



**THE WOODBRIDGE GROUP®**



## **News Release**

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### **Woodbridge Contact:**

John Bell, Director, Global Marketing

Phone: 905-896-3626

Email: [john\\_bell@woodbridgegroup.com](mailto:john_bell@woodbridgegroup.com)

### **Magna Contact**

Tracy Fuerst

Director of Media Relations

Phone: 248-729-2731

Cell: 248-761-7004

Email: [Tracy\\_fuerst@magna.on.ca](mailto:Tracy_fuerst@magna.on.ca)

## **FOR IMMEDIATE RELEASE**

### **Intier Automotive Seating and Woodbridge Co-Develop Bio-Based Seating for 2009 Ford Escape**

Mississauga, ON, Canada, November 25, 2007 – The Woodbridge Group and Intier Automotive Seating, an operating unit of Magna International Inc. announced today the availability of bio-based seating, an environmentally friendly solution for seating products.

**BioFoam™**, a bio-based polyurethane foam developed by The Woodbridge Group and validated for manufacturing earlier this year, is derived from the oils of various plant seeds, such as Soy beans. This renewable resource based foam was engineered to meet existing customer specifications such as odor free and colorless properties. The Woodbridge Group and Intier Automotive Seating have partnered to introduce BioFoam seat cushions in the **Ford Escape** launching in 2008, with the urethane foam cushions being supplied by Woodbridge and the final seat assembly being performed by Intier.

**David Miller**, Senior Vice President of **The Woodbridge Group** states, “there are a variety of reasons we developed BioFoam. One important reason is the fact that eventually we are all going to face a dwindling supply of conventional petro-based chemicals because they will become unacceptably expensive or simply not available. Introducing future products for today’s market that address environmental concerns is appealing to Woodbridge, the consumer and the entire industry.”

“Our organization has been working on ways to make automotive seating more environment-friendly for several years,” says **Imtiyaz Syed**, VP of Engineering for **Intier Automotive Seating**. “BioFoam is a good example of a product designed using natural, renewable and sustainable resources. Incorporating bio-based materials into our seating solutions is just another example of Magna’s commitment to environment and social stewardship.”

Currently, BioFoam can include up to 40% bio-polyol in various applications including seat cushions, head restraints, arm rests, headliners and occupant protection products. As compared to petroleum-based versions, a life cycle analysis reveals this bio-polyol offers less global warming emissions as well as a reduction in total energy demand and in non-renewable energy use.

### **About Magna International**

**Magna International**, the most diversified automotive supplier in the world, designs, develops and manufactures automotive systems, assemblies, modules and components, and engineers and assembles complete vehicles, primarily for sale to original equipment manufacturers of cars and light trucks in North America, Europe, Asia and South America. Its capabilities include the design, engineering, testing and manufacture of automotive interior and closure systems; metal body and structural systems; exterior and interior mirror and engineered glass systems; exterior systems, including front and rear end modules, plastic body panels, exterior trim and other systems; various powertrain and drivetrain systems; as well as, complete vehicle engineering and assembly.

**Magna International** has approximately 83,000 employees in 236 manufacturing operations and 63 product development and engineering centers in 23 countries.

**About Intier Automotive Seating**

**Intier Automotive Seating** is an innovative leader in the development and manufacturing of complete seating systems and seating mechanisms for the automotive industry.

**About *The Woodbridge Group***

***The Woodbridge Group*** is a Canadian company with 63 facilities operating in 21 countries, and is a global leader in the development and production of polyurethane products. Automotive applications include components for seating, structural support, occupant protection, headliner systems and acoustical management, as well as a full range of value added services including engineering and design, supply chain management, assembly, sequencing and JIT delivery solutions. For more information, visit [www.woodbridgegroup.com](http://www.woodbridgegroup.com)

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