**media release**

**02 March 2015**

BMW South Africa reappoints media planning agency

**Midrand** – Following an integrated and competitive pitch process, BMW Group South Africa has reappointed Vizeum Media as its media strategy, planning and buying agency for its above-the-line and digital communication business. However, for the new contract period Vizeum Media has also been appointed the media strategy, planning and buying agency for MINI South Africa.

The agency has won prestigious industry awards including a Gold Roger Garlick Award in 2012 for the BMW 1 Series outdoor projection game, in the ‘best use of out of home’ category.

“Strategic partnerships ensure that BMW South Africa maintains its competitive edge in the premium segment and is the epitome of innovation,” said Guy Kilfoil, BMW South Africa’s General Manager for BMW Brand Management and BMW Group Marketing Services.

“Over the past four years we have maintained a strong working relationship with Vizeum Media; they are innovative thinkers and are a perfect match for a leading brand like BMW. We are excited to continue our partnership with them,” Kilfoil adds.

Vizeum Media South Africa retains the BMW South Africa business after initially acquiring the account in 2010. Core services offered by the agency will include media strategy, planning and buying.

“From the onset Vizeum has strived to adopt the key brand values for both BMW and MINI – in doing so we have been able to unlock an exciting new partnership with MINI and building on an existing relationship with BMW. We look forward in continuing to find relevant and innovative award winning solutions to truly connect with consumers,” says Tanya Schreuder, Director at Vizeum Media.

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**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, 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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2013 was €7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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