



	2016	2015	2014
Total LEGO® elements sold per year	>75 billion	72 billion	62 billion
LEGO® tyres produced per year	>730 million	675 million	654 million
Number of colours used in production	67	62	60
Number of different LEGO® shapes	3,700	3,600	3,500
Nationalities represented in the LEGO Group	80	71	65
Children reached through LEGO Foundation activities	635,000	390,000	410,000
Children reached through Local Community Engagement	>100,000	>65,000	>50,000

## 2016 facts from across the LEGO Group

- **18 million** monthly unique visitors to LEGO.com
- **4 million** LEGO® Club members
- **131** LEGO® Brand Retail stores
- **More than 600** LEGO® products available, including over 330 new sets and 13 digital experiences
- **250** LEGO designers, representing over 40 nationalities
- The LEGO® element produced in the largest numbers was the 1x2 base plate – **2.7 billion** were moulded in 2016.

### Top 5 best-selling LEGO® products

*(measured by consumer sales in DKK)*

1. LEGO® Star Wars™: Millennium Falcon™
2. LEGO® Friends: Amusement Park Roller Coaster
3. LEGO® Technic: Porsche 911 GT3 RS
4. The Disney™ Series - Minifigures
5. LEGO® CITY Fire Station

### Best-selling LEGO® themes 2016

*(random order)*

- LEGO® CITY
- LEGO® Star Wars™
- LEGO® Friends
- LEGO® DUPLO®
- LEGO® NINJAGO®