

Rugby stars sign on as BMW ambassadors

BMW South Africa's support of South African rugby extends beyond its five-year commitment to Springbok Rugby as official vehicle partner. It also backs a number of the players through its ambassador programme and has brought on board, Jan Serfontein, JJ Engelbrecht, and Tendai "Beast" Mtawarira.



L to R: Jan Serfontein, JJ Engelbrecht and Tendai 'Beast' Mtawarira

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The dynamic trio joins Springbok captain Jean de Villiers, Springbok coach Heyneke Meyer, Schalk Burger, Pierre Spies, Francois Steyn, Jannie du Plessis, and Victor Matfield in representing BMW's interests in rugby. As part of the agreement, Beast and Engelbrecht will each receive the use of a brand new BMW 330d while Serfontein, upon his request, will be driving a new BMW 120d.

"Our vehicles epitomise speed, power and dynamism in every respect and deliver ultimate performance in every field. This highlights all of the reasons we're involved in the dynamic, high-performance sport of Springbok rugby, which has played such a huge role in showing the world just what South Africa is capable of," explained Guy Kilfoil, GM: communications and public affairs of BMW South Africa.

"Furthermore, together with our ambassadors, BMW South Africa is able to facilitate different experiences and provide added value to our loyal customers and South African rugby fans."

Provides expert opinion and analysis

As a BMW ambassador, Matfield for example, acts as host for BMW's VIP hospitality suites at local matches as well as provides expert opinion and analysis for BMW's rugby-specific micro-website.

"As part of our commitment to our Springbok sponsorship, BMW South Africa also offers sporting entertainment to South African rugby fans through activations such as 'The BMW Challenge' - an interactive area where fans attending the Gauteng games during the Castle Lager Rugby Championship were able to test their performance against their favourite

rugby players," said Kilfoil. "The BMW Challenge provided a unique opportunity for rugby fans to experience at first-hand just how much speed and dynamism is inherent in Springbok rugby, " said Kilfoil.

The final BMW Challenge for this season was hosted at the Springbok/All Black game last Saturday at Ellis Park. Fans were able to race the likes of JJ Engelbrecht, Jan Serfontein, Pierre Spies, Jean de Villiers and Schalk Burger, as well as Gio Aplon and Juan de Jongh over a 12m "pick and go" in real time on a life-sized LED wall. They were also able to test their scrumming power against the best in the Bok pack. Non-playing BMW ambassadors, such as Victor Matfield and Pierre Spies, roamed the area throughout the day partaking in all the hype and interacting with fans.

"The characteristics of Springbok rugby - in particular agility, power, precision, speed, and performance - are values with which the BMW brand identifies perfectly and which rugby and BMW fans alike can get to revel in through our sponsorship and ongoing support of the Springboks," concluded Kilfoil.

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