Media information

24 October 2017

The first-ever BMW M Festival in South Africa attracts just under 20,000 visitors at the Kyalami Grand Prix Circuit.

* **Just under 20,000 visitors experience the BMW M Festival.**
* **The All-New BMW X3 M40i, BMW M5 and BMW M4 CS have their local premiere.**
* **Over 2,000 people test drive and experience BMW models on the Kyalami circuit.**
* **Large number of BMW M and BMW M Performance models sold at the biggest BMW M Festival pop-up dealership.**
* **BMW M4 DTM racing car amazes visitors.**
* **Some of South Africa’s leading DJs entertain festival goers.**

**Midrand** –Remaining true to the BMW M brand slogan “The most powerful letter in the world”, the first-ever BMW M Festival in South Africa attracted just under 20,000 people during the two-day show held at the Kyalami Grand Prix Circuit in Gauteng on Saturday, 21 October and Sunday, 22 October.

At the festival, visitors got a sneak preview of the all-new BMW X3 that will be manufactured at Plant Rosslyn in the first quarter of 2018 as well as the new BMW M5 that will be available in South Africa in the first quarter of 2018. The exclusive limited-run special-edition BMW M4 CS was also officially launched at the BMW M Festival: <https://goo.gl/84PM6t>

Festival goers also experienced hot laps in various BMW M and M Performance models while on the other hand more than 2,000 people test drove and experienced various BMW models around the circuit. In addition, a number of first time drivers (learner drivers) were offered a memorable experience by getting the opportunity to sit behind the wheel of a BMW for the very first time. A large number of visitors also took advantage of attractive finance offers that were available at the biggest ever BMW pop up dealership at the festival. All BMW models on display were offered with a special “Festival Rate.”

There was much excitement throughout the show when veteran BMW superbike rider Lance Isaacs, BMW DTM driver Tom Blomqvist and Sasol GTC BMW driver Gennaro Bonafede performed drag races in the BMW S 1000 RR, attention grabbing BMW M4 DTM racing car and the new BMW M4 CS. Other BMW M vehicles also entertained crowds with drag races. A few number of visitors were also lucky enough to be taken for hot laps around the 16-turn, 4.5km anti-clockwise FIA graded Kyalami circuit by Blomqvist in his BMW M4 DTM racing car.

On the last day of the festival, the BMW Gauteng Car Club hosted its annual Concours Event – the most prestigious event on the BMW Car Club calendar. It is the greatest annual South African celebration of BMW heritage. Entrant’s vehicles were prepared meticulously prior to the event and then expertly judged on their condition, authenticity, preparation and presentation.

The BMW M Festival was not only all about BMW cars and the exhilaration of high speeds. Festival goers were entertained at the main stage by local and international DJs such as Tomorrows Will, DJ Martin, The Muses, Delivery Boys, Mali Zulu, Majozi, Goodluck Live, Bad Wolf, Shekhinah, DJ Kent, Culoe De Song, Ricky Rick and German DJ Alex Schulz.

Gourmet food, drinks and BMW lifestyle accessories were also on offer throughout the festival. Even future BMW drivers were entertained in an exclusive kiddie’s area.

“We have made history by not only hosting the first-ever BMW M Festival in Africa, but also the largest one in the world. We are very grateful for the overwhelming support we received from our partners, customers and fans. This demonstrates the passion we’ve instilled in South Africans over the last four decades of our presence in the country. We are certainly here to stay and look forward to other successful BMW M Festivals in the future,” says Mr Tim Abbott, Chief Executive Officer (CEO) of BMW Group South Africa and Sub-Saharan Africa.

Alexander Baraka, General Manager: BMW Brand Management and BMW Group Marketing Services, adds that the success of the first-ever BMW M Festival encourages the brand to explore more customer engagement opportunities “We want to inspire car fans around the country and actively engage with our customers using more innovative experiential as well as highly emotional brand platforms in future.”

A video with all the BMW M Festival highlights is available on this link:

Day 1: <https://www.youtube.com/watch?v=oB10ocbe4lg> and

Day 2: <https://www.youtube.com/watch?v=2lkAWCoLEzc>

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**For media queries, please contact BMW Group South Africa’s Group Communications Division as follows:**

Edward Makwana

Manager: Group Product Communications

Group Communications Division

BMW Group South Africa (Pty) Ltd

Tel: +27-12-522-2227

Mobile: +27-71-666-2227

Email: edward.makwana@bmw.co.za

**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.

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