Media Information

Friday, 15 September 2017

BMW South Africa partners with ZEITZ MOCAA, the world’s largest museum dedicated to contemporary art from Africa and its diaspora.

**Midrand/Cape Town.** As part of its long-term commitment to contemporary and modern art, BMW South Africa will be the official vehicle partner of the Zeitz Museum of Contemporary African Art (Zeitz MoCAA). Housed in the historic Grain Silo complex at the V&A Waterfront in Cape Town, the Zeitz MoCAA is the world’s largest museum dedicated to contemporary art from Africa as well as its diaspora and will be hosting its Professional Preview weekend ahead of its official public opening on 22 September 2017.

The partnership will also see the heart of the Zeitz MoCAA atrium named the BMW Atrium. It will provide Zeitz MOCAA the ability to commission and exhibit monumental interventions on a scale never before seen in a public museum in Africa.

“We are pleased to partner with the Zeitz MoCAA. For almost 50 years now, the BMW Group has initiated and engaged in over 100 cultural co-operations worldwide. The company places the main focus of its long-term commitment on contemporary and modern art, classical music and jazz as well as architecture and design. Artists such as our locally renowned Esther Mahlangu as well as other international artists such as Andy Warhol, Jeff Koons, Daniel Barenboim, Jonas Kaufmann and architect Zaha Hadid have co-operated with BMW. Besides co-initiatives, such as BMW Tate Live, the BMW Art Journey and the “Opera for All” concerts in Berlin, Munich and London, the company also partners with other leading museums and art fairs around the world,” says Tim Abbott, Chief Executive Officer of BMW Group South Africa and Sub-Saharan Africa.

Abbott adds that as the vehicle partner, BMW will supply the Zeitz MoCAA with vehicles from the innovative BMW i and iPerformance (plug-in hybrid electric vehicles) range (<https://www.bmw.co.za/bmwi>).

For more information visit <http://zeitzmocaa.museum/>

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With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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 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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