**media release**

**14 December 2015**

**BMW Group South Africa hosts charity auction with Bang & Olufsen**

* **Auction proceeds donated to Soshanguve Technical High School.**
* **Uptake of local BMW vehicles ordered with Bang & Olufsen system increases substantially.**

**Midrand** – As part of its ongoing commitment to investing in sustainable communities, BMW Group South Africa last week hosted a charity auction with its car audio system partner, Bang & Olufsen. The auction included various streaming devices and headphones offered by Bang & Olufsen. The proceeds (R343, 200) will be donated to Soshanguve Technical High School, which is part of BMW Group South Africa’s corporate social investment programme.

Speaking at the auction event, Mr Guy Kilfoil, BMW Group South Africa’s General Manager for Brand Management BMW, Marketing Services BMW Group, said; “We recently took part in a global incentive programme with Bang & Olufsen which ran from the end of 2014 into 2015. Due to the success of this incentive programme in our market, we won the grand prize of a Bang & Olufsen television worth R174,000. Instead of taking this prize, we decided to partner with Bang & Olufsen and give back to the less fortunate, especially at this time of the year. We are pleased to see some of our customers – as well as Bang and Olufsen customers – taking part in this initiative.”

BMW Group’s partnership with Bang & Olufsen focuses on excellent craftsmanship with high-end surround sound systems offered in its top of the range models such as the BMW 5 and 6 Series as well as the BMW X5 and X6. The uptake of BMW vehicles ordered with the Bang & Olufsen system in South Africa has substantially increased from 8.1 % to 17.7% between mid-2014 to date. This has secured BMW Group South Africa’s market position as one of the highest ranking with this feature in vehicles globally.

For more information about Bang & Olufsen visit <http://www.bang-olufsen.com/en/car-audio/car-models/bmw>

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**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based 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.

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