

Dare to dream



JOLANDIE RUST: ON THE RIDE OF A LIFETIME

➔ **Getaway spot for all adventure lovers.**

Genevieve Vieira

The only place Jolandie Rust feels completely at home is on the back of a motorcycle. She was the first woman to circumnavigate Africa on her own and runs her own adventure biking company. As the BMW Motorrad SA brand ambassador, she will be leading rides at BMW Motorrad Days South Africa to be held in Clarens next weekend.

As Africa's first music-and-motorcycle festival, the event will infuse the energy and enthusiasm of all things motorcycling, alongside some local entertainment, a host of craft beer gardens and gourmet food stalls. It doesn't matter what your preference is, all are welcome, including those just looking for a good time.

Rust says: "Every single time I start up my motorcycle, I fall in love all over again. Riding makes me feel incredibly empowered and exhilarated. It's like I'm on top of the world. There's no greater sense of freedom."

Rust defies convention and contradicts stereotypes, ensuring she lives with no regrets.

Alluding to her decision to motorcycle around Africa, she says: "The decision to want to be the first woman to travel around the continent solo came in late 2007 when I decided I wanted to do something big with my life."

"We so often hear clichés such as 'Life is too short' and 'You miss 100% of the shots that you do not take'. Yet, we rarely take them seriously."

"I find that clichés are usually absolute truths. I wanted to live my dreams."

Asked what it's like being a woman in a male-dominated industry, Rust says: "The female presence in the motorcycling industry is certainly on the rise."



info

- ▶ Join Jolandie Rust and a host of motorcycle junkies at the BMW Motorrad Days South Africa in Clarens, Free State, from November 6 to 8.
- ▶ Motorrad Days will feature everything from live motorcycle stunt shows to a variety of riding activities.
- ▶ Tickets range from R855 to R2 450 and are available at bmw-motorraddays.co.za

I can honestly say that I've only ever been supported by male riders, no matter where on the globe.

"The day I mounted a motorcycle was the day that I became a member of the biggest family on earth."

"There is an unwritten code stating that bikers will always look out for one another, no matter your age, race, or sex."

"This is what my experience has been," says Rust.

Her next goal is to be the first female from Africa to ride in the world-famous Dakar Rally in South America in 2017.

For more information visit bmw-motorraddays.co.za

