Media Release

30 NOVEMBER 2016

**INAGURAL PURE&CRAFTED SA FESTIVAL ATTRACTS OVER THREE THOUSAND REVELLERS.**

**Midrand.** This past weekend,Gauteng residents were treated to the first Pure&Crafted SA festival at the Ground in Muldersdrift. The two-day event, which featured motorcycles, live music and entertainment for the whole family, attracted over three thousand revellers, whose spirits were not hampered by the occasional Highveld summer showers.

The festival line-up included live stunt show by French stunt rider Big Jim, test rides on new BMW models with outrides through the scenic Muldersdrift countryside. Custom motorcycle displays featuring vintage models as well as recent models from BMW Motorrad’s Heritage segment.

Other highlights included live music performances across the three main music stages from Mi Casa, Rubber Duc, Goodluck, The Parlotones, Prime Circle, Dean Fuel, Abby Nurock to name a few, who entertained crowds throughout the day and late into the evening.

Amongst the food, drink and motorcycle stands popular Parkhurst, tattoo parlour Fallen Heroes set up shop next door to Freedom Hair, who were on hand for festival goers grooming needs. Billed as a festival for the whole family, the children’s entertainment also offered its fair share of entertainment with face-painting, jumping castles and host of other activities.

In amongst the activity of the weekend festivities, Gaviscon set a Guinness World Record after achieving a world record for “The Most Consecutive Crossings of a Pool of Non-Newtonian Fluid”.

Pure&Crafted SA was presented by BMW Motorrad, the motorcycle division of BMW. Inspired by the Berlin Pure&Crafted Festival, this weekend’s event is a celebration of the burgeoning sub-culture of classic motorcycles, as well all things artisanal and South African in music, food and family entertainment

Pure&Crafted SA was proudly supported by e.tv, Sol, Strongbow, Frankie’s Olde Soft Drink Co., Bombay Sapphire, Jägermeister, Boschendal and Gaviscon.

See all the highlights from the festival on the Pure&Crafted SA Facebook page: <http://fb.me/PureCraftedSA>

To find keep abreast about Pure&Crafted SA in 2017 please join #PureandCraftedSA online on:

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

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

Website: [www.PureandCrafted.co.za](http://www.PureandCrafted.co.za)

**ENDS**

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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

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