

BMW Group South Africa celebrates the legacy of Esther Mahlangu in house handover.

+++ BMW Group South Africa hands over new house built for Esther Mahlangu in Mpumalanga +++ The Esther Mahlangu House is a tribute to the globally acclaimed artist's legacy +++ BMW Group South Africa strengthens its long-standing relationship with Esther Mahlangu +++

Midrand. On 3 October, BMW Group South Africa unveiled and handed over a house to Esther Mahlangu in honour of her artistic legacy. Held at the KwaNdebele homestead in Mpumalanga, the ceremony was attended by family, local dignitaries, and media. It highlighted the unique, long-standing relationship between the BMW Group and the globally acclaimed visual artist.

The vibrant modern Ndebele hut is a securer house for Mahlangu. It comprises two bedrooms and a full bathroom, kitchen and lounge areas, and two studio spaces that provide her a comfortable work area. BMW Group South Africa celebrated this significant event to honour Mahlangu's incredible talent and demonstrate a shared history of ground-breaking collaboration and appreciation for her art that transcends borders.

In over 30 years of blending traditional Ndebele art with contemporary automotive design, the BMW Group has been a proud partner of Mahlangu. Through its global cultural engagement, the BMW Group has established over 100 long-term initiatives in the fields of modern and contemporary art, classical music, jazz, sound, architecture, and design.

Peter van Binsbergen, CEO of BMW Group South Africa commented, "Ma Esther's storied journey of tradition and innovation with the BMW Group has led us to this momentous occasion. The opening of the Esther Mahlangu House is a tribute to her innovative and disruptive spirit, iconic global resonance and status, and dedication to advancing the BMW Group brand. On behalf of BMW Group South Africa, I thank her for 33 years of redefining the automotive industry through culture."

A long-standing relationship.

As a much-loved cultural ambassador of the Ndebele nation, Mahlangu has made a valuable contribution to contemporary art for over seven decades. Her journey with the BMW Group began in 1991, when she became the first African and female artist commissioned by the organisation to create an Art Car. Transforming a BMW 525i sedan into a unique canvas by using traditional Ndebele-inspired designs, Mahlangu marked a pivotal moment in the art world.

Throughout her illustrious artistic career, Mahlangu has demonstrated remarkable versatility in her collaborations with the BMW Group, introducing her unique vision to a diverse range of projects. Her pioneering spirit and exceptional contributions to the art world have strengthened BMW Group South Africa's cultural philosophy.

BMW Group South Africa expressed its deep admiration and appreciation for Mahlangu's social upliftment, particularly in her preservation of traditional Ndebele techniques and patterns as she mentors young artists. The techniques she teaches use fingers and hands or chicken feathers – the latter of which she employed in her design for her iconic BMW 525i Art Car. In a further show of great passion, she has trained people from her home village in Mabhoko in the KwaMhlanga district of Mpumalanga.

Mahlangu's artistic process involves the use of natural and sustainable materials – a practice in alignment with the BMW Group's core philosophy of sustainability. Her deep roots in Mthambothini, a Nkangala district in Mpumalanga, reflect her commitment to her community and reinforce her status as a living legend safeguarding the visual language and history of the Ndebele people.

Etched in art and automotive history.

Mahlangu's international success serves as a powerful reminder of what can be achieved through talent, commitment, and determination. She has received multiple commendations, including three honorary doctorates.

Mahlangu's artworks grace many of the world's most esteemed museums as well as corporate and private collections.

Through this special partnership, BMW Group South Africa reaffirms its commitment to building a better future for children, communities, and the country. The Esther Mahlangu House stands as a symbol of this commitment, representing a shared appreciation for the transcendent impact of arts and culture.

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If you have any questions, please contact:

Corporate Communications

Angela Konert

Head of Business Communications

Phone: +27 71 666 2472

Email: Angela.Konert@bmw.co.za

<https://www.press.bmwgroup.com/south-africa>

The BMW Group

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In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.



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