



Media Information
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BMW Motorrad helmets to be given their own key visual.

Munich. From now on, all newly developed BMW Motorrad helmets will bear the key visual. The new "BMW helmets" logo emphasises the capability and expertise of BMW Motorrad in relation to motorcycle helmets, showing clearly that these are products of the very highest quality, safety and comfort.

BMW Motorrad has been developing its own motorcycle helmets since the end of the 1970s. With their innovative product features and outstanding quality standards, BMW Motorrad helmets have long been established in the premium segment. In 1981, for example, BMW Motorrad put the first ever folding helmet on the market with the System helmet. The introduction of the carbon helmet shell (System 4 Elite helmet, 2001) and the double screen visor (System 4 helmet EVO, 2002) were likewise examples of the company's pioneering spirit. Other milestones were the launch of the first jet helmet with low pressure ventilation (AirFlow helmet, 2000), and the lightest integral helmet in the world (Sport Carbon helmet, 2004).

These and other innovative developments originate directly from BMW Motorrad. Specialists in the areas of product development, design and materials work together to meet customers' high expectations. In order to clearly convey that they are the result of BMW Motorrad expertise, newly developed helmets will bear the "BMW helmets" logo from now on. The logo will first be seen on the AirFlow 2 helmet.

The key visual is designed to convey one point unmistakably: every BMW Motorrad helmet bears within it the company's very own expertise based on decades of experience - in other words "BMW helmets".

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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