanism solutions, seat structures solutions, foam & trim products, services

Body & Chassis Systems
body systems, chassis systems, technology, engineering & tooling systems, renewable energy structures

Vision Systems
electronic vision systems, mirrors—interior & exterior, electrochromatic (self dimming) mirror glass, interior video mirror (reverse aid display), actuators, door handles & overhead consoles

Powertrain Systems
driveline systems, fluid pressure & controls, metal-forming solutions, engineering services & systems integration

Roof Systems
soft tops, modular & textile folding roofs, retractable hard tops

Vehicle Engineering & Contract Manufacturing
vehicle development, engineering services, vehicle production, fuel tanks, components for fuel systems

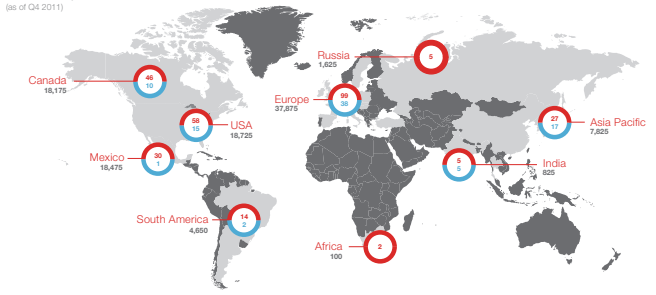
Exterior Systems
front & rear fascia systems, sealing systems, exterior trim, Class A composite panels, modular systems, engineered glass, structural components, under hood & underbody components, sheet molding compound material

Interior Systems
sidewall & trim systems, cockpit systems, cargo management systems, overhead systems

Hybrid & Electric Vehicles/Systems
hybrid & electric vehicle systems & sub-systems, hybrid & electric vehicle modules & components, capabilities & services

Global Operations

(as of Q4 2011)



Region	Manufacturing / Assembly	Engineering / Product Development / Sales	Number of Employees
Canada	46	11	18,175
Mexico	30	1	18,475
USA	86	10	18,725
South America	14	2	4,650
Europe	25	10	37,871
Russia	5	1	1,625
Asia Pacific	27	17	7,825
India	5	5	825
Africa	2	1	100

Legend:
● Manufacturing / Assembly
● Engineering / Product Development / Sales
● Number of Employees

Magna has approximately 107,000 employees in 275 manufacturing operations and 85 product development/engineering and sales centers in 26 countries.

Management

DONALD J. WALKER
CHIEF EXECUTIVE OFFICER

VINCENT J. GALIFI
EXECUTIVE VICE-PRESIDENT AND CHIEF FINANCIAL OFFICER

JEFFERY O. PALMER
EXECUTIVE VICE-PRESIDENT AND CHIEF LEGAL OFFICER

JAMES J. TOBIN, SR.
CHIEF MARKETING OFFICER AND PRESIDENT, MAGNA JAPAN AND KOREA

Financial Summary

TOTAL SALES: U.S. \$24.1 Billion
NET INCOME: U.S. \$973 Million¹
TOTAL ASSETS: U.S. \$13.9 Billion
DILUTED EARNINGS PER SHARE: U.S. \$4.18²
DIVIDENDS PAID PER SHARE COMMON: U.S. \$0.42

Stock Listings

COMMON SHARES
Toronto Stock Exchange: MG
The New York Stock Exchange: MGA

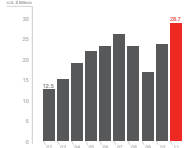
Transfer Agent & Registrar

CANADA - COMMON SHARES
Computershare Trust Company of Canada
100 University Avenue
Toronto, Ontario M5J 2Y1, Canada
T 800 564 6253

UNITED STATES - COMMON SHARES
Computershare Trust Company, N.A.
250 Royal Street
Canton, Massachusetts 02021, USA
T 781 575 3120

Global Sales by Year

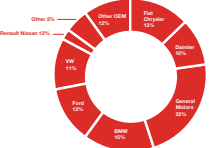
(as of Q4 2011)



Year	Global Sales (U.S. \$ Billions)
2003	10.5
2004	12.5
2005	14.5
2006	16.5
2007	18.5
2008	19.5
2009	20.5
2010	21.5
2011	24.1

Global Sales by Customer


(as of Q4 2011)



Customer	Percentage
Ford	24%
GM	19%
VW	11%
Other OEM	24%
Renault Nissan	15%

Number of Employees

(as of Q4 2011)



Region	Number of Employees
Europe	37,871
Asia Pacific	7,825
Canada	18,175
USA	18,725
Mexico	18,475
South America	4,650
India	825
Africa	100

PRINT COLLATERAL



JAN

S	M	T	W	Th	F	S
1	01	02	03	04	05	06
2	08	09	10	11	12	13
3	15	16	17	18	19	20
4	22	23	24	25	26	27
5	29	30	31			

FEB

S	M	T	W	Th	F	S
5			01	02	03	04
6	05	06	07	08	09	10
7	12	13	14	15	16	17
8	19	20	21	22	23	24
9	26	27	28	29		

MAR

S	M	T	W	Th	F	S
9				01	02	03
10	04	05	06	07	08	09
11	11	12	13	14	15	16
12	18	19	20	21	22	23
13	25	26	27	28	29	30

APR

S	M	T	W	Th	F	S
14	01	02	03	04	05	06
15	08	09	10	11	12	13
16	15	16	17	18	19	20
17	22	23	24	25	26	27
18	29	30				

MAY

S	M	T	W	Th	F	S
18			01	02	03	04
19	06	07	08	09	10	11
20	13	14	15	16	17	18
21	20	21	22	23	24	25
22	27	28	29	30	31	

JUN

S	M	T	W	Th	F	S
22				01	02	
23	03	04	05	06	07	08
24	10	11	12	13	14	15
25	17	18	19	20	21	22
26	24	25	26	27	28	29

JUL

S	M	T	W	Th	F	S
27	01	02	03	04	05	06
28	08	09	10	11	12	13
29	15	16	17	18	19	20
30	22	23	24	25	26	27
31	29	30	31			

AUG

S	M	T	W	Th	F	S
31				01	02	03
32	05	06	07	08	09	10
33	12	13	14	15	16	17
34	19	20	21	22	23	24
35	26	27	28	29	30	31

SEP

S	M	T	W	Th	F	S
35						01
36	02	03	04	05	06	07
37	09	10	11	12	13	14
38	16	17	18	19	20	21
39	23	24	25	26	27	28
40	30					

OCT

S	M	T	W	Th	F	S
40		01	02	03	04	05
41	07	08	09	10	11	12
42	14	15	16	17	18	19
43	21	22	23	24	25	26
44	28	29	30	31		

NOV

S	M	T	W	Th	F	S
44				01	02	03
45	04	05	06	07	08	09
46	11	12	13	14	15	16
47	18	19	20	21	22	23
48	25	26	27	28	29	30

DEC

S	M	T	W	Th	F	S
48						01
49	02	03	04	05	06	07
50	09	10	11	12	13	14
51	16	17	18	19	20	21
52	23	24	25	26	27	28
	30	31				





The Magna Way

At Magna, we imagine what's next, we determine what's needed, and we do what it takes to make it possible. In a world of challenges, Magna is committed to supplying solutions.

We design and build to the highest standards in the world, enabling customers worldwide to increase the quality of their products. Globally, Magna has more than 108,000 employees in 286 manufacturing operations and 88 product development, engineering, and sales centers in 26 countries. We will continue to grow by adding 40 new facilities worldwide in the next two years.

Our business is driven by talented, entrepreneurial and motivated people. This is largely because of our commitment to empowering our people and developing future leaders.

After all, *the future is ours to make.*

Come explore your future at the
SAE World Congress Career Fair.

PRINT COLLATERAL



2011 Annual Report

The future is ours to make.





Magna's Corporate Constitution

Our Corporate Constitution publicly declares and defines the rights of our employees, investors and management to participate in our profits and growth, while also imposing certain disciplines on management. These features strike a balance between employees, investors and management, while allowing us to maintain an entrepreneurial environment, which encourages productivity. *The simplified summary of Magna's Corporate Constitution is qualified by the actual text of the Corporate Constitution as contained in Magna's Articles of Incorporation.*



MAGNA INTERNATIONAL INC.

GROUP MATERIALS





Seating Systems

Complete Seating Systems
Mechanism Solutions
Seat Structure Solutions
Foam & Trim Products

Magna International Inc., through Magna Seating, is an innovative leader in the development and manufacture of high quality complete seating systems, seat structure and mechanism solutions as well as foam & trim products for the global automotive industry. Our capabilities range from market and consumer research; full concept development; design and engineering; testing and validation to world-class manufacturing.

Customer Base

Chrysler, Daimler, Fiat, Fisker, Ford, General Motors, Honda, Mahindra, Mitsubishi, PSA Peugeot Citroen, Porsche, Renault-Nissan, Toyota, Volkswagen and their respective operating divisions and subsidiaries.



Closure Systems

Door Modules
Window Systems
Power Closure Systems
Latching Systems
Handle Assemblies
Driver Controls
Electronics

Magna International Inc., through Magna Closures, is one of the world's leading suppliers of dynamic closure systems and modules to the global automotive industry. We have over 20 years of experience with product creation, design, engineering, testing and validation of closure modules and mechanisms and our capabilities are among the most diversified in the industry. Magna Closures is a leader in integration and program management with an extensive Innovation and Product Development process to meet our customers' needs. Our product expertise includes: door modules; window systems; power closure systems; latching systems; handle assemblies; driver controls; and obstacle detection.

Customer Base

Audi, BMW, Changan Auto, Chery Quantum, Chrysler, Daimler AG, Ford, Fiat, General Motors, Great Wall Auto, Guanzhou Auto, Honda, Isuzu, Mitsubishi, Navistar, Proton, PSA Peugeot Citroen, Porsche, Renault-Nissan, Toyota, Volkswagen AG and their respective operating divisions and subsidiaries.

ADVERTISEMENTS



MANUFACTURING WITH VISION.

At Magna, we imagine what's next, we determine what's needed, and we do what it takes to make it possible. In a world of challenges, we're committed to supplying solutions.

We understand that a global enterprise calls for a strategic global partner. So, we have entrepreneurial employees around the world who understand our customers' challenges and help build the vehicles of the future. After all, *the future is ours to make.*



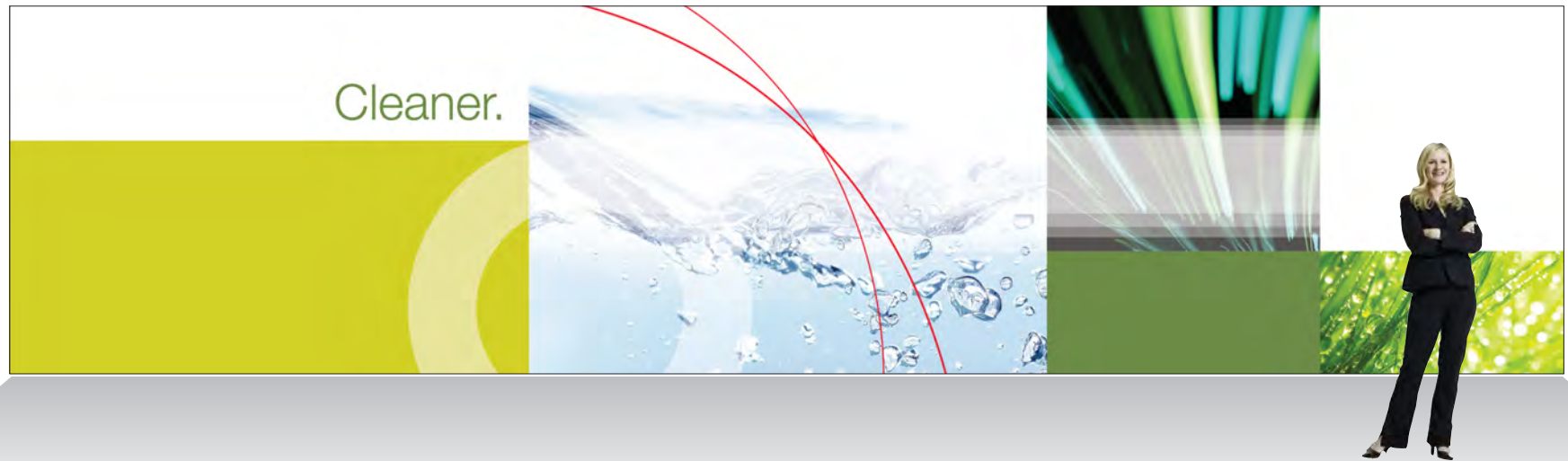


PROUD TO BE YOUR PARTNER.

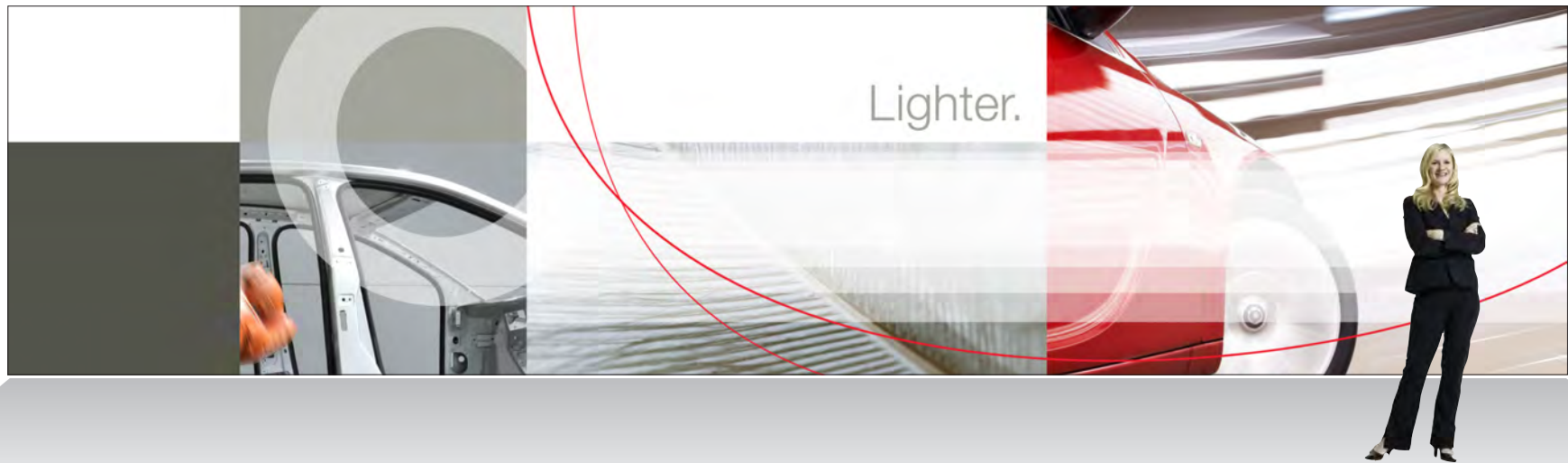
Today and for generations to come.
Congratulations on running 100 years deep... and counting.



TECHNOLOGY EVENT



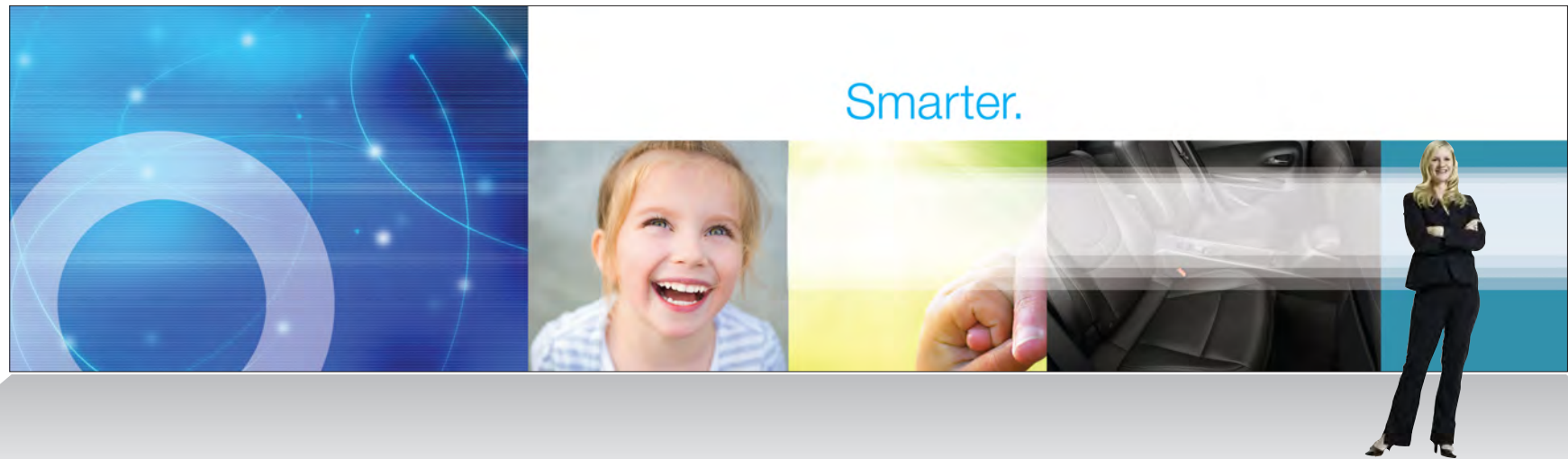
TECHNOLOGY EVENT



TECHNOLOGY EVENT



TECHNOLOGY EVENT



TECHNOLOGY EVENT

