

New Brand Message

The Finest Choice

We at BBS are passionate in our unshakable spirit.

Transcending eras and generations,
and even the time spent with BBS.

In becoming the only one that drivers can live with,

we also remain determined to create
the most authentic high-performance wheels.



The Finest Choice

www.bbs-japan.co.jp/en/

Check our SNS sites for the latest BBS information.

The latest information regarding exhibitions and products on display can be found on our Facebook page, and on Instagram we offer a range of regularly updated information on recommended products and races, focusing on the images of our forged wheels as installed.



*SNS: Social Networking Service

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English version

BBS JAPAN

Brand Book Spécialités



Change Lifestyles Like Changing Clothes

When expressing life like a fashion statement,
a unique sensibility makes it all the more fun.

Look for and take what you want from life.

And always choose whatever excites your heart.

Now, get out and live!

Feel the tug of acceleration as life is again reborn...

And quickly overcome the mundane of everyday life.

BBS wheels...for those who change their lifestyles for themselves.





Brilliant

Totally absorb yourself in the day's drive,
as its very brilliance unwinds your heart.



Creative

When your sensitivity is engaged,
reality stands out with vivid clarity,
and new worlds come into focus.



Colorful

Curiosity abounds, making today
another special one for moving forward.
Brightly coloring your every moment.

Active

Instinctively guided to your destination,
you discover a brand new state of mind.





Exciting

Winning or losing no longer matters.
It's time to lose yourself in play.



Running on dreams, these wheels warm the soul.

Partners in victory

BBS created the world's first forged magnesium F1™ wheels in 1992 at the request of Ferrari for its Formula One racing team. Since then, BBS has positioned itself as a full partner of racing teams the world over. Under racing's demanding conditions, where hearts and souls are invested in shaving off mere tenths of a second in the pursuit of ultimate victory, the standards required are extremely high. That is why BBS has never stopped its search for the finest forging technologies to extract the ultimate performance from both wheels and tires.

Drivers' voices are also reflected in the details, resulting in an unmistakable difference in driving feel. Smooth lateral motion can be felt the very instant you move the steering wheel, resulting in a continuous natural steering feel combined with superb cornering control and a remarkable leveling of uneven road surfaces. An enhanced sense of confidence and dependability also helps minimize tire damage while providing solid support for driving machines that speed toward dreams of victory. Even today, BBS continues to run with teams competing in major races, both international and domestic.

Forged for both strength and suppleness

BBS's forged wheels release their superb performance through the intense pressure applied to metal in the forging process. Little by little, the metal alloy is pounded into compact blocks that are ultimately reduced to a mere quarter of their original height. By breathing life into metal in this way, its resulting combination of lightness and strength provides support for the dynamics of high-performance driving machines, while its suppleness softens road surface impacts. Even our commercially sold wheels feature the same technologies, craftsmanship and factory effort infused into our racing wheels. This desire to bring new excitement to the world with the data and know-how we've gained from racing is the passion that drives BBS.



The latest technologies are integrated into one process that refines the wheel's quality, performance and design.



Official Wheel Rim Provider of Formula 1®



BBS has been selected as the sole supplier of wheels for the 2022 Formula One Grand Prix racing season, and all participating teams will be battling for victory on BBS wheels.



Making wheels shine while ensuring their strength. A craftsman checks the finish of a wheel.

The ultimate wheel, infused with the human spirit.

Craft-like beauty through the eyes and skills of consummate craftsmen

At BBS, our dream is to create wheels that can be driven for a lifetime. This is why we pursue not only long-term usability, but also designs that resonate through the years. The eyes and hands of our craftsmen are indispensable in creating each and every premier quality wheel. As just one example, the dies used to pound the metal into the shape of a wheel also determine the wheel's surface design. All of these important facets of the manufacturing process are managed by BBS's highly skilled craftsmen, who ensure a uniform distribution of the intense pressures of the forge to realize a precise and flawless form. Consummate skill, experience, and aspirations improve the quality of the final product while ensuring its protection. Furthermore, highly experienced human hands are needed to detect and remove rough patches, such as the fine burrs and edges remaining on the surface of a just-forged wheel.

A variety of techniques combine to ensure a unique texture that lightly grips the fingertips, and can even be felt on the back side of the wheel. It's no wonder that BBS wheels are so closely associated with the word "craft."

Surpassing even the best that carmakers can imagine

BBS's passion for manufacturing also extends to the car manufacturers themselves in order to add new value to their premium cars. Many times we have been selected, and many times we have responded with the highest levels of development expertise, exceeding the wildest imaginings of both the carmakers and their drivers.

Quality, performance, and design — with these elements firmly in mind, BBS continues to pursue the creation of new value.



Lexus IS350



Toyota GR Yaris