

Press Release: 13 August 2013

BMW Lyndhurst partners with CGF Research Institute (Pty) Ltd

BMW Lyndhurst is pleased to announce its affinity partnership with CGF Research Institute (Pty) Ltd (CGF), who is renowned for their corporate governance research, reporting and consulting services across all types of organisations in South Africa.

Through BMW Lyndhurst, CGF's valued members now have access to preferential rates on all BMW products and apparel which is purchased through BMW Lyndhurst. Not only will CGF's members be afforded the opportunity to benefit from this affinity partnership in terms of any purchases they intend making, they will also receive periodic product briefs and updates to various BMW Lyndhurst special promotions, or marketing events through their association with CGF.

In addition to the niche position CGF occupies in the complex world of governance, risk and compliance, through CGF's innovative mobile cellphone application -- called *Governance Connect®* -- they are able to rapidly inform their extensive client database of products and services which they believe will offer benefit to their client's employees.

Through *Governance Connect®*, CGF has customised a rather unique social media product which provides all their clients and members the means to interact on a minute-by-minute basis on topical matters pertaining anything from governance, risk and compliance issues, to newsworthy business articles, through to preferential rates on short-term insurance, car hire and concierge services. Now that BMW Lyndhurst has also decided to support this initiative, CGF's clients and members now also have access to BMW products which will be made available through BMW Lyndhurst on a nationwide basis.

Since the launch of *Governance Connect®* a few months ago, which is a free application for anybody to download on their smart cell phone devices, **Aon South Africa** and **Budget Car and Van Rental** have also supported this initiative nationally. And gauging from the rapid interest, the growth of this application is undoubtedly going to grow exponentially as more people become aware of its immense benefits.

CGF's affinity applications can be accessed from any smart cell phone by simply typing www.governanceconnect.mobi on the smart cell phone's internet browser. In order for people to benefit from these affinity applications, a person simply needs to register on the CGF database at www.cgf.co.za

BMW Lyndhurst is excited about the CGF affinity partnership and its prospects, knowing also the extent of CGF's clientele which runs deep and wide throughout South Africa. CGF is able to offer BMW Lyndhurst a wonderful opportunity to reach new markets within their ambit of influence. Through our collective efforts we can bring enhanced value to our respective constituencies, whilst also ensuring future business success and sustainability.

BMW Lyndhurst is a firm supporter of good corporate governance business practices, and we are delighted to be associated with CGF. We look forward to being of service to all CGF's members.

Contact Kirsty van den Berg at BMW Lyndhurst on (011) 430 3000 or email kirsty.vandenberg@bmwdealer.co.za or ewan.wilson@bmwdealer.co.za to get a quote on your preferential rates as a CGF member. Terms and conditions apply.

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