

**Media Release****28 July 2017****BMW Motorrad Literacy Centre established for Soshanguve learners.**

**Soshanguve, Pretoria** – Learners from DC Marivate Secondary School in Soshanguve were today provided with a brand new literacy centre to the value of R540, 521 by the BMW Group South Africa and BMW Financial Services South Africa. As part of the BMW Group South Africa Associate Volunteerism Programme (AVP) and in line with Mandela Month celebrations, the BMW Motorrad Literacy Centre was unveiled to learners this afternoon after finishing touches were carried out by BMW employees from the Midrand, Menlyn and Plant Rosslyn campuses.

With the assistance of BMW Group employees an old classroom was transformed into a fully functional literacy centre, featuring new décor touches, furniture and R50 000 worth of new books, some of which were donated by Exclusive Books. With the new centre, the 865 Grade 7 to Grade 9 learners will for the first time have access to a school library.

The new BMW Motorrad Literacy Centre was established to encourage learners to read and to assist learners struggling with basic literacy. The focus of the BMW Group South Africa corporate social investment (CSI) strategy is education and employee volunteerism. DC Marivate Secondary School was brought to the attention of the BMW Group South Africa by employee Obakeng Rangwaga, who had established a reading club at the school for struggling learners in various grades.

“We want to create platforms for all the brands in the BMW Group to give back to the communities, particularly those surrounding Plant Rosslyn in Pretoria and to drive social change,” explains Bongani Mshibe, Manager: External Affairs and Government Relations.

“At the same time this is an opportunity for employees to also make a meaningful contribution. This AVP campaign, Reason to Ride, at DC Marivate, is about promoting literacy and fostering a culture of reading”.

“Reading like riding a motorcycle is a skill that has to be nurtured and honed. Reading and riding both have the ability to open up new worlds and create opportunities. Through Reason to Ride we want to encourage learners to read not only to improve their performance in the classroom but as a way to explore the world,” says Edgar Kleinbergen, General Manager: BMW Motorrad South Africa.

In order to sustain the literacy centre the BMW Group South Africa plans to foster partnerships with key stakeholders who could assist with book donations and sustaining programmes like the reading club.

With 44 years of involvement in South Africa, the BMW Group is a committed and engaged corporate citizen dedicated to the upliftment of South Africa and its people.

**For any questions on this press release, please contact BMW Group South Africa’s Group Communications Division as follows:**

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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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