

Press information

BMW Group subsidiary DesignworksUSA designs business jet seats for premium manufacturer Iacobucci HF.

Los Angeles, October 28th, 2010. In the past years, BMW Group subsidiary DesignworksUSA has made a name for itself in the aviation industry with innovative and award winning designs for clients such as Boeing Business Jet, Embraer, Dassault or Pilatus. Now the design studio presents its latest design realized for Italian based company Iacobucci HF. Iacobucci is the worldwide leader in manufacturing of galley insert for commercial and business aviation and with the innovative VIP seat design the company is now about to enter a new market. "We believe our company is mature to introduce a new product in the VIP aircraft seat market", Lucio Iacobucci, President and CEO of Iacobucci HF, says. "BMW Group DesignworksUSA was the ideal partner for this new project and I am confident both companies can offer the right mix of technology, innovation and design to the market."

Designing Lightness

As the theme of perceived lightness was in the focus of the concept the team set out to create a design conveying openness and transparency. The designers took Iacobucci's innovative seat mechanism and created an attractive shape featuring fresh, reduced, and unique attributes. To emphasize lightness and transparency the material from the armrest was removed. Similar to premium automotive seat design, DesignworksUSA paid meticulous attention to every detail for this design program. The end design result is a graceful seat ready to enhance any aircraft interior. "With our close to 40 years of experience in seat design for a wide range of industries we provided Iacobucci with design innovation to create a premium product that differentiates Iacobucci for their entry in a highly competitive market." said Laurenz Schaffer, President BMW Group DesignworksUSA".

Munich
Nymphenburger Str. 86
80636 München
Germany
Telephone
+49 89 548493-0
Fax
+49 89 548493 - 99

Los Angeles
DesignworksUSA, Inc.
2201 Corporate Center Dr.
Newbury Park, California
91320-1421
USA
Telephone
+01 805 499-9590
Fax
+01 805 499-9650

Singapore
1 Harbour Front Avenue
15-01
Keppel Bay Tower
Singapore 098632
Telephone
+65 6838 9750
Fax
+65 6838 9759

Maximum Comfort for Private Jet Travel

Featuring a single back rest structure and a deployable and extendable leg rest, the new seat design guarantees maximum comfort and proper support of the body in

BMW Group

DesignworksUSA

various seating positions. A specific “cradle” recline mechanism with a seat pan tilt coordinated with backrest recline and fully retractable armrest convert the seat surface into a fully flat and flawless bed which is unique in the industry. The headrest movement includes vertical, horizontal and tilting features and the seat is manually operated. Electronic controls can be installed as an option. A sleek modern design and use of premium materials sourced from the best worldwide suppliers make the seat an exclusive choice for private jet customers.

About BMW Group DesignworksUSA

BMW Group DesignworksUSA is a global design consultancy and subsidiary of the BMW Group. The company, which was acquired by the BMW Group in 1995, today operates globally from its locations in Europe, America and Asia transferring knowledge from their work for the automotive area to clients from the most diverse industries and vice versa. Many of the world’s great brands turn to DesignworksUSA for its service in the field of product design, research, development, design strategy, sustainability consulting, brand communications, 3D modeling, and color, materials, and finish. Since 2009, Laurenz Schaffer has overseen the strategy and operations for all three offices. DesignworksUSA works for big brand names such as Nokia, Microsoft and HP, Saeco, Starbucks, Acer or Embraer. In 2010, Fast Company magazine ranked DesignworksUSA as the world’s “#1 Most Innovative Company in Design” and among the “Most Innovative Companies for 2010.” www.designworksusa.com

About IACOBUCCI HF

IACOBUCCI HF is a worldwide leader, manufacturer and supplier of galley inserts. With over 30 years of experience and a focus on research, development, and a customer oriented approach, IACOBUCCI HF represent the excellence in engineering, certification, quality manufacturing, design and innovation for commercial and business aviation of Espresso Machines, Coffee Makers, Water Heaters and Trash compactors. The company is headquartered in Ferentino, Italy, halfway between Rome and Naples. As proof of recognition for its high end quality and reliability products and its top class customer support IACOBUCCI HF Electronics is the favorite choice among elite Airlines and private jet customers throughout the world. www.iacobuccigroup.com

For media inquiries please contact:

BMW Group DesignworksUSA
Jackie Jones, Manager, Marketing & Communications
Tel: + 01 (805) 376-6253
e-mail: jackie.jones@designworksusa.com

BMW Group DesignworksUSA
Birgit Pucklitzsch, Communications
Tel: + 49 (89) 54 84 9361
e-mail: birgit.pucklitzsch@designworksusa.com



BMW Group

DesignworksUSA

BMW Group

Karin Elvers, Product Communications BMW Automobiles

Tel: +49 89 382 23742, Fax: +49 89 382 28017

e-mail: presse@bmw.de

