



Media Information  
14 September 2017

## **Pure&Crafted SA Festival: A day of live music and motorcycles.**

**Midrand.** On the 30<sup>th</sup> September, Pure&Crafted SA Festival will host a celebration of motorcycles and customisation with live music and gourmet food stands at the Ground in Muldersdrift. Starting at 11am and running until the early hours of Sunday, 1 October, the 2017 edition of the festival promises entertainment for everyone.

Inspired by Pure&Crafted Berlin, Germany, Pure&Crafted SA is designed to celebrate the growing custom motorcycle scene in South Africa. Presented by BMW Motorrad, the motorcycle division of BMW, Pure&Crafted SA will include displays of the best vintage and heritage motorcycles in the country.

Besides motorcycles, festival goers can look forward to 14-hours of live music from top international and local artists across two stages. Headlining the Main Stage is Belgium based DJ and producer Lost Frequencies, who will be performing in Johannesburg for the first time. He will be joined by local acts: DJ Fresh, Timo ODV, Euphonik, Dean Fuel, Kyle Worde, Chunda, Munki, Matthew Mole, Bye Beneco, The Rocketeers, Bianca Blanc and Ricky H.

On the Vintage Stage, South African-Swiss DJ and deep house producer, Nora en Pure will headline with her chart-topping music, including the international hit single, Come with Me. Joining Nora en Pure will be local DJ's Tomorrow's Will, Guy Herman, Abby Nurock, Warren Bokwe, Strange Loving, Bantwanas, Kyle Cassim and Kyle Watson.

More than 30 local food and drink vendors will be on site serving gourmet street food, craft beer, gin as well as cocktails. Unique to Pure&Crafted SA will be the Whitley Neill High G&T, an experience that involves sipping a gin and tonic cocktail while going around one of the festival's key attractions the Ferris Wheel.

In the New Heritage area, festival goers will be spoiled for choice by unique stands. A host of artisanal craft and bespoke design from some of South Africa's most stylish home-grown brands will be on offer. Stalls will offer custom helmets, leather and denim goods, wood products and watches as well as the very best artisans (tattoo and grooming included) from Cape Town including Dusty Rebels and The Bombshells, The House of Machines, Wolf & Maiden, Real+Simple and Bonafide Barbers.



Motorcycle stunt shows will be hosted by Mat Durrans and Harry Fisher from The Bike Show in the Smoking Rubber Arena, and performed by world-renowned Irish international stunt rider, Mattie Griffin.

Pure&Crafted SA ticket prices start at R295 (excluding booking fee).

For more information and to book tickets visit [www.pureandcrafted.co.za](http://www.pureandcrafted.co.za)

Facebook: <https://www.facebook.com/PureCraftedSA/>

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

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

#PureAndCraftedSA

**For any questions on this press release, please contact BMW 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 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a 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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