

The World of Personal Number Plates

Regtransfers

25th Anniversary - Spring 2007

.co.uk

1982 25 YEARS 2007



One Hundred per Cent
Vinnie Jones



Also in this issue:
Legendary Radio 1
Disc Jockey



David Hamilton



SPECIAL 25th Anniversary Edition

and the winner is . . .

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“When I saw the competition, I thought 'what a great prize!' I immediately started to dream about what I would choose for my number plate. I thought it was definitely worth entering. After all, 'you have to be in it to win it'.

"A lot of my friends have personal number plates and I've always been a bit envious of them. I think that they really enhance your car and make you stand out in the traffic. Personal number plates also give your car a bit of extra character. They can be mysterious and leave you speculating about what they mean to the owner.

"I am thrilled to be able to have a personal number plate. I can now drive around feeling that extra bit special in my car, and it's all thanks to regtransfers.co.uk. **”**

Corinna 'Reeny' Ball
Brixham, Devon



Corinna, with her prizes: R33 NYD for herself and E8 MPS for her partner Matthew Dempsey (inset).

LETTERS & EMAILS

Email YOUR story and photos to:
editorial@regtransfers.co.uk

It's so easy



I bought this number plate, from Regtransfers, it was a great price and it's so close to my name. It's spooky that, since then, I have introduced three other people who have bought plates. It's a very simple process, especially when your dealing with experts, great service.

Lance Amison
Eastbourne

Can't wait!

I'm very proud to have my own private plates **6 MJJ** at the age of fourteen and I can't wait to put them on my new car when I pass my test soon.

Mark Joseph James
Doncaster



My registration is **A8 TXE**. My taxi-driver call sign is ALPHA 8 - A8 - and daily I make my income on the A8 between Glasgow and Edinburgh. Our company is called The Paisley Cab Company and is Renfrewshire's largest private hire company.

Dougy Archibald
Paisley



Follow that Cab!

Attached is a photo of a cherished number taken in Poznan, Poland in the summer.

PO is the local area for Poznan, the rest is self explanatory.

David G Humphreys
by email



Thrilled

Just a big thank you to Luke for helping me purchase the registration number **V999 PJH**. It's now on the car, and we're thrilled to bits!

Gill Humphreys
by email



A Good Deal

Just thought I would share our number plates with you. **22 ND** is on the Mercedes, but **21 ND** is on retention after reducing the Porsche to scrap metal in an accident.

We also have the number plates **XAN 71A**, **311 OWS** - which will soon be on my new bike - and **MOR 63N**, which I purchased last year for my son Morgan who's only 5.

The number is now on his nana's Ford KA. A deal has been done that she borrows it until he is old enough to drive, then he gets whatever car the plate is on at the time of passing his test.

M Hallet
by email



Mr Khan, V12 Power Ltd, 240 Canal Road, Bradford, West Yorkshire



Something special

My special grandmother passed away last year and I miss her dearly. So, with the money she left me, I decided to buy the plate **R99 PMR** and my wedding rings, to pay everlasting respects to both my grandparents.

The plate is well balanced and looks great on my Jaguar Sport. I have always fancied a Jaguar. The right one with the right colour came along, so I thought

what better way of showing it off than with a private registration.

The 'jag' is so nice that no one knows how old it is! When I look at the plate, I will always remember where the money came from and the same with wedding rings - because we will always be wearing the rings I know that my grandparents are so close to me.

Paul Roe
by email

So far, so good

Just for fun, I attach a photo of the original **13 FAR**, taken in 1959.

That's my Mum in the back seat, and 13 was her lucky number. That's why we transferred it from car to car for the next 25 years.

When my Dad died, she was daft enough to give the car away - number plate and all. As luck would have it, years later, and thanks to people like you, I happened to see it for sale.

It's the only bit of my Dad I have left. I'd sooner sell the house than let it go again!

Peter Ellwood
by email



100 per Cent Vinnie Jones

Regtransfers.co.uk: The World of Personal Number Plates has interviewed many sports stars and people from the entertainment world, but the chance to speak with someone who combines a current Hollywood film career with earlier fame as a successful premier league footballer and international team captain... Well, let's just say that opportunities of that sort are few and far between. So, the reader can probably understand how delighted we were when *X-Men* star Vinnie Jones told us he was happy to appear in the magazine.

Vinnie's 2006 role, as Juggernaut, the massively destructive super villain in *X-Men: The Last Stand*, introduced him to a whole new audience. The subject matter, and the '12' certificate the movie was given for its UK release, appealed to a market that may not have had the chance, or the inclination, to see his earlier outings, many of which were '18' certificate crime capers.

Slightly more mature filmgoers, however, will be familiar with Jones's early roles in Guy Ritchie's *Lock, Stock and Two Smoking Barrels* and *Snatch*. These are also the people who are likely to remember his soccer career, and the controversial 'hard-man' label that made the move into tough-guy movie parts such a logical one.

As a professional footballer, Vinnie Jones played for Wimbledon (as part of their 1988 FA Cup winning team), Leeds United, Sheffield United and Chelsea, finally retiring from the game at the end of a period spent as player/coach with QPR. His playing style was determined and uncompromising, and he became known as much for the controversy that constantly surrounded him as for any technical ability he may have shown. His approach often resulted in his being booked or sent off, however, the period he spent at Leeds United showed that he could also put up a good account of

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himself without resorting to the aggressive tactics that had so often brought him into conflict with officials. Vinnie also earned nine caps with the Welsh national team, which he eventually captained against Holland.

In 1992, he presented a video entitled *Soccer's Hard Men*, which featured archive footage of Vinnie and other aggressive players. His involvement incurred the strong disapproval of the FA, who claimed he had brought the game into disrepute: a charge that carried a hefty fine.

Since leaving football, Vinnie has made more than 60 television and film appearances, with many more projects either in progress or at advanced planning stages. Most of his screen work has, at least in part, reflected the tough reputation he developed during his football career: nevertheless, there is a lighter side to Vinnie Jones - even, dare we say, a sense of humour.

Vinnie and fellow tough-guy actor Ross Kemp sent themselves up in a well-received episode of Ricky Gervais's sitcom *Extras*. The two faced each other

in a brilliantly conceived confrontation scene, and showed that they were more than able to laugh at themselves and the stereotype characters for which they have been known.

That hint of a humorous side was very reassuring to our team when they visited Vinnie at his home in Hertfordshire. He had set aside a morning for us, shortly after his return from Ireland, where he had finished filming Mark Mahon's boxing drama *Strength and Honour*, and shortly before he was due to fly to LA to discuss forthcoming movies.

We were aware that Vinnie had bought a few personalised number plates (hence the request for the interview), but we were still surprised when we discovered how many of his family members have personal registrations displayed on their vehicles.

"I just think they're brilliant," he says. "Ones that spell words, ones with your initials... they're great. A good plate is the business. It's handy that you can cover the age of a car with a dateless plate as well. If I see something like a

new Bentley with bog standard plates, I just think it's wrong. I mean, why go half way? A good car needs a good number. They're unique aren't they? And they reflect your identity and become a part of you. I'm surprised more people don't know how easy it is to get one. I got one for my mum from you guys about ten days ago, and it's already on the car.

"I have **100 VJ** on my car. My son says it stands for 100% Vinnie Jones. My wife, Tanya, has **99 TJ**. I've also bought plates for my mum and Tanya's mum, and I got one for my dad, who thinks it's great. Now I'm looking for one for my son."

Vinnie recently acquired a registration for his daughter from Regtransfers. "Kaley has **75 KJ**. I got that for the car I bought for her 17th birthday."

Kaley's MG car was significantly customised by the manufacturer to suit their requirements. So much so, Vinnie says, that: "On the log book it says '1 of 1'."

His own number plate prompted a singular encounter a few years ago.





"I was driving and an old geezer was driving behind me. He kept flashing his lights so I pulled over, thinking there would be trouble. He came out of his car and said 'Where did you get that from?' pointing at my number plate. 'I had that in 1939!' What are the chances of that?"

Movie success has its benefits, so surely now, Vinnie could have any plate he fancied. What would be his ultimate?

"I like what I have. I mean, I might see something good every now and then but, like I said, it becomes a part of you, doesn't it? I wouldn't want to swap mine."

Back to the subject of that movie success: Vinnie himself would surely agree that his early parts were not exactly demanding of a highly developed acting talent. The fact that he was selected for his roles in the Ritchie films because of his image meant that there was a real likelihood of typecasting. Scepticism about Jones's real acting ability continued with his subsequent films, as none of the parts he played really put it to the test.

When asked if he finds the tough-guy parts hard to play, Vinnie switches on

his withering stare. Completely straight, he says, curtly:

"No."

After a second of chilling silence, our interviewer notices the hint of a twinkle in his eyes, and everyone starts breathing again.

The run of simple hard-case roles was interrupted in 2001 when he played a footballer in Barry Skolnick's remake of *The Mean Machine*. The movie was about a star footballer who found himself in prison. Paradoxically, it was in depicting a character who was, in some respects, an echo of Vinnie's former sporting incarnation, that his first real acting test came. Although consensus among audiences and critics was that his old colleague from *Lock Stock and Snatch*, Jason Stratham, gave the most memorable performance in *The Mean Machine*, there was also unanimous acknowledgment that Vinnie actually could act. Furthermore, he had done a pretty good job of it.

Sadly, none of the next few parts really gave him a chance to develop the ability he had revealed in *Mean Machine*. However, he did get to work with some skilled veterans, not least in

X-Men: The Last Stand, in which he co-starred alongside Patrick Stewart, Halle Berry and Sir Ian McKellen.

In a movie career that now spans a decade Vinnie has rarely gone short of work. Certainly much of the work he has produced has been less than top-flight, but that was arguably due to the lack of opportunity suffered by many novice actors, and to typecasting in the early days. More recently, he has found his range of opportunities expanding.

One recent project of which Vinnie is particularly proud is *The Riddle*, written and directed by Brendan Foley. The cast includes Sir Derek Jacobi and Vanessa Redgrave, but Vinnie gets top billing, and the main role. Once again, there is a link with his previous career (he plays a sports reporter with more serious journalistic aspirations), but the sporting reference in this movie is superficial, and largely irrelevant. As far as Vinnie is concerned, this one has given him a real chance to get his teeth into a substantial acting role.

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The Vinnie Jones **Filmography**



1998

Lock, Stock and Two Smoking Barrels

2000

Snatch
Gone in Sixty Seconds
Rebel Yell

2001

Mean Machine
Swordfish

2002

Night at the Golden Eagle

2004

Survive Style 5+
Blast!
EuroTrip
Tooth
The Big Bounce

2005

Mysterious Island (TV)
Submerged

Slipstream
Hollywood Flies (TV)
The Number One Girl
7-10 Split

2006

Garfield:
A Tail of Two Kitties
X-Men: The Last Stand
Played
She's the Man
Johnny Was
The Other Half

2007

The Condemned
The Riddle

Forthcoming movies:

The Midnight Meat Train
Rush Hour 3
Loaded
Bog Body
Tooth & Nail
Strength and Honour

forthcoming. "You get sent scripts, but unless you're an A-list actor you can't dictate your roles. Until I can do that there will be two reasons I take on parts: either I love the script or the money is great!"

The impression one gets is that Vinnie Jones is revelling in his new environment. He clearly loves working with actors he has admired, and he is still new enough at the movie game that the thrill of meeting Hollywood superstars has not completely faded away.

"When I did *Gone in Sixty Seconds* my first scene was with Angelina Jolie and Nicholas Cage. I just couldn't believe it."

Does he miss football?

"No. I was getting sick of it, to be honest. I still go and see matches sometimes, but playing... well, you'd have a bad game and you'd get slaughtered. You'd have a good one and no-one would say a thing.

"Despite all that, the football did help. It's where I started."

Rick Cadger

Interview: Angela Banh
Photography: Stan Thompson



'Diddy' David Hamilton

We arrive in the leafy London suburb in glorious spring sunshine. David and his beautiful Gordon setter, 'Mister' Max, greet us at the door. He was recently a star of the Channel 4 programme; It's Me or the Dog. "He's not changed much," says David, commanding the dog to lie down. The doleful eyes look up, but he won't budge. "You see, it's us that need training," he laughs.

Having been on the road for a couple of hours, I'm in need of the little girls' room. David is delighted to show me his downstairs toilet which is covered, floor to ceiling with picture discs from the 1980's - Madonna, Culture Club, The Thompson Twins - it's a comprehensive collection. He points out the device he's set up for alerting others that the 'little room' is occupied - when the door is locked, a genuine 'On Air' sign lights up outside. Genius!

David 'Diddy' Hamilton is one of Britain's best loved Radio and TV presenters. 2006 marked his 50th year in the business. In that time, he has hosted an incredible twelve thousand radio shows (and counting) and one thousand television programmes.

But it was back in 1967, whilst appearing in *Doddy's Music Box* that David had his first big break on to a national television series. The show's front man, Ken Dodd, famous for his buck teeth, tickling stick and 'Diddy' men, recruited David as his sidekick. Because of David's small stature, Dodd nicknamed him 'Diddy', after the tiny residents (usually children dressed up) of his mythologised Knotty Ash. "Ken took me aside and asked me if it was OK to call me Diddy, because it was poking fun at me," said David, "he told me he thought the name was likely to stick so wanted me to be happy with it. I said I didn't mind at all. In fact I think it helped people remember me in the early days."

The name certainly did stick, but it wasn't until 1990, when David heard about the **D1 DDY** number plate coming up for sale at auction, that he thought he would have some fun with it.

"I won the plate for £5,000, which was about what I expected to pay, but someone else was bidding against me over the phone. It was probably Ken!" The plate was the perfect match for

David's red Mini Cooper. It's now on 'DiddyMobile' number two - another Mini, this time in 'Volcanic Orange'.

Proving that small is beautiful, David says that the car and plate together have always attracted affectionate comments. "It looks cute, and people can't help saying so. It's been a great publicity tool for me over the years," he says, "I never hear jealous remarks which might happen if it were on something like a 4 x 4. I often find notes on the windscreen, asking if I will sell it. One woman who wanted it was called Diddy McDonald."

"When I was working for a radio station that belonged to Harrods' owner Mohammed Al Fayed, a security guard told me that a man across the street had been admiring my plate. I went over to speak to him and it turned out to be Didier Deschamps, a footballer for Chelsea at the time. I didn't know his name then, so asked him what it was. He replied, Didier, so I said, I'm Diddier than you! He laughed and asked how much I wanted for the plate. Off the top of my head I said £20k. He came straight back with the reply, 'Only?' So with a bit of quick thinking, I added, and £20k for the back one! Didier returned to France soon after and I wasn't ready to part with my plate at that time. If I was offered silly money for it, I think I would find it hard to refuse. Perhaps Didier Drogba (another Chelsea player) might be interested..."

David says that if he did ever want another number plate, it would have to be one that was funny. "I don't understand people who criticise personal number plates - they're missing the point completely - they're a bit of fun. At least I know where to search for one," he says, looking at the *Regtransfers* magazine, "the best one I saw recently was **DAD 150K** - Dad is OK - fantastic."

David began his career writing a weekly column for *Soccer Star* magazine, at the age of 15. When he left school, he became an office boy for A.T.V. and after he had an article published in the *TV Times*, he was offered a job writing promotion scripts for A.T.V.'s announcers. By 18, David had written a series called *Portrait of a Star* for the ITV network. His new found career was interrupted by two years National Service in the R.A.F.

In 1959, he found himself in Cologne, Germany, working on the British Forces Network where his first broadcasting



role was reading the football results. He persuaded the network to let him run his own Rock 'n' Roll show, *Hey There*. "It was what the troops wanted," said David, "during the 45 minute show every Sunday afternoon, I played Elvis, Little Richard - everything that was current. My show was followed by a talk from the Padre, as if everyone had to be cleansed after listening to such music! Much later, when I saw the film *Good Morning Vietnam*, I thought, wow, that's my story, and it really was like that. Of all the jobs I've done, I still love radio the most. I'm from the radio generation. After us came the television generation and now it's the computer generation."

"When I was a boy I listened to Pete Murray. He was my hero. I remember seeing a copy of *FAB 208* magazine. It showed photos of Pete in glamorous settings. I thought, that's the kind of life





I'd like. I wanted to be like him, he was my inspiration for coming into radio. I'd never have dreamed that all these years later, Pete and I would be the best of friends."

After National Service, David returned to his script-writing job. But he'd enjoyed his introduction to broadcasting so much that he wanted to go back to it, so later that year he became an ABC TV announcer, with the first of many TV appearances following soon after. A year later, he took the role of announcer, newsreader and programme presenter for Tyne-Tees Television, in Newcastle. It was his chance to break the mould in what he saw as the usual 'stuffy style'. He decided to add a bit of fun, so when introducing the hospital series *Emergency - Ward 10*, David dressed up in a doctor's white coat and stethoscope. When linking to a western film, he'd appear with a gun and a Stetson. It wasn't long before Tyne-Tees viewers took him to their hearts. In 1962, they voted him 'Tyne Tees Television Personality of the Year.'

David's career flourished. He regularly appeared as an announcer for Anglia TV, Westward TV, Southern TV and Border TV. He hosted shows such as *Cue for Sport* (1962), *Rehearsal Room* (1964), *It's a Geordie Beat* (1964), *The Bright Sparks* (1966-67), *Singalong* (1967) and *Pop the Question* (1968).

"In March 1963, I was one of the first to interview The Beatles," said David, "they sang their hit *She Loves You* at a concert in Urmston, Manchester. Girls in the audience were screaming so much, we thought the marquee would come down.

"I was also lucky enough to interview their manager Brian Epstein, on the *ABC At Large* television show. Brian introduced another sensational group of the day, Gerry and the Pacemakers, whose first three songs went to number one."

The Beat Show was the first programme David hosted for BBC Radio in which all the top pop groups appeared. "It was a time when beat groups were emerging and the popularity of the big bands was slowing down. Economically speaking, beat groups were much cheaper to put on because they had fewer members.

"I've had the privilege of seeing everyone from Frank Sinatra to Frank Zappa but I have to say that it was Dean Martin and Frank Sinatra that stood out from the rest. They were the two greats."

David maintains that the most rewarding part of any of his jobs was discovering the star acts of tomorrow. "When I was working at Radio One, a three-girl group from Philadelphia filled-in at a London Palladium show I was hosting. They were called the Three Degrees and they sang *Year of Decision*. I immediately knew they had something special. I presented them as the new 'Supremes' and featured their song as my record of the week on 'Hamilton's Hot Shot'. They followed it with the massive hit *When Will I See You Again*.

Another Hot Shot was the unusual *Bohemian Rhapsody* by Queen. When I moved to Radio Two, I took the Hamilton's Hot Shot concept with me. Radio One decided not to play songs from a new group called Culture Club. They thought that Boy George was a bit

too out there, but I championed them and now Boy George is not only a household name but a DJ himself."

David seems to have been around during many transitional moments in broadcasting history. For instance, on 28 July 1968, he scripted and presented the final programme for ABC TV, ending his time there as announcer. Only two days later he became the first face on the new Thames TV from London. He hosted many shows for Thames, including *Fashion from Woburn*, *Magic Circle Christmas Box*, *Million Dollar Legs* and *The Magic Circle Show*. He also made appearances in *Mike and Bernie's Show*, *The Dickie Henderson Show*, and *The Benny Hill Show*.

In September 1967, David was there to wrap things up for *Housewives Choice*. Two months later, he made his first broadcast on the new Radio One as host of *Family Choice*. He went on to present *Music through Midnight*, *Roundabout*, *Pop Inn*, *Radio One Club* and *The David Hamilton Show* (broadcast on both Radio One and Two).

In 1971, David was asked to play Buttons in *Cinderella* at the Alhambra Theatre, Bradford. It was his first pantomime. "My pal Ken Dodd came to see me at rehearsals. I was struggling with my voice, my throat was sore, so he recommended a cough sweet called The Actors Friend, which really helped. He told me to have my microphone closer to my mouth so that even if my voice was faint, the sound could be turned up and I would be heard clearly. He also suggested that I work on my pathos - I should get the kids on my side because as Buttons, I was the

good guy. I followed what he told me and soon after a little boy called out during a matinee, 'marry Buttons.' It worked! I was so excited I called Ken after the show to tell him."

Through the 1970's, David was the face people saw when they switched on Thames TV. He continued working as announcer and presenter, appearing in many high profile shows for a variety of networks: *Chipperfield's Circus* (Thames), *Monty Python Show* (BBC), *Celebrity Squares* (ATV), *Generation Game* (BBC), *Blankety Blank* (BBC) and *The Tommy Cooper Show* (Thames). He even had roles in films: *Some Kind of Hero*, *Tiffany Jones* and *Confessions of a Pop Performer*.

By 1976, David was one of a team of presenters regularly hosting *Top of the Pops*. It was also the year that he worked on television in America for the first time. He hosted a week of British programmes showcased by Thames TV on WOR TV in New York. In addition, he presented *News at Ten*, giving a British slant to international news for New Yorkers. His time working in America took him across to Los Angeles where he co-hosted *Mid-Morning LA* with Andrew Gardner.

As soon as David came back to England, he was asked to host one of the biggest award shows - TV Times Top Ten Awards. In 1980 it reached number two in the national television ratings, with a giant audience of over 15 million viewers.

Soon after, David left his job as announcer for Thames TV, after working there for 20 years. He continued hosting a number of programmes and made many guest appearances on panel shows such as, *Punchlines*, *Blankety Blank*, *Family Fortunes*, *Generation Game*, *Give Us a Clue*, *Babble*, *Game For a Laugh* and *The Cilla Black Show*.

It wasn't long before he was invited to be involved in a new project; as a host for *Lifestyle*, one of the earliest satellite TV stations. He stayed there for the duration of the station's existence, until it was sold eight years later.

In November 1986, David quit Radio Two after a disagreement over music policy. The following year he joined Reading's Radio 210 and by the time he left to join London's Capital Gold in 1989, listening figures had reached an all-time high. After six years at Capital Gold, he was headhunted by the Hanson Group, who invited him to present *The Breakfast Show* for London's Melody Radio.

During the 1990's, David was a guest on several shows on both satellite and terrestrial television, including: *You Bet* (LWT), *Through the Keyhole* (Yorkshire TV and BBC), *Happy Families* (BBC), *Jobs for the Girls* (BBC), *Pebble Mill* (BBC), *15 to 1* (Channel 4), *Esther* (BBC), *Shooting Stars* (BBC), *Talking Telephone Numbers* (BBC), *Clive James on TV* (LWT) and *Vanessa* (BBC).

The Hanson Group sold Melody FM in 1998. David moved to another London station, Liberty Radio, joining the Classic Gold network in 1999.

Once again at the forefront, his was the first voice to be heard on prime-time radio Saga's digital station, and a year later, in 2001, his voice launched Saga 105.7 FM, the West Midlands regional station. By February 2003, he had transferred to Saga's East Midlands Station, 106.6 FM, where he presented an afternoon show.

With such an incredible career in broadcasting, I wondered if this had always been the big plan. "No, not at all," chirps David, "as a boy, my burning ambition was to be a professional footballer. I had a trial for Wimbledon, but wasn't selected, meaning I wasn't good enough." Yet his dreams of playing on some of the finest football grounds in the country were realised later in life, when he played football for the Showbiz XI football team. "I was a member of the team for over twenty years, and captained many of the matches. We've raised millions of pounds for charity. I'm now the team's Honorary President."

A lifelong supporter of Fulham Football Club, David has been their match-day MC (Master of Ceremonies) since 1997. His other main sporting passion has always been Speedway. He once competed in a race at Wembley Stadium and was a regular announcer there during the Seventies.

"When I knew I wasn't going to be a football star, I decided I wanted to be Pete Murray," says David, smiling, "I hired a reel to reel tape recorder and practiced reading newspapers in standard English. It helped to smooth out my accent and tidy up the rough edges. I went to a Surrey Grammar school and didn't have the sort of accent that was acceptable back then."

"All the hard work paid off," David says, "one of the greatest thrills of my career was meeting and interviewing Roy Orbison just before he died in 1988."

Of all the showbiz people who have passed away over the past fifty years, he misses Kenny Everett and Ronnie Barker the most. But it was the untimely death of his friend and fellow DJ Dave Eastwood, that David finds the hardest loss to bear. "Dave and I met in the RAF, when we were both seventeen. He came into radio late, joining Radio Luxemburg," said David, "One day, I received a call from him to say that he was in hospital, in the leukaemia ward. We were both 49. I was in shock. Seeing him suffer made me stop smoking - I've never looked back."

"A year later, at his 50th birthday party, Dave gave a touching speech. He said it turned out that his being ill was a good thing, because it had stopped his good friend David smoking." Soon after, in March 1989, Dave passed away. Although he was not a household name,

he was well respected in the broadcasting industry. His last job was with Essex Radio.

I mention that on the way here, we saw what can only be described as a shrine by the side of the road - photographs, flowers, cards and candles. "That'll be where Marc Bolan died," says David, "his girlfriend hit a tree whilst driving a Mini. It was on 16 September 1977. Fans still gather there on the anniversary. You can see they've put a barrier up now. I met him a few times, he was a lovely guy."

So how would David like to be remembered? "I'd like people to say that I was a nice guy, that I didn't do anybody down and that I never knifed anyone in the back."

David's plans for the future are in the form of a new project called, *Million Sellers*. It is a series of pre-recorded two-hour shows of him telling the stories behind the world's most successful recordings. Written, presented and recorded by David, it features some of the most popular singers and bands who have sold more than a million singles and albums, in the UK and America. "I cover the Rock 'n' Roll era up to today's music. It is specifically about records that have sold a million around the world. It'll come as no surprise that Elvis and The Beatles top the list. The shows offer a good balance of music and stories. And as any good DJ should, I always open the show with a bright record and fade out on a long one."

Million Sellers is available to radio stations in the UK and worldwide. His show has played to top ratings over the Saga Radio network for the last three years. *Million Sellers* producer David Cunningham said, "David's research and scripting is top notch and his encyclopaedic knowledge brings out lesser known facts about the artistes, songs, writers and producers. There will also be a celebrity edition with recording stars telling their stories first hand."

In 2005, Anglia TV chose David to present ITV's 50th Anniversary celebrations. Half a century on in his own career, it's not difficult to see why he's asked to head such special occasions. No wonder either, that **D1 DDY** David is still attracting affectionate comments.

Ruby Speechley

Photography: Rick Cadger



LETTERS & EMAILS EXTRA

Email YOUR story and photos to:
editorial@regtransfers.co.uk

Nan would have been proud

I bought the registration **RS02 MEL** with the money my grandmother left me when she passed on.

I can keep this. The RS stands for my husbands initials and the MEL stands for Melanie, of course. I think my nan would of been proud of what I have done as she knows I always loved my cars.

Melanie Sidaway
by email



Boy Racer

I would like to congratulate Regtransfers, and especially sales negotiator Sue Wyatt, who dealt with my purchase of a registration for our son. Everything went so smoothly and I was dealt with very politely and with utter efficiency, which is a pleasant change today.

I had been viewing your website for many months looking at a particular number - **G20 PUG**. My son, Adam, has a Peugeot GTI which has been cared for beyond belief, since I bought it for him when I retired in 1991. It must be the best boy racer's car in the UK.

The number had been available with you for a long time and, as if destiny played a part, his car is now being powered by a 16V 2 litre unit. So, this number is spot on.

The Retention Certificate arrived in a matter of days. I am really impressed.

Keith Woods
by email



A quick-learner

I want to thank you for your highly efficient online ordering service.

I bought **L11 RNR** from you, at a very good price and a day later the transfer certificate was with me. I immediately sent everything to my Vehicle Registration Office in Cardiff, as per your instructions and, within seven days of my initial order, the new tax disc was on my car. Fantastic!

I hope the number gives a little light-hearted relief to those patient drivers behind me as my learners do their best in today's traffic.

Rod Smith
Pembrokeshire



Shaun Johnson by email

Executive number

Having previously purchased **J20 JON** and **J20 XJE** from you, I was delighted when Steve, your sales negotiator, found me **C20 ECH** to go on a Daimler DS 420 Limousine. The plate stands for Executive Car Hire.

Keep up the good work. Should I decide to purchase another number plate in the future, I will give Regtransfers.co.uk a call.

Jonathan Hulse
Crewe, Cheshire



The Name of the Game



Kevin Savage

runs a successful

Internet Services Provider called Namesco which was set up in 1999. "Namesco are in the business of selling domain names and always preach to our customers how important it is to have the right domain for their business. With this in mind, I personally like to protect my brand and secure domain names. I see number plates as an extension to this brand protection."

Kevin is currently in the process of setting up a new record company: Savage Trax and explains why he decided to set up a new record label. "I've always had a love for music and I personally have a wide range of genres I like, from Pop to Urban. Through a mutual friend I discovered a local singer/songwriter called Kevin Jon.

"After visiting his page on myspace.com, I decided that I could help his career and decided to act as his manager. Having since found out more about how the industry works, I decided to set up a recording label: Savage Trax.



Kevin Jon

"Now, I intend to sign other artists in the near future."

Kevin has always been interested in brands and brand protection and he sees number plates as useful weapons in the fight to promote a brand. So, after setting up the new venture, it was an obvious move. As Kevin says: "The music industry is all about image

and anything that is a talking point can be a great advantage."

The choice of **SAV 46E** was an obvious one as it is both his surname and also the name of his new record label

venture. "Thankfully it's also a generic word so has even more impact."

Does Kevin have any other registrations? "Not as yet" he says, "but I would possibly look at **SAV 463S** if it was available.

"I think number plates make a great marketing tool. They attract attention which is the name of the game."

www.savagetrax.com



The fourth in a series of specially commissioned articles for
The World of Personal Number Plates from the respected newspaper columnist
and TV presenter

Plates you win - Cars you lose



Driving down the M1 this morning I was reminded that nobody drives a new car. If that sounds a bit confusing then let me explain. Of course there was the usual smattering of '07' cars crawling through the early morning traffic but technically even these should now be considered used cars. The problem with cars is that the moment you register one it becomes a used car. If you don't believe me then try getting a dealer to refund your money if you decide you don't like what you have just bought after a couple of days.

This may sound like idle thoughts that had just sprung into my mind as I made my journey south today, but there is a serious point. Since the move away from the once a year change of registration numbers on 1 August the new system of twice yearly changes on 1 March and 1 September the whole issue of dating a car from its number plate has become a whole lot more confusing. As a kid I used to enjoy my walk to school on 1 August as I competed with my mates to spot the first 'new car' on the road. Dealers and punters joined in the fun by opening

their showroom doors at midnight so customers could take delivery of their new car on the stroke of midnight and join in my game. But those days have long gone, you won't find your local Ford dealer throwing a party in the wee small hours just so you can get out and about in your new Ford Focus, you can wait like the rest of them until 9am when they open their doors!

All this starts to point to one thing, the vanity value of a 'brand new plate' may have been diminished by government policy but the interest in having a personalised plate has become far greater. Not only does a personal plate give an opportunity to express a bit more of your personality but often disguises the age of the car. Onlookers become less fixated by the age of the car you are driving and more interested in *what* you drive. To me a Jaguar XJ is a great car, whether its 2 years old or ten years old, and having the right personalised plate allows you to enjoy that fact.

Of course by now you'll probably know I'm a big fan of second hand cars, I write about them every week in my Sunday Times column. I have a driveway full of them outside my house and I even present a TV show that talks about nothing else but them.

Which brings me back to the reason I was sat on the M1 this morning, in fact I shouldn't actually have been there; I should have been at home with my wife having breakfast, but sometimes life is just not like that. The reason for my change in plans was that the day before I was stood in a TV studio in Leeds filming the first episode of the new series of *Used Car Roadshow*. We should have finished at 6pm, which would have seen me home by 10.30pm but through a combination of fluffed lines, failing microphones and general teething problems I was still in the studio at 11pm.



The prospect of a 4½ hour drive when I was already tired wasn't an option so instead it was a last minute Travel Lodge booking. And if this sounds like I'm moaning, I'm not.

Compared with a normal job I consider myself very lucky, for example yesterday alone I rubbed shoulders with a Porsche 968, a beautifully original Ferrari Daytona and spent 14 hours in the company of a studio full of like minded petrol heads.

There wasn't a new car in sight, but I and the audience didn't care because the beauty of used cars is that whether you have £500 or £50,000 you can still flick through the classifieds and find a car that will match your pocket. It's also a bit of a buzz when you realise that cars that used to cost a lot almost certainly end up costing very little. For example I remember when the Volvo 480 first came out, it was 1987, and at the time its front wheel drive, fuel injected engine and 'pop up headlights' seemed like a technical Tour de Force. At nearly £11,000 it cost more than my annual salary, today you'll see plenty in the bargain buys section of your local rag trying to find a loving home for just a few hundred quid.

Of course my ever patient wife knows my addiction and smiles despairingly as I loudly read out the adverts over the breakfast table. She also knows that, given the chance, our driveway, garages and front lawn would be filled with a disparate selection of just such 'future classics'.

And I think I'm winning her over, she started off hating my 1987 Audi Coupe that I bought on a whim for £450, but after two years and my resolute refusal to get rid of it she's starting to accept that it might be a permanent part of the family.

But my love of used cars is not unique. Every year we Brits buy around 7 million of them and during our motoring life time we will, on average, get through about 15 of them. Which is why I always found it a bit weird that when you turn



on the telly or pick up a magazine if they are talking about cars they will, for the vast majority of the time only be talking about new ones. Imagine if the same logic was applied to property programmes, the lovely Sarah Beeny could only restore show homes and Phil and Kirsty would be forced to recommend new Wimpy and Barrett developments, regardless of what the punter really wanted.

Which is maybe why *The Used Car Roadshow* has become something of a hit with its viewers, we aren't just about BHP or 0-60's its all about real cars for real people. Of course we still like the exotic stuff, but that Ferrari Daytona I mentioned earlier was on the show, not because of how fast it was, but because of the story behind it. Back when it was new, in 1974 it would have cost £10,000, about the price of a three bedroom house, so it wasn't cheap. But when the classic car boom of the late 1980's was in full swing they started to change hands for upwards of £200,000. Quite an investment I think you'll agree. But it all turned sour and recession hit prices tumbled to around the £50,000 mark by 1995. A little over a decade on and the cars started to creep back up in value, you'll need £110,000 to buy a nice one today.

The chap who was kind enough to bring the Daytona down to the show for filming was pretty candid about his thoughts on the car, yes he'd bought it at the right time and at the right price, today he could sell it on and make a very healthy profit, but he won't. He'd bought the car because he loved it and because he could afford it. Its financial value was far less important than its emotional value and as he never intended to part with it, the fact it had gone up in value was merely a bonus.

Which got me thinking about number plates; of course there is no denying that some number plates end up being a great investment, but the truth is that most are bought by people who never intend selling them. Just like the Ferrari Daytona they are bought because they

are cherished. Something to enjoy, to give pleasure and put a smile on your face every time you see them. I bought my first plate a couple of years ago, in fact its now on that old Audi Coupe I mentioned. Not long after my wife's car gained one, then my dad's and now even a few of my friends have been bitten by the bug.

But unlike new cars that become used cars the day after you buy them, a cherished number plate will remain as fresh tomorrow as it is today. And if you think I'm trying to sell you on the idea of getting a cherished plate, then to be honest I probably am. Because what me and the rest of the team at *Used Car Roadshow* would love you to do is to forget all about buying a brand new car, settle down for an episode of *The Used Car Roadshow*, and if you see something that you really love, buy it, drive it and enjoy it. With the money you have saved buying a used car you can get yourself a cherished plate so your car ages gracefully and perhaps even more importantly it will almost certainly put a smile on your face every time you look at it.

The brand new series of *Used Car Roadshow* with Jason Dawe, Penny Mallory, Chris Piper 'Pipes' and Zoë Hardman starts on 18 April at 7pm on ITV4.

Jason Dawe



Jason Dawe writes a weekly used car column in the *Sunday Times*. He worked with **Jeremy Clarkson** on *Top Gear* and now presents the *Used Car Roadshow* on Sky's *Men and Motors* channel.

www.usedcarroadshow.co.uk

As a former car salesman, Jason has 20 years' experience in the motor industry and is acknowledged as the country's leading used car expert. You can contact Jason via his website:

www.jasondawe.com



Douglas Green

Hadley Green Garage must be one of the country's longest established prestige care dealers. Founded in 1919, the company is only twelve years away from its centenary, but it remains a family business that takes pride in maintaining the same values it championed in the early decades of the last century.

Harry Green, who had served an apprenticeship with the Daimler Motor Company, founded the business shortly after the First World War. He started with one Daimler limousine which he hired out as a chauffeur driven vehicle for weddings, funerals and other functions.

Harry's younger brother, Len, joined him in 1925. The brothers acquired a blacksmith's shop at Hadley Highstone and built their first garage upon the site. They took on agency for the Rootes car group, which consisted of Humber, Hillman and Sunbeam cars. The Rootes dealership and the car-hire business both did well, and additional property

Green with Envy

was bought with the intention of expanding the showroom and garage facilities.

Since the 1960s the company has been headed by Harry's son, **Douglas Green**, who had taken over when his father passed away. Douglas's ambitions tended toward the higher end of the market, and in 1962 Hadley Green purchased its first Rolls Royce, a one year old Silver Cloud II. To begin with the market at that level was less than lively, and that first Rolls took six months to sell. Nevertheless, persistence and determination meant that Hadley Green had sold nine used Rolls Royce and Bentley motor cars by the end of the year.

In 1963 Hadley Green sold 37 used Rolls Royce cars. Encouraged by this success, they applied to become Rolls Royce agents. Unfortunately the application was declined due to the proximity of an existing dealership in St Albans.

The following year, a spectacular 63 Rolls Royce and Bentley cars were sold, and Rolls Royce finally began to take some notice of Hadley Green's growing success. In fact, Hadley Green were selling more Rolls Royce cars than many of the manufacturer's official dealers. 1964 also saw the company sell its first new Bentley.

Performance speaks for itself, and in 1965 Hadley Green was appointed an

official Rolls Royce and Bentley retailer – on the same day as the new Silver Shadow model was announced.

Since then growth has continued. The emphasis has shifted away from economical family cars such as those produced by the Rootes group, and the focus is now clearly on the luxury and performance end of the market. The company has acquired additional property and showrooms, and now specialises in Bentley, Jaguar, Lotus and Land Rover vehicles.

Top quality cars and good personal number plates quite naturally go together, so it is equally natural to find that Douglas is a devotee of cherished car registrations. He kindly shared with us the stories behind some of the plates he has bought over the years. The following is one of the largest themed collections we have encountered. And we are grateful to Douglas Green for his commentary.

DHG 1 Douglas says: "This number was originally allocated to a new Morris Oxford in Nelson, Lancashire. I advertised for **DHG 1** on the front page of *The Times*, as one did in those days. Three months later I received a reply from the gentleman who had had the number since issue.

"I gave him £50 for it, a lot of money in those days! I bought it in 1965, just before we received our appointment as Rolls-Royce and Bentley distributors,



"The best thing I've ever done is buy my number plates. For my business it's the best marketing tool." Douglas Green



and, as we had the Rootes agency at that time, I arranged to buy a new Hillman Imp from a dealer - provided he got that number for me, which he did. It was always on my wife's car until we bought DHG 2."

2 DHG "I bought this at auction about 10 years ago, and it is currently on our Jaguar XJ6 3.0."

3 DHG "I bought this at auction about five years ago. It is currently on our Bentley G.T. demonstrator."

5 DHG "I bought this from Regtransfers to celebrate our appointment as Lotus agents for North London. It is currently on a Lotus Elise."

702 PG "In about 1978 my good friend Michael Gerson (who has an incredible number plate collection) found this number plate for me in an advert, and I bought it for my son Paul. I originally put it on a Talbot Sunbeam, then I bought Paul a Porsche 924 for his 21st birthday and it went on that."

"Since then it has been on many Jaguars and is currently on our Bentley Continental convertible."

PHG 8 "For 'Pauline Hadley Green'. I bought this for my daughter-in-law and it first went on a Peugeot 205 GT. Since then it has been on many Jaguars and Land Rovers and is currently on a Range Rover Sport."

PHG 9 "For 'Paul Hadley Green'. One of my staff saw this advertised and I bought it in about 1999. At present it is on our new Lotus Europa."

PHG 7 "By sheer coincidence this number was advertised in the Daily Mail the same day that I bought **PHG 9**. My son had positively forbidden me to buy any more personal numbers, so I bought it for him for Christmas! It is currently on Paul's Range Rover Supercharged."

HGG 888 "For 'Hadley Green Garage'. I bought this many years ago. It is currently on a Land Rover Discovery."

6 HGG "I bought this many years ago as well. It is currently on another Land Rover Discovery."

HGG 345 "Another bought many years ago. We own a 1981 Daimler 6 seater which we use when taking out friends or customers."



and it was put on our first ever Silver Shadow. Since then it has probably been on more than 80 different Rolls-Royce and Bentley cars as we normally change our demonstration models every six months. It is currently on my new Bentley Arnage."

DHG 2 "In 1977 a gentleman rang me to say he had seen this number on a second hand Morris 1100 on a forecourt."

I bought the car and number for £400. This one is currently on my wife's Jaguar S-Type."

DHG 7D "We used to call this one 'Sevenpence' (which was written as '7d' in pre-decimal money). It is currently on our Lotus Elise demonstrator. I found out that this number was to be issued in 1966"



We have owned the limousine for 15 years and the number has been on it all that time."

V6 HGG "When we originally bought this one it went on a Jaguar S-Type V6. It is currently on a Range Rover V6 Diesel."

V8 HGG "This went on the first of our V8 Jaguars. It is now on a new model XK8."

M1 HGG "I bought this soon after it was issued, and it is currently on a Lotus Exige."

W12 HGG "Recently purchased by my son and is on our Bentley Flying Spur demonstrator which has a W12 engine!"

H14 HHG "Hi for Harry Hadley Green! I bought this for my grandson when he was born. It is currently on our parts delivery van, as Harry is only 16!"

H14 GHG "Hi for George Hadley Green! I bought this when my second grandson was born. It is currently on retention as he is only 12, and so will have to wait 5 years."

GHG 56 "I also bought this for the same grandson! It is currently on a 1992 Peugeot 405 estate until George is old enough to drive!"

1850 TU "The 'TU' series was originally issued in Cheshire. Rolls-Royce and Bentley had several in this series which they used on their factory demonstrators and for the cars in their catalogues, because these numbers didn't show the year of manufacture. When they sold one of their demonstrators they forgot to put it on retention so it went with the car and we purchased the car! It is currently on our other Transit parts delivery van."

LEX 19E "Recently bought as we think it might look like 'Exige' for a Lotus."

S4 YPE "This was bought for our first new Jaguar S-Type in 1999, as it looks like 'S Type!'"

X2 YPE "Bought in 2001 for the launch of the new Jaguar X-Type, as it almost reads X-Type'. It is currently on our X 2.0 demonstrator."



X4 YPE "Also bought in 2001 for launch of Jaguar X-Type, as it vaguely resembles X-Type."

H14 JAG "Hi for Jag! We have owned it for many years, is currently on our service director, Philip Stanger's car."

Despite this enviable array of quality registration numbers, Douglas still feels that there are a couple missing.

1 DHG "This came up at auction about 5 years ago, I made a good offer but was outbid."

4 DHG "Another missing link that would help complete the line up. Does anyone know where it is?"

If any of our readers know the whereabouts of either **1 DHG** or **4 DHG** we would be grateful if they would contact Regtransfers.co.uk at the editorial address.

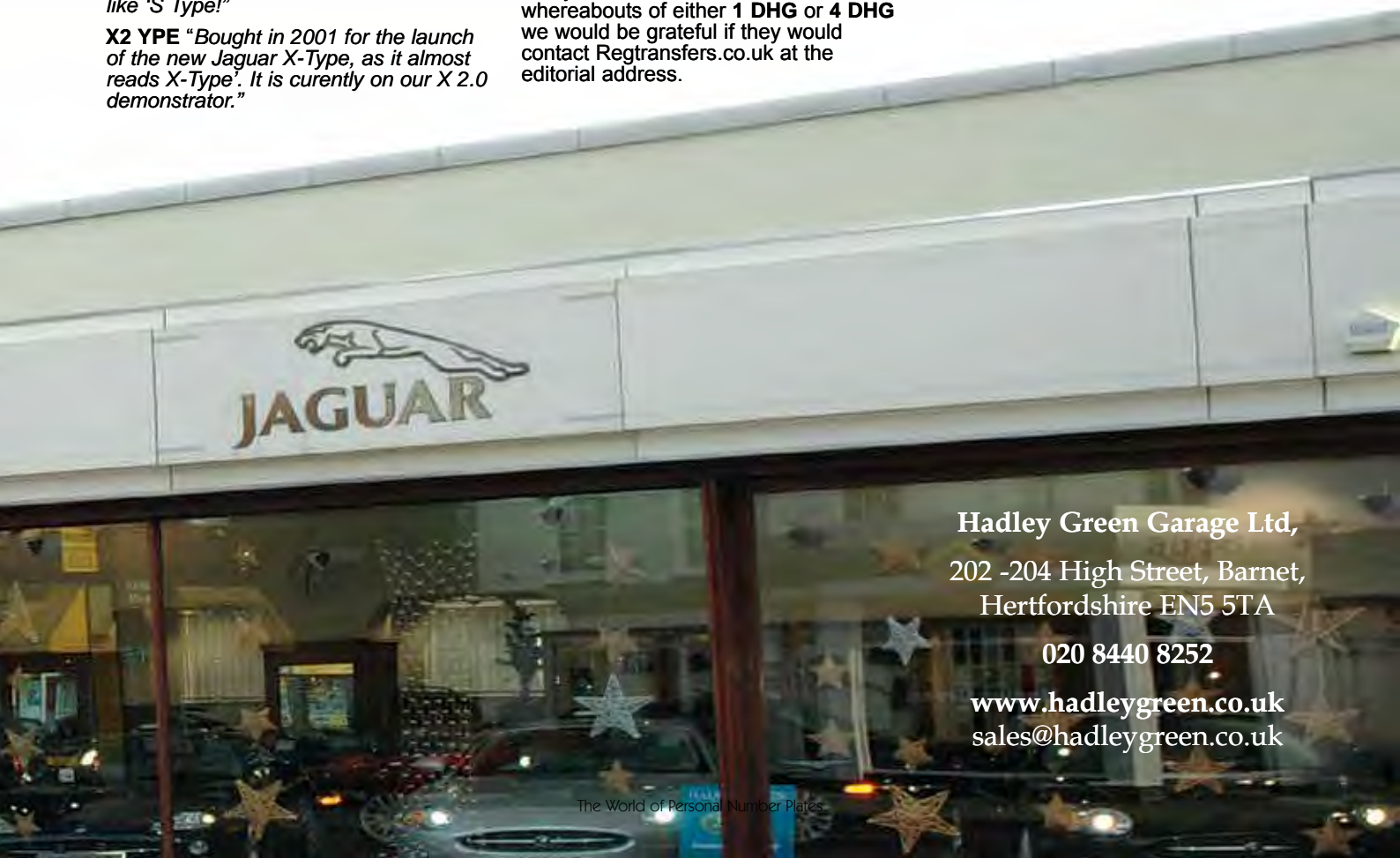
"Many of our personal numbers have been purchased from Regtransfers, and we have purchased many numbers for our customers from them."

"I must say they have always been extremely helpful and very professional in the manner they conduct their business."

Kind words from a valued customer.

Rick Cadger

Photography: Stan Thompson



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Tea for Two

GP 3155 (the 'doctor's plate') was on a 1931 Panther motor bike found in bits in a store in Castle Acre Norfolk. I rebuilt it and used the bike for some years.

NG 3339 was on a 1933 Triumph van used to deliver goods for the shop.

HRK 612 - on a Brooke Bond van with their name red painted out - replaced the Triumph but I guess our first interest in personalised number plates was 45 years ago when, as a sales area manager in East Kent, I bought our first six cylinder car an Austin A99 Westminster and, for a fiver, obtained the number **DPH 6** from Surrey County Council. The car was used extensively



GP 3155 (the 'doctor's plate' on 'The Panther')



The first DPH 6 on the A99 Westminster



NG 3339 on the Triumph van



HRK 612 in Brooke Bond livery



K24 VDG in The Isle of Wight



Vauxhall sales executive, Brian, brings 'Tea 4 Jean aNd Derek

both for pleasure and business. Mileage takes its toll so, after a good many years together, we had to part company.

When the Westminster was sold, my number moved to the new car: a Humber Sceptre. When in turn that moved on, the number stayed again. It was by then an open secret that company cars were to be supplied and it seemed a good idea to purchase a Bedford Dormobile Motor Caravan - fine for work and also as a useful leisure vehicle for our holidays abroad.

We shared many holidays, did many thousands of miles, and visited over a dozen countries before the camper was sold to a keen fisherman and his lady, who could then enjoy the luxury of a warm home on wheels close by the fishing lakes. The number plate? Well, that went too, but this time to a registration number company who sold it and gave us more for the number than the other chap did for the vehicle!

The company had provided bigger and better cars, as promotion through the firm had meant more responsibility. It had reached a level where a tow bar could be fitted and with it, the opportunity to buy a touring caravan to take on holiday.

The next bench mark was retirement, and that did mean that the next guy to do my job wanted the company car so we had to look around. Autosleepers had just started to convert the newly imported Volkswagen T4 vehicle to a Kombi Motor Caravan. It was powered by a 2.4 litre, five pot diesel engine and as a Galop is a dance in 2/14 time it was to be called 'Galop'. Should we try for a personalised T4 registration? The allocated number was to be **K24 VDG** but just a minute, Kombi 2.4 Volkswagen Diesel Galop meant that the camper had it's own personalised registration, so we didn't go for a T4 number (though the first camp site we

stayed on with this new 'van, booked us in on pitch number T4!).

Many years later we downsized and no longer had garages for both our vehicles. The camper was far too tall, so some 3 years ago we sold it to a good home together with its 'personalised' plate.

Now with a new car scheduled we looked for a personalised plate once more -T4 again? Why not, we are both tea drinkers.

The Regtransfers website *EasyView* page is fantastic, so we fed in some ideas. The grid showed a reasonably priced T4 with JND - short for Jean 'n' Derek? Ideal for a couple who will go into a pub and order "two teas" also "Tea for J and D" is just about the first thing that is said each morning. This was a must have number and soon we were pressing a few buttons and giving our credit card number. There was e-mail confirmation by return, and soon after by post, that the number is ours. Then a V750 certificate to hold until the new car is delivered and that becomes ours too. And now just in time for the New Year 2007 the car has been delivered, the new number plate has been fitted, so off we go again!

Jean and Derek Hazle
Tiverton, Devon



UK & International Number Plate News

These national and international stories are published by kind permission of www.numberplates.com, the personal number plates club



North Warwickshire police help fight number plate theft

Police in North Warwickshire have handed out more than a thousand tamper-proof screws in the battle against the theft of car number plates.

The devices, which are available free of charge, replace the conventional number plate screws, rendering the number plates impossible to remove from the car without snapping them.

The initiative is supported by North Warwickshire Neighbourhood Watch, whose spokesman, Ron Potter, said: "The anti-tamper screws are available free of charge to residents of North Warwickshire."

Anyone wanting a set of anti-tamper number plate screws should contact Ron Potter on 07836 797 800, leaving their details, or pick them up at Atherstone or Coleshill police stations.



Malaysia to combat number plate theft with microchips

The Malaysian government plans to embed number plates with microchips containing information

about the vehicle and its owner, in order to combat number plate theft.

The New Straits Times reported that nearly 30 cars - mostly luxury vehicles - are stolen in Malaysia every day.

Road Transport Department Director-General Ahmad Mustapha stated that the system will be implemented in stages beginning next year. New cars will be the first to use the microchips, with those already on the road following shortly after.

Ahmad added: "The first thing thieves do after a car theft is change the registration plates".



Essex police helping to stop number plate theft

Police in Essex are to help secure local number plates free of charge.

Redbridge police have conceded that the theft of car registration plates is an increasing problem in the local area, with thieves stealing number plates to commit crimes such as petrol theft and evading speed cameras.

On Monday December 18th 2006, police offered to replace the screws on your car number plates with special security screws or by securing the number plates with adhesive mastic.

The service, which is completely free of charge, took place in the car

park of Sainsbury's supermarket in George Lane, South Woodford,



Personalised number plate ban not being enforced in Pakistan

Although the government has banned the use of personalised number plates in Pakistan, there is evidence that the excise and taxation departments of all provinces have failed to implement the ban.

Sources claim that the federal government banned personalised number plates two years ago, due to most people not displaying registration book numbers along with the number plates.

Muzaffar Afridi, NWFP Excise and Taxation Secretary said personalised number plates were only being issued on certain conditions, such as a prominent display of the registration book number along with the personalised plate. "Anybody who is found ignoring the Excise and Taxation Department's instructions will be fined RS10,000 (£84)", said Afridi. Zubair Pervez, Sindh Excise and Taxation Deputy Secretary, said: "There are a few vehicles on the roads with such number plates, but they belong to influential people who have been permitted by the Sindh Home Department".

> > >

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The Car: Rock 'n' Roll Inspiration

60 POP

69 DJ

8 BBA

A50 NGS

B347 LES

B511 ARP

BON 60S

CRA I6D

DI SCD

D33 JAY

EI POD

G8 OUP

III NXS

J46 GER

L50 UND

MI XME

MU51 CDJ

NO05 OUL

OAS I5

RI0 CKR

RAP 80Y

RAV 3R

REM IIIX

RON 377E

RON 4N

SIO ULS

It could be said that there are two elements that place a person firmly in time: the music that provides the soundtrack to their life, and the cars they have driven.

Perhaps then, it should not surprise us to find that the car has provided the inspiration for a very significant proportion of 20th and 21st Century popular music lyrics.

The automobile and *Rock 'n' Roll* go so cosily hand-in-hand that a kind of sub-market has evolved for "driving" CDs. While it isn't really clear what qualifies a song for inclusion in one of these compilation projects (under which the shelves of motorway service stations positively groan) as the lyrical subject matter does vary widely, it remains clear that a huge number of songs have been written in which the car plays a major role.

No popular music genre has a monopoly, and none is safe from the influence of cars, trucks, driving...

The chart below illustrates just a few examples of the way that the internal combustion engine has coloured the musical reflection of popular culture over the years.

There are many, many more, and each reader will probably find one or two amongst his or her own list of favourites that we have missed.

In the songs of The Beach Boys and their contemporaries, the car is a vital part of teenage life. It is a means of transport, a status symbol, an environment for conducting courtship rituals... Whether the vehicle driven is owned or borrowed from parents, these songs reflect a time when driving was just becoming a part of the domain of youth, giving them a kind of freedom formerly enjoyed only by the older generation.

In other cases, songs about the car seem almost designed to be played as an accompaniment to car journeys. The driving force of the bass and drum rhythm section chugs along in time to the beat of a revving engine. Golden Earring's classic 'Radar Love' is the obvious example. Meanwhile, few self-respecting motorcyclists would listen to Steppenwolf's 'Born to be Wild' without feeling the urge to don leather and tear up the street.

Kraftwerk, in their electronic epic 'Autobahn' (over 20 minutes in length) endeavoured to paint a sonic picture of the automobile and its natural environment, the German autobahn



highways. A little later, in America, Meatloaf's car provided an unusual ambience in 'Paradise by the Dashboard Light'. An amusing blend of romance and youthful, hormonal desperation.

However, your correspondent's own personal favourite motor vehicle reference occurs in the incomparably crafted poetry of The Ramones. From the tragic-romance of '7-11' comes the heart-rending: "Oncoming car ran out of control. It crushed my baby and it crushed my soul".

What more is there to say?

Rick Cadger

MELODY	POP 50	MAKER
1 (1)	THE BEATLES	Drive My Car
2 (3)	THE BEACH BOYS	Little Deuce Coupe
3 (-)	THE CARS	Drive
4 (2)	CHUCK BERRY	No Particular Place to Go
5 (4)	JOHNNY CASH	One Piece At A Time
6 (5)	DEEP PURPLE	Highway Star
7 (8)	GOLDEN EARRING	Radar Love
8 (6)	JIMI HENDRIX	Crosstown Traffic
9 (9)	KRAFTWERK	Autobahn
10 (10)	MADNESS	Driving In My Car
11 (15)	MANIC STREET PREACHERS	Motorcycle Emptiness
12 (14)	MEATLOAF	Paradise By The Dashboard Light
13 (-)	MINISTRY	Jesus Built My Hotrod
14 (13)	GARY NUMAN	Cars
15 (16)	ROY ORBISON	I Drove All Night
16 (12)	IGGY POP	The Passenger
17 (23)	PRINCE	Little Red Corvette
18 (18)	QUEEN	I'm In Love With My Car
19 (22)	JONATHAN RICHMAN	Roadrunner
20 (19)	ROLLING STONES	Route 66
21 (20)	TOM ROBINSON	2-4-6-8 Motorway
22 (24)	ROSE ROYCE	Car Wash
23 (17)	BRUCE SPRINGSTEEN	Pink Cadillac
24 (21)	SNOW PATROL	Chasing Cars

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Taking Care of Business

The **commercial benefits** of distinctive number plates are now well-established.

With the UK's **largest selection** of quality registrations - and now celebrating 25 years' trading - **Regtransfers** has become the first choice of a wide range of businesses eager to find a **cost-effective** marketing solution.

We are, naturally, delighted to relate their experiences in this magazine. In this issue we are pleased to feature UK's leading speciality food retailer, **Julian Graves**.

A visit to our website at **www.regtransfers.co.uk** is certain to provide you with inspiration and ideas for the perfect registration to take care of YOUR business.

With stories and **video clips** you can see how companies just like

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Remember, our friendly sales staff are on hand to help you until 11pm every evening - including weekends.



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- provide excellent promotional, marketing opportunities
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- raise public awareness of your company
- help to create corporate identity
- are great fun items
- set your company apart from the rest
- are tax deductible
- provide proven investment potential

Here are just a few organisations who have used personal number plates to identify and promote their businesses >

A Better Move 110 ADU

All Star Limousine Hire A115 TAR

And So to Bed CO51 BED

Cry Records 2 CRY

Gowing and Pursey PUR 53Y

Fantastic Fireworks 5 NOV

Floors to Go 2 FTG

Independent Safety Advisors S4 FTY

KMK Electricians K13 KMK

Ladybird Photography P777 BUG

Morrow Brothers Limited 1 KEG

New Dimension Exhibitions WH05 NDE

Progressive Print Services R55 PPS

Rack Storage Systems DEX 10N

The Accessory People 2 TAP

Venmore Thomas & Jones 1 VTJ

a number drive 'em

As the UK's leading independent specialist retailer of ingredients and snack foods, Julian Graves is a company that understands the importance of standing out from the crowd. Their comprehensive product range of nuts, seeds, dried fruits and much more has established a firm presence in the marketplace. In addition to its 300 stores across the UK, Julian Graves manages its own substantial warehousing operation and distribution fleet.

As many dynamic businesses have found, in order to compete successfully it is necessary to be receptive to new ideas and approaches. In the case of Julian Graves, one of the recent examples of this philosophy put into practice is its growing chain of Experience branded outlets. Since its inception in 2002, Experience has catered more for those wishing to explore the world of luxury and exotic foods, while the more numerous Julian Graves branded stores continue to supply the more established needs of traditional shoppers. It is not only the product emphasis that differs between the two outlets: Experience is designed to be just that, a new approach for the shopper to enjoy. The first store, in Edinburgh, was something of a departure from the



to NUT 5

usual food shopping format. 830 square feet of retail space were laid out in themed zones, with the intention of leading the customer on a real journey of discovery through Caribbean, Hawaiian, Indian and Eastern produce.

Company founder and Managing Director, Nick Shutts, is an astute and perceptive businessman. It takes much more than luck to grow from a single market stall in Moreton-in-Marsh to a high street presence of hundreds of stores nationwide. So, it should come as no surprise to learn that Nick identified and acquired the perfect business-focused personal number plates for his Aston Martin DB9. Nick's **NUT 5** registration, proudly supplied by Regtransfers.co.uk, is visually outstanding and has great potential as a marketing tool, as well as enormous fun appeal simply as a personal plate.

Whatever the nature of the business, Regtransfers.co.uk is determined to live



up to our claim that we have something for everyone, and so far our increasing base of commercial customers looking to brand business vehicles in this unique way has found that claim to be

well founded. We are determined to offer businesses the best possible advice, deals and service. We'd have to be **NUT 5** to do anything else.

Rick Cadger



JULIAN GRAVES

FACT FILE

"It's not about buying groceries; it's not the weekly shop.

It's an experience, fascinating and indulgent.

It's about searching the world for natural foods - with 'a bit of what you fancy!'

The Company

- Julian Graves is the UK's leading speciality food retailer for nuts, seeds, dried fruit, snacks, confectionery, cooking and baking ingredients, kitchen and cookware, food supplements, bodycare products and herbs and spices
- There are currently 300 stores across the UK and Ireland, located in high streets, shopping centres, malls and villages and factory outlets. There are also concessions in garden centres and department stores.
- Julian Graves is midway through an aggressive expansion plan to increase store numbers to 350 by the end of 2007
- Selected Julian Graves stores are branded Experience and have chrome and black interiors with themed areas, each reflecting the region of the world from where products have been sourced
- The company's head office, factory and warehouse facilities are based in Kingswinford, West Midlands. Its factory shop is also based there.
- The company employs nearly 1,300 people and has a turnover of £50 million
- Julian Graves works closely with celebrity chef Lesley Waters to devise new recipes using its products and ingredients

Historical Milestones

- Julian Graves Ltd was started in 1987 by entrepreneur Nick Shutts, now its managing director
- Nick originally ran a market stall in Moreton-in-Marsh, selling traditional baking products such as dried fruits, nuts and glacé cherries
- After building up to 12 stalls, he opened a shop in Brierley Hill High Street, West Midlands, to provide space for packaging and distributing the ever growing range
- The shop was called 'Food for Thought'
- It was renamed Julian Graves in 1993 after Nick went into partnership with longtime friend Nigel Morris
- The name came from combining their middle names - Julian (Nick's) Graves (Nigel's)
- Other stores followed and by 2001, there were a further 85 outlets
- In 2001, Julian Graves won Retail Week's prestigious 'Rising Star of the Year' award
- In 2003, the company was acquired by Icelandic retail investment group Baugur for £14m
- In December 2004, Julian Graves acquired the award winning Bedfordshire-based coffee company, Boaters
- In January 2006, Julian Graves, as part of a consortium, bought specialist tea and coffee retailer Whittard of Chelsea
- In March 2006, the first dual branded Julian Graves/Whittard store opened in St Ives



The World of Personal Number Plates

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