

Celebrating Lifelong Creativity the LEGO® Way



1932

76 years ago, Ole Kirk Christiansen, master carpenter, establishes his business in the village of Billund, Denmark. His firm manufactures stepladders, ironing boards, stools and wooden toys.

1934

The company adopts the name "LEGO," formed from the Danish words "leg godt" meaning "play well." Coincidentally, "LEGO" also means "I put together" in Latin.



1947

The company is the first in Denmark to buy a plastic injection-molding machine for making toys.



1955

The company launches the revolutionary "LEGO System of Play" comprised of 28 sets and eight vehicles – essentially the beginning of the contemporary LEGO play experience that children around the world enjoy today.



1958

The current LEGO stud-and-tube coupling system is patented. The new system makes models much more stable and building combinations endless. This brick is still enjoyed by millions every day.



1961

The company invents the wheel.

1966

The first LEGO train, complete with rails, arrives, as does the 4.5 volt motor.



1967

The LEGO DUPLO® brick is invented, allowing younger children to become creative builders.



1973

The LEGO Group establishes operations in the United States and begins selling LEGO products directly.



1974

The first LEGO figures, made completely from bricks, are introduced.

1977

The LEGO TECHNIC® product line for advanced builders is introduced.



1978

The LEGO minifigure is born!



1979

The first LEGO theme – LEGOLAND Space – is introduced and becomes an instant global success!



1984

The Castle series is introduced with knights, horses and many other new elements.



1989

The LEGO pirate line is launched!



1998

LEGO comes to life with the launch of LEGO MINDSTORMS®. LEGO robots can be programmed to perform loads of different operations with the included software.



1999

The company launches its first licensed product line – LEGO Star Wars™. It quickly becomes the best-selling product line ever and includes the iconic Darth Vader, C3-PO and R2-D2 minifigures.



2001

BIONICLE® launches with huge success and is the first time the company markets its own story-driven universe.



2006

The next generation of LEGO MINDSTORMS® is introduced, setting off a global fever for robotics. LEGO Builders of Tomorrow issues a creativity call to action; children across the country donate over 1.5 million bricks to help schools in New Orleans after Hurricane Katrina.



2007

The LEGO Group celebrates the 75th anniversary of the company's founding and launches the first annual LEGO Creativity Awards, granting 10 kids \$5000 each to pursue their creative endeavors.



2008

A year of milestones! The original LEGO brick turns 50! The minifigure celebrates 30 years of being a pop icon. And LEGO MINDSTORMS® turns 10!



Did you know that ...

- > There are 62 LEGO bricks for each of the world's seven billion inhabitants
- > 4 billion LEGO minifigures inhabit the world, which makes them the largest population group on earth.
- > The LEGO Group is the world's biggest manufacturer of vehicle tires producing 306 million per year.