

Motorcycle festival for Clarens

BECKER SEMELA

THE first ever Africa music and motorcycle festival will be held in the small town of Clarens in the eastern Free State next weekend.

Clarens, the tourism resort town famous for its thriving cultural scene, will receive a radical transformation through the BMW Motorrad Days from November 6 to 8.

Alexander Baraka, general manager of the bike manufacturer, said the objective of the festival is to celebrate the brand and to showcase all the facets of the motorcycle lifestyle.

He said the bikers will infuse the vibe and energy of all things motorcycling into the streets, shops, restaurants and town square.

"A diverse programme of events and activities will ensure that everyone from the seasoned motorcyclist to novice enthusiasts or anyone keen for a great weekend will be thoroughly entertained.



WHEEL UP: Highly rated Mattie Griffins to compete. PICTURE: BMW/MCMAG.COM

"While this is our brand event, it is open to all motorcycle enthusiasts no matter what their brand preference is," Baraka said.

He said people won't want to miss any of the action as the two days will feature everything from incredible live motorcycle stunt shows to a variety of riding activities.

"People who want to experience our motorcycles will have the opportunity to sign up for a day-trip test ride or browse

and purchase any model from the retail store," explained Baraka.

He said festival-goers will also be treated to world-ranked Street Bike Freestyle Rider Mattie Griffin, who is being flown to SA especially for the festival. "In between all the motorcycle buzz, there will be a host of craft beer gardens and gourmet food stalls on offer. Festival goers can also expect fashion shows showcasing the lifestyle clothing range, and what is a festival without the best music and entertainment SA has to offer," Maraka said.

He said a stellar line-up of live bands and DJs will keep the party going well into the night. "Clarens is the perfect location for an event like this because it offers scenic mountain passes that will make for an extraordinary riding, great weather and a thriving social life that will complement the festival days.

"I encourage anyone who is interested to come and join us to make life a ride."

beckers@thenewage.co.za

