

FROM BUSINESS TO ATHLETE



Rustenburg – The team from Best Auto Rustenburg hosted the launch of their brand-new BMW 5 Series on Monday, 6 March 2017. This was the first exclusive event held at their premises since the refurbishment of their showroom to feature the clean-cut form to follow-function look, referred to as 'future retail'. To mark the occasion, Sandra Niven, CRM Manager for Best Auto Rustenburg made sure that the team from Best Auto rolled out the red carpet, literally and figuratively.

The 7th generation 5 Series was held under wraps until David Niven, dealer Principal of Best Auto Rustenburg officially unveiled it. The guests were exhilarated by the 'big reveal', in suspense to view this magnificent car. Exhibited outside the showroom, were all the previous 5 series M's (with the exception of the 1969 'model 2000'). They stood as a powerful monument to remind patrons that the new 5 Series is part of a family that has always been leading the way with innovation, technology and style. Among the guests of the evening were a few of Rustenburg's most influential businessmen and many recognisable community members. As they mingled and socialised, the room was abuzz with speculation of what the new 5 series would have in store. One thing was for certain; the new 5 Series would not go unnoticed. After David Niven welcomed guests, he presented the origin, heritage and lineage of the new 5 Series – and it became clear that the 5 Series has always strived to be the perfect combination of exhilarating driver experience with the comforts and luxury of an executive sedan. It's gorgeous; from its aggressive signature kidney grilles and wide powerful stance to the new LED lights, the elegant silhouette and aerodynamic curves, the 7th generation BMW 5 Series is the perfect combination of Athlete and Business. The inside of the cockpit is focused and designed for the driver's comfort. By merging the finest materials and craftsmanship with the latest technology and forward thinking concepts, the new 5 Series will definitely lead the way with intuitive user technology, intelligent BMW Gesture, voice control and an innovative touch display. Wait till you hear this powerful beast roar! With a distinctive BMW sound this vehicle was designed to awaken and entice your senses. The BMW 530 d gives a staggering output of 195 kW/ 620Nm; guaranteed to press you down into the back of your seat.



From left; Dr. Sifiso Mngomezulu, the proud owner of the first 2017 BMW 5 Series to be sold in Rustenburg; Siphiso Mzwali, sales representative; and David Niven, dealer principle.



The BMW Best Auto Rustenburg management team from left; Jannie Louw, parts manager; Rodrick Smuts, workshop manager; Melvin Erasmus, sales manager; Sandra Niven, CRM manager; David Niven, dealer principle; and André Brits, finance manager.

When it comes to the new BMW 5 Series, it's all about the driving experience.

Vehicle driving features such as the Integral Active Steering makes the vehicle more responsive and manoeuvrable. The 8 speed Steptronic Sport Transmission offers extremely sporty gear changes, and the Dynamic Damper Control offers a more responsive drive.

With a single command, it can also be switched to the Comfort Mode, assuring a comfortable ride and thanks to the Adaptive Drive, the new 5 series ensures outstanding comfort levels with hardly any body roll while still providing shorter braking distances and sharper bends.

But don't take our word for it. Go visit the showroom at Best Auto Rustenburg on the c/o 4th Ave and Koro Koro Drive or book a test drive today! Contact 014-573 2308