



Media Release
20 SEPTEMBER 2016

The Pure & Crafted SA festival presented by BMW Motorrad will celebrate its premiere on the 26th and 27th November 2016 in Johannesburg.

- **Live music, artisanal food and a celebration of motorcycle heritage.**

Midrand. BMW Motorrad, the motorcycle division of the BMW Group, presents Pure & Crafted SA, a two-day music and motorcycle festival featuring South Africa's top music acts, artisanal food, craft beer and gin, an exclusive selection of premium wines and champagnes, motorcycle displays, outrides and stunt shows set in the picturesque venue, Ground in Muldersdrift, Johannesburg, from the 26th to 27th November 2016.

Inspired by the Berlin Pure & Crafted Festival, the local event is a celebration of the burgeoning sub-culture celebrating motorcycle heritage, as well all things artisanal and South African in music, food and family entertainment.

Pure & Crafted SA highlights include: three music stages, Germany's finest beers, SA craft beers, wine stalls, a cheese and olive shed, a dedicated kids' entertainment area, coffee baristas, artisanal food trucks, live tattoo and barbering, a "gin"tlemen bar, whiskey tastings and a variety of fashion and lifestyle stands to explore.

Motorcycle fans young and old, riders and non-riders alike, can also look forward to one-of-a-kind motorcycle experiences, including daily stunt shows by world-renowned BMW stunt-rider, Mattie Griffin, scenic outrides, off-road trails with team South Africa, winners of the International GS Trophy 2016 and custom motorcycle displays. What's more, there will be BMW GS Trophy team displays, custom motorcycles and off-road riding available. Pure & Crafted SA celebrates all things motorcycling – and we welcome all riders of any brand of motorcycle to enjoy the weekend.



The music line-up includes: Mi Casa, Prime Circle, Parlotones, Rubber Duc, Goodluck, The Rocketeers Bad Peter, Sutherland, Eva Morgan, The Oompah Band, Dean Fuel and Michael Lesar to name a few.

Ticket options

For a limited time only, Pure & Crafted SA Early Bird tickets will be on available or only R199 (Saturday), R179 (Sunday) and R399 for a Weekend Pass.

Thereafter, tickets are:

Saturday only:

Pre-sold: R299

Door: R350

Sunday only:

Pre-sold: R229

Door: R300

Weekend Pass

Pre-sold: R499

Door: R500

Pure & Crafted SA tickets give you access to the entire event, which includes all music stages, the Munich Beer Garden, shopping areas, stunt and display areas, kids' area and all the food stalls.

Secure parking is also available free of charge for all vehicles and motorcycles.

The Let's Call It Brunch Lounge

The Let's Call It Brunch Lounge is a decadent all-inclusive experience. Set under a private tent on a raised deck overlooking the main stage, guests enjoy complimentary canapés and beverages throughout the day and night. Let's Call It Brunch guests will also be treated to exclusive parking (motorcycle or vehicle), premium toilets and of course, the best seat in the house. This ticket also includes the full benefits of the Pure & Crafted SA access ticket.



Join **#PureandCraftedSA** online on:

Facebook: <http://fb.me/PureCraftedSA>

Instagram: <https://www.instagram.com/pureandcraftedsa/>

Website: www.PureandCrafted.co.za

ENDS

If you have any queries regarding this press release, please contact:

Ms Thando Pato

Manager: Product Communications (BMW Motorrad, BMW i and MINI)

BMW Group South Africa (Pty) Ltd

Tel: +27-12-522-2070

Mobile: +27-71-666-2070

Email: thando.pato@bmw.co.za

Mr Edward Makwana

Manager: Group Product Communications

BMW Group South Africa (Pty) Ltd

Tel: +27-12-522-2227

Mobile: +27-71-666-2227

Email: edward.makwana@bmw.co.za

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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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

Internet: www.bmwgroup.com

www.bmwmotorrad.com



www.bmwmotorrad.co.za

Facebook: <http://www.facebook.com/BMWMotorrad> (BMWMotorradSA)

Twitter: <http://twitter.com/BMWMotorrad> (@BMWMotorradSA)

YouTube: <http://www.youtube.com/BMWMotorrad> (BMWMotorradSA)