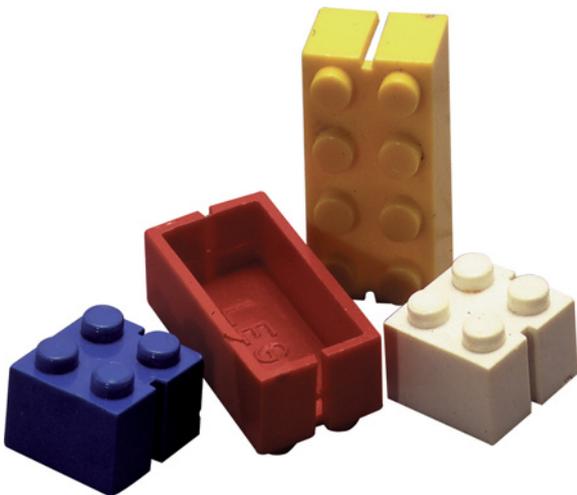




80 years LEGO® Group

*By Satanspoet
Images and facts by LEGO® Iberia S.A.*



On 10 August 2012 the LEGO® Group celebrated its 80th anniversary; 80 years since 1932 when Ole Kirk Christiansen founded the Danish wooden toys company in Billund, under the motto: "Only the best is good enough". With that as a goal and the evolution of wooden toys to plastic bricks, today the LEGO company is the third largest producer of toys in the world in over 130 countries with approximately 10,000 employees. The name LEGO comes from the two Danish words "leg" and "got", which translate to "play well".

The success story of the LEGO® brick

The triumph of the LEGO Group started almost fifteen years after the foundation of the company, when Ole Kirk Christiansen discovered that plastic was the ideal material for the production of toys. It was in the late 40s when the first bricks hit the market, which resemble today's modern classic.

In 1958, Christiansen perfected the LEGO brick from being empty inside, a slot at each end, to having a fitting system that is used today in about 3120 LEGO pieces. This allows LEGO bricks to be combined in an infinite variety of combinations of continuously new ways. An example is that for six bricks of the same color with 2X4 studs, there are 915 million combination possibilities. Imagination therefore has no boundaries.

Since 1962, LEGO bricks are made of acrylonitrile-butadiene-styrene-copolymer – short: ABS. This matte-gloss plastic is very hard and has a scratch and bite proof surface. The material is completely safe for children, who like putting their toys in their mouth, so that makes it a perfectly suitable toy for children and especially LEGO DUPLO® bricks, which are twice as big as the normal LEGO bricks and therefore cannot be swallowed.



80 years of colorful bricks

- 80 years after the foundation of the LEGO Group on August 10th 1932 every person on earth owns an average of 80 LEGO bricks.

- Laid end to end, the number of LEGO bricks sold in 2011 would reach around the world more than 16 times.

- ABS granulates are melted at 232 °C and injected into the molds at a pressure of between 25 and 150 G according to the type of piece.

- In 2012, approximately 340 million minifigures will be produced. If you put them next to each other in a line, it would stretch approximately 7,900 km – equivalent to the distance from Billund, Denmark to Dallas in Texas, USA.

- There are 915 million different combination possibilities for six 2x4 LEGO bricks in the same color.

- About 80 famous movie characters have been produced as LEGO minifigures - from Luke Skywalker™, Harry Potter, Spider-Man, Indiana Jones and Jack Sparrow, to the characters of The Lord of the Rings™ released in July..

- 2.5 million LEGO DUPLO® elements are moulded daily at the LEGO factory in Hungary.

- With 5,195 LEGO elements, the LEGO Star Wars™ Millennium Falcon is the biggest LEGO model ever.



50 years of the LEGO wheel

- The LEGO group produces 381 million wheels every year, making it one of the largest tire makers in the world.

- The first LEGO wheel featured in LEGO set no. 400, which was released in 1962. In 1967 it was LEGO's best-selling set with an impressive 820,400 units sold.

- The smallest LEGO wheel has a diameter of 14.4 millimeter. It belongs to a small two-seater that was included in sets no. 345 and 346, which came on the market in 1969.

- The largest LEGO wheel has a diameter of 10.7 centimeter and was made for the Power Puller (set no. 8457), which came out in 2000.

- Before the LEGO wheel children had to play with finished miniature cars or they had to build wheels out of LEGO bricks.

- Since 1962 LEGO wheels have been made from LEGO's dependable base material ABS (acrylonitrile butadiene styrene).

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