



Media Information
4 October 2017

Pure&Crafted SA Festival presented by BMW Motorrad lures 4,300 enthusiastic festival-goers.

Midrand. The second edition of Pure&Crafted SA Festival presented by BMW Motorrad went off with a bang this past weekend at The Ground in Muldersdrift, Johannesburg. The brief was come early and stay late, and that's exactly what 4,300 Joburgers did.

Gates opened at 11am on Saturday, 30 September and festival goers streamed into the festival grounds to enjoy the daytime activities and the evening music line-up across two stages, which ended at 2:00am on Sunday, 1 October. The event programme included live motorcycle stunt shows and displays, tattoo parlours, clothing stalls, Gin & Tonic cocktails on the Whitley High Ferris wheel. There was plenty to see and do ensuring that Pure&Crafted SA lived up to its promise of being a truly unique festival experience.

Across the Twin Cylinder and Vintage Stages, the festival's two international headliner acts, Lost Frequencies and Nora en Pure were the highlights. Brief thundershowers did not dampen the crowd's enthusiasm, who also enjoyed local music line-ups including DJ Fresh, Timo ODV, Matthew Mole, Bye Beneco, The Rocketeers, Dean Fuel and Euphonik amongst others.

Motorcycle enthusiasts were spoiled for choice. Entertainment included world-renowned international BMW Motorrad stunt rider, Mattie Griffin who performed his signature live stunts on the purpose-built Smoking Rubber stunt slab, which also hosted novice riders wanting to learn basics of riding on the new 313cc BMW G 310 R.

Also on display in Two Cylinder Avenue were 30 of the best vintage BMW motorcycles in the country.

The New Heritage Square was a shopper's paradise. Some of the country's most sought after home grown brands were available and featured custom helmets, leather, denim, wood products as well as watches.

Festival-goers were catered for by more than 20 food trucks, craft beers and special bars, which included: The Pogues Whiskey Bar, Windhoek Bar and the unique Whitley Neill High G&T Ferris Wheel – a festival first. Windhoek partnered



with Balkan Burger to ensure that festival goers enjoyed great burgers with the best beer and Wing Republic for the best wings.

Visit Pure&Crafted SA on [Facebook](#) and [Instagram](#) to see more highlights, photos and videos.

Pure&CraftedSA is proudly produced by G&G Productions, presented by BMW Motorrad and supported by Windhoek Lager, The Pogues and Whitely Neill Handcrafted Gin.

#PureAndCraftedSA

Facebook: <https://www.facebook.com/PureCraftedSA/>
Instagram: <https://www.instagram.com/pureandcraftedsa/>
Website: www.PureandCrafted.co.za

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

Thando Pato
Manager: Product Communications (MINI, BMW i and BMW Motorrad)
BMW Group South Africa (Pty) Ltd
Email: Thando.Pato@bmw.co.za
Tel: +27-12-522-2070
Mobile: +27-71-666-2070

The BMW Group

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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>