

NANTERRE (FRANCE)
OCTOBER 15, 2025

FORVIA TO SUPPLY IM MOTORS WITH INNOVATIVE MECHANICAL MASSAGE SOLUTION FOR AUTOMOTIVE SEATS

FORVIA, a global leader in automotive technologies and sustainable mobility solutions, will supply its breakthrough mechanical massage system for automotive seats to IM Motors, a new luxury electric vehicle company set up by SAIC Motor Corp, Zhangjiang Hi-Tech, and Alibaba Group.

With a start-of-production scheduled for October this year, the five-year deal will equip the IM LS9, IM Motors' new six-seat, full-size SUV. Vehicles will feature FORVIA's Zen Massage system, branded in the IM LS9 as the "4D massage seat," available either in the driver's seat position, the second-row right position, or in both positions.

A groundbreaking approach to relaxation

Unveiled at Auto Shanghai in April this year, FORVIA's Zen Massage system offers a superior level of comfort, strength, and versatility, providing an unparalleled in-car massage experience. Designed to deliver an intense sensation, this motorized massage provides a dynamic experience that mimics the relaxation benefits of high-end home massage chairs. It transforms your car into a versatile third living space for working, socializing, and relaxing.

More powerful than any other massage system available on the automotive market, the Zen Massage system can deliver a wide range of massage techniques, including kneading, rubbing, tapping, and grasping. With low sound output and no metal tapping or whistling noise, it provides a peaceful and comfortable massage environment. It offers a new level of comfort and relaxation tailored to the Chinese market, where luxury home massage chairs are highly popular.

Stéphane Noël, Executive Vice President FORVIA Seating, said: *"It is with great pride that we sign this deal with IM Motors. The Zen Massage system is the result of the work of our Chinese teams, whose in-depth knowledge of the market and user preferences has enabled its development. Enhancing our range of massage solutions with innovative technology, this new*

PRESS

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About FORVIA

FORVIA, a global automotive technology supplier, comprises the complementary technology and industrial strengths of Faurecia and HELLA. With over 150,000 people, including more than 15,000 R&D engineers across 40+ countries, FORVIA provides a unique and comprehensive approach to the automotive challenges of today and tomorrow. Composed of 6 business groups and a strong IP portfolio of over 13,000 patents, FORVIA is focused on becoming the preferred innovation and integration partner for OEMs worldwide. In 2024, the Group achieved a consolidated revenue of 27 billion euros. FORVIA SE is listed on the Euronext Paris market under the FRVIA mnemonic code and is a component of the CAC SBT 1.5° indice. FORVIA aims to be a change maker committed to foreseeing and making the mobility transformation happen. www.forvia.com

product is also perfectly aligned with the latest consumer preferences worldwide. FORVIA's expertise in automotive seating has allowed us to go one step further in terms of relaxation and comfort without, of course, compromising on safety. This contract marks the first time our mechanical massage solution will be available in a production vehicle, and we fully believe it will offer a totally new experience to IM's customers and their passengers."

Liu Tao, Co-CEO of IM Motors, commented: *"The 4D massage seat offers the strongest mechanical massage available on the automotive market, fully meeting car seat standards, including seat comfort and regulations. Like home massage chairs, it offers the immersive and totally relaxing experience that our customers desire, and all in a compact and flexible design that fits perfectly into our architecture."*

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