

Press Information  
January 15th 2014

## **BMW Group DesignworksUSA wins eight GOOD DESIGN™ Awards.** **Prestigious and Longest-Standing Design Awards Program honours Design Excellence.**

**Los Angeles/ Munich/ Shanghai.** BMW Group DesignworksUSA, a creative consultancy and subsidiary of BMW Group, is the recipient of eight GOOD DESIGN™ Awards for design excellence. The Award program is organized by The Chicago Athenaeum Museum of Architecture and Design in cooperation with the European Centre for Architecture, Art, Design and Urban Studies. In 2013 thousands of entries from over 38 countries around the world were submitted. DesignworksUSA was honoured with the Good Design Award for diverse design programs mirroring the studio's broad client portfolio. Each one of the winning designs pulled from the company's core design principles such as cross-fertilization, future thinking, global context, and brand acumen.

"It's very rewarding for our team to see our core principle of cross-fertilization reflected in the list of winning entries," said Laurenz Schaffer, President, BMW Group DesignworksUSA. "We have the fortunate opportunity to take insights and learnings from a multitude of industries and markets to solve challenges with products and services spanning areas like medical and mobility, consumer goods and entertainment."

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### **Awarded design programs by DesignworksUSA:**

**ASRock M8 mini gaming PC:** The ultra compact gaming PC speaks the language of strength and ultimate performance demonstrating extreme efficiency and big emotion. With magnetic side panels and an array of innovative features the PC is designed for maximum customization.



**BMW i Wallbox:** The premium charging device for residential use is part of a comprehensive BMW E-mobility experience. Its holistic, innovative charging concept provides for a new dimension of electric mobility.

**Dacor Discovery 30" Wall Oven user interface:** The graphic user interface (GUI) is extremely easy to use and functionally intelligent. With the Discovery IQ Controller, home chefs can expect the latest technological advances for the kitchen.

**Hello ® oral care line:** It is the world's first line of seriously friendly™ oral care products with a distinctive product design, developed to elevate the everyday.

**Mercury Marine Electronic Remote Control:** A cable-less variant of a shift and throttle control for the Mercury engines, provides precise shift, throttle and trim response. Designed based on an ergonomic approach to surfacing, allowing for the creation of fluid and comfortable touch points.

**Premec Chalk Pen:** The promotional pen with its innovative design defines the horizon of possibilities within the cornerstones of simplicity and quality and translates these into a sustainable product. The chalk pen will be one of the lightest pens on the market.

**PRIMA Cinema player:** The Prima Cinema player is a brand-centric and luxury offering that provides an engaging and fulfilling high-end home theatre experience.

**Varian Edge™ Radiosurgery System:** The comprehensive radiosurgery system, designed for radiosurgical ablation, is a dedicated, end-to-end system for performing non-invasive cancer procedures anywhere in the body - wherever radiation is indicated.

A complete list of this year's winners can be found on the following website: [www.chi-athenaeum.org](http://www.chi-athenaeum.org)

In the event of inquiries please contact:

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### **BMW Group DesignworksUSA**

BMW Group DesignworksUSA is a creative consultancy that's been driving innovation for forty years. Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through design and a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, HEAD, HP, Intermarine, John Deere, Microsoft, Bay Area Rapid Transit (BART), Siemens and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich, and Shanghai, DesignworksUSA draws upon its unique and vibrant resources to create the future.

Website: [www.designworksusa.com](http://www.designworksusa.com)

Facebook: <https://www.facebook.com/BMWDesignworksUSA>

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### **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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 eight years.

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