

Media information

24 October 2024.

**Reliving 50 Years an Icon: BMW Group South Africa-
endorsed book set for release.**

+++ BMW Group South Africa hosts launch of a new book BMW – The Unique South African Story, published by The Vantage Corporation

+++ The book details the unique history of BMW in South Africa +++

Midrand. BMW Group South Africa proudly announces the launch of **BMW – The Unique South African Story**, a luxury coffee table book published by The Vantage Corporation. This 640-page hardback highlights the extraordinary 50-year journey of BMW in South Africa – the most comprehensive account of the organisation's history.

BMW – The Unique South African Story narrates the establishment of the first production plant outside of Germany in Rosslyn, north-west of Pretoria. This well-researched compilation details the first and the iconic BMW models manufactured at BMW Group Plant Rosslyn, such as the BMW 2000 SA and BMW 333i, along with the memorable launches of new BMW models. The complete history of BMW M Motorsport – its cars and drivers – is meticulously captured. Additionally, the Chief Executive Officers and Managing Directors since BMW Group South Africa's inception provide first-hand accounts of the iconic automotive brand in South Africa.

Author, Johann Venter said, "This book is a culmination of a lifelong passion for the BMW brand. This has led to me joining forces with one of the most ardent BMW enthusiasts I know to create something that truly reflects this heritage brand in South Africa."

The book also includes BMW Group South Africa's extensive engagement in corporate social responsibility initiatives and cultural collaborations, highlighting a 50-year commitment to building a better future for South African communities. A visual treat, it further incorporates many never-before-seen images, clippings, and records from archives around the world. The book presents the visuals, captured as they were found, offering readers

an authentic experience of automotive excellence intertwined with the spirit of both the company and the country.

"A dream that started over nine years ago has finally come to fruition. It is a true BMW Group South Africa encyclopaedia, giving the reader a complete background of the exclusive cars and great people that make BMW a distinctive brand in South Africa," author, Marek Letowt, added.

50 Years an Icon.

In 2023, BMW Group South Africa celebrated its 50th anniversary under the theme "50 Years an Icon". The milestone occasion was marked by yearlong festivities that reiterated the company's economic, social and cultural impacts in the automotive industry, the communities in which it operates and across South Africa. The revisitation of this jubilee during Heritage Month serves as an apt backdrop for the launch of this limited edition.

BMW Group South Africa CEO, Peter van Binsbergen commented, "We are proud to reflect on our company's iconic history, particularly during a time that highlights South Africa's rich and diverse cultural heritage. Moreover, we are pleased to see it preserved in this detailed publication. This book launch is a beautiful mix of nostalgia, achievement, and corporate and community intrigue."

Stefan Schuett, CEO of BMW Group Financial Services South Africa commented, "We must thank the authors of this unique offering for their commitment to honouring BMW Group South Africa's legacy, and the publishers for preparing and managing this interpretation. We hope that all the BMW car owners and enthusiasts will enjoy it!"

The collector's coffee table book is available in two flagship editions: 2,000 standard edition copies and 333 limited edition, leather-bound and boxed copies. All processes involved in printing and binding were completed in South Africa.

To order a copy of **BMW – The Unique South African Story**, visit:

www.vantagefineautoart.co.za

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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. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

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, from the supply chain through production to the end of the use phase of all products.

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The Vantage Corporation**Motoring Content Creator**

The Vantage Corporation comprises motoring enthusiasts sharing their passion by telling stories about rare and unusual classic and collectable cars from South Africa. Additionally, it provides interesting content to several motoring publications in the United Kingdom and Australia.

Automotive Art

The Vantage Corporation's automotive art is for the discerning motoring enthusiast and collector looking for something extraordinary. At its automotive art studio, enthusiasts can indulge in owning an art piece of an automotive legend or creating their own.