Media Information

19 October 2016

BMW South Africa partners with PinkDrive to support national breast cancer awareness month.

* Test drive campaign to encourage BMW dealers and customers to support breast cancer awareness.
* Participating BMW dealers to make donation of R100 for all test drives completed between 24 and 28 October.

**Midrand.** As a committed and engaged corporate citizen dedicated to the upliftment of South Africa and its people, BMW South Africa has partnered with PinkDrive, South Africa’s breast cancer community carer, to support the national breast cancer awareness month. The partnership aims to encourage BMW dealers to make a donation of R100 to PinkDrive for every test drive completed between Monday, 24 October and Friday, 28 October. This is also an opportunity for customers to dedicate their test drives to breast cancer awareness.

Apart from non-melanoma skin cancer, **breast cancer is the most common cancer**in women of all races, with a lifetime risk of 1 in 29 in South Africa, according to the 2011 National Cancer Registry.

For more information on the campaign and PinkDrive visit [www.bmw.co.za](http://www.bmw.co.za) and [www.pinkdrive.co.za](http://www.pinkdrive.co.za)

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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 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.

**BMW Group South Africa Websites:**

[www.bmwgroup.com](http://www.bmwgroup.com)

[www.bmw.co.za](http://www.bmw.co.za)

[www.mini.co.za](http://www.mini.co.za)

[www.bmwmotorrad.co.za](http://www.bmwmotorrad.co.za)

[www.bmwdrivertraining.co.za](http://www.bmwdrivertraining.co.za)

**Social Media Pages:**

Facebook: <http://www.facebook.com> /BMWGroup (BMW South Africa, BMW Motorrad SA, MINISouthAfrica).

Twitter: <http://twitter.com/BMWGroup> (@BMW\_SA, @BMWMotorradSA and @MINISouthAfrica).

YouTube: <http://www.youtube.com> /BMWGroupview (BMW South Africa and BMW Motorrad SA.