



MEDIA RELEASE  
15 June 2017

## **THE COUNTDOWN BEGINS: PURE&CRAFTED SA RETURNS TO JOHANNESBURG.**

**Midrand.** Motorcycle and music enthusiasts can look forward to the return of Pure&Crafted SA 2017 festival. Presented by BMW Motorrad, the motorcycle division of the BMW Group, Pure&Crafted SA is a celebration of food, music, vintage BMW and custom motorcycles. Starting at 11 am and finishing the following day at 2am, the festival will take place at the Ground in Muldersdrift on Saturday, 30 September 2017.

Inspired by Pure&Crafted Berlin, Pure&Crafted SA is a festival celebrating the global custom motorcycle culture. Pure&Crafted SA offers everyone from motorcycle enthusiasts to music lovers the opportunity to experience BMW Motorrad's Heritage motorcycle range, local and international live acts, gourmet food stalls, bespoke clothing and motorcycle paraphernalia stalls, tattoo parlours, stunt shows and so much more.

Festival goers can look forward to motorcycle stunt rider performances, while novice riders will have the opportunity to learn how to ride with BMW Motorrad accredited instructors at the Smoking Rubber Arena.

This years' musical line-up includes two international music acts, Lost Frequencies and Nora en Pure and 18 top South African acts including Black Motion, Dean Fuel, Matthew Mole, Bantwanas featuring Ryan Murgatroyd, Blanka Mazimela & Friends, Abby Nurock, DJ Fresh, Euphonik, Tomorrow's Will, Warren Bokwe, Strange Loving, Kyle Watson, Kyle Worde, Timo ODV, Ricky H, Bianca Blanc, The Rocketeers and Chunda Munki.

For a limited time only, Pure&Crafted SA Early Bird tickets will be on sale for only R200. Tickets are available at <http://pureandcraftedsa.nutickets.co.za/ZA2017>.

Thereafter, tickets are R250 and R300 at the door, both prices exclude ticket fees and credit card commission. Tickets grant access to the entire event.

For more information, visit [www.PureandCrafted.co.za](http://www.PureandCrafted.co.za).

# **BMW Motorrad**

## **Corporate Communications**



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Instagram: <https://www.instagram.com/pureandcraftedsa/>  
Website: [www.PureandCrafted.co.za](http://www.PureandCrafted.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 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax for the financial year was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a worldwide workforce of 124,729 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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