



LEGACY LAUNCH

Best Auto reborn as Legacy Rustenburg



Advertorial

Rustenburg - On Tuesday 4 December, the team from Legacy Rustenburg invited a few select clients to celebrate their official launch of what was once known as Best Auto to Legacy Rustenburg.

BMW Legacy Motor Group is a new majority black owned group, within the BMW group of dealerships. This venture started with the purchase of Zambesi Auto, a standalone M-Showroom in 2008. Within a short space of time the group grew to owning Menlyn Auto, Legacy Polokwane and now Legacy Rustenburg. Upon arrival, guests were greeted on the red carpet by valet service and were ushered into the giant tent that turned the Legacy outside showroom into a massive festival with a VIP vibe. The new team is bringing a fresh outlook to client management, luxury and customer satisfaction.

With a master of ceremony like the ever entertaining Tumisho Masha, it was clear that the Legacy Motor Group intends to set themselves apart from its competition. As Chief Marketing Officer (CMO) for Legacy Motor Group, Busisiwe Mkwanazi told *Platinum Weekly*: "We at Legacy Motor group, would like to see ourselves leading the BMW group franchises in South Africa sustaining the highest levels of customer satisfaction and having a strong focus on upliftment and development." She added that they intend on achieving this by having customers *FOR LIFE* through *TOTAL SATISFACTION*.

Legacy as a group stands for, innovative out of the box forward thinking and aims to be the leader of unconventional ways of doing business with the

understanding of our customer needs. We are building our road ahead through differentiation and setting ourselves clearly above the norm with out of the box thinking and practices. The only roadmap that they can identify with, is achieving their goals in sourcing, continually developing and rewarding the very best people to represent them and making selling BMWs become a way of life. VIP guests enjoyed the glamorous get together and didn't wait a second to get behind the steer of the all new BMW X5 that was also launched that evening which paired perfectly with the BMW sleek style and elegance Legacy tends to convey.

The moment the new X5 rolled out it had the entire audience on their feet, eager to be first to catch a glimpse of the fourth generation X5.

As guests enjoyed the wonderful evening hosted by Legacy Motor Group they couldn't help but to discuss the highly anticipated new X5.

Since the Launch of the first BMW X5 in 1999, it established the Sports Activity Vehicle (SAV) segment and then went on to become one of the brand's most successful models with over 2 million vehicles sold. This remarkable vehicle truly deserved to be celebrated and experienced, as it is the absolute pinnacle of performance and efficiency as well as handling, comfort and versatility. Onlookers were astounded at the amount of technological advances and undoubted luxury the new X5 has to offer.



From left: master of ceremonies Tumisho Masha and dealer principal of Legacy Rustenburg Udu Paro.



From left: Councillor Amos Mataboge (MMC Member of Mayoral Committee: Chief whip) along side Councillor Ofentse Kombe (MMC Member of Mayoral Committee: Local Economic Development.)



Master of ceremonies, Tumisho Masha and dealer principal of Legacy Rustenburg Udu Paro discuss the unique X5.



BMW fans enjoying the Legacy launch.



BMW enthusiasts clamoured to see the new X5.



From left to right: Mrs Leigh Classen, CFO, Ms Busisiwe Mkwanazi – CMO, Mr Jacques Nel – BMW SA Regional Sales Manager, Mr Udo Paro – Dealer Principal

Contact Legacy Rustenburg on 014 537 2308 or visit them at C/o 4th Avenue and R24.