

The World of *Personal Number Plates* Autumn 2007

Regtransfers

.co.uk



Who do you think you are . . .
Stirling Moss?

ONE

ONE BALL RALLY

A while ago, Regtransfers was approached by **David Cook**, a 23 year old man who had recently recovered from combined testicular and stomach cancer. David invited us to sponsor a charity endeavour that he referred to as the 'One Ball Rally' an adaptation of the phrase Gumball Rally. The relevance of this play on words to testicular cancer patients should be fairly obvious.

The One Ball Rally is to be a 2,350-mile charity drive across Europe, from Ormskirk in Lancashire to Istanbul, Turkey. It will take place in April 2008, and will aim to raise the profile of various UK oncology departments, and raise money for research into testicular cancer, an illness that many men are still reluctant to talk, or even think, about.



The request David made of Regtransfers was that we might consider providing an appropriate and memorable private number plate for the vehicle, a London black cab. It was clear that David wanted to approach the whole thing in a upbeat manner, and with a sense of humour, so Regtransfers was happy to suggest **X60 NAD** ('ex gonad').

David said, "I like it, the X GONAD plate does bring a smile to your face which is what it's all about!"

Why a classic London taxi as the vehicle? Originally we had heard that he was approaching car manufacturers to sponsor the Rally, and maybe to supply a vehicle.

"Car firms will not allow the required amount of leeway in regards to decorating the car and getting our sponsors on the vehicle," David said. "So we decided to get the comedy element of the One Ball Rally starting with the vehicle!"

There is more work involved in arranging a project of this nature than one might initially appreciate, and not even charity events escape the irritating intrusion of "red tape". David has had to change the rally's destination from his original choice of Azerbaijan due to travel insurance issues. Readers of our Regwise newsletter will, no doubt, spot the differences between the original plan as described there and the new schedule.

The new route is confirmed as including the cities of Ormskirk, London, Brussels, Frankfurt, Salzburg, Budapest, Szeged, Bucharest, Burgas and Istanbul.

David said, "The people who got me through this tough period in my life were the nurses and consultants of the various oncology wards around the UK. I am now determined to raise the profile of these amazing people and also raise money to help understand testicular cancer."

The Rally is still very much in need of assistance with funding. In addition to the cost of purchasing the taxi (which will be auctioned after the drive, with proceeds going to the charities), there is also the cost of food and accommodation to be covered.



David and his sister,

Anyone wishing to donate to the charity can do so by visiting www.justgiving.com/oneballrally.

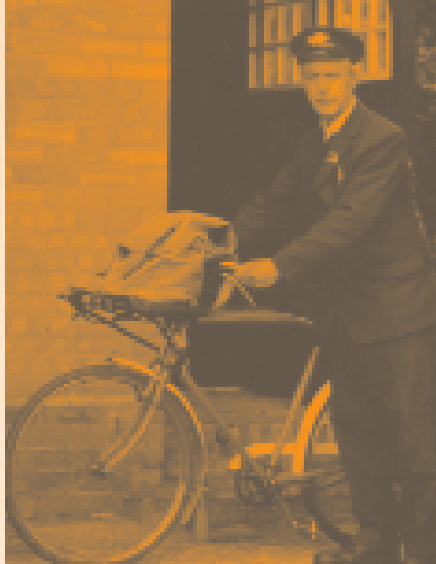
Further details are available at www.oneballrally.blogspot.com

To offer other support, or contact David about the rally, please email oneballrally@hotmail.co.uk.

Regtransfers is very happy to be a sponsor for this worthy venture, and we wish David the best of luck. We will publish One Ball Rally updates on our blog and in our newsletters to keep readers informed of progress.

Rick Cadger





LETTERS & EMAILS

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

Unbeatable!

Just a quick note of appreciation to thank you for a great registration at a great price.

As a regular customer, I look at other registration suppliers but still purchase from you as no other company can beat your prices.

On behalf of my wife, a big thank you for such a quick professional service. I do hope you agree that the new registration is appropriate for my hometown of Wigtown in Scotland

Regards again to you. A great company.

James Coates
by email



Starting young

My wife Jodie and I got married on 17th June 2006 after being together for over 10 years. We always knew that we wanted children and both felt that then was the perfect time to begin our family.

When we found out that we were expecting we were over the moon. At our first scan we were told that our baby was due on our first wedding anniversary, and fathers day, everything was perfect.

Jodie gave birth to our precious tiny girl on 11th May 2007 nearly six weeks early and weighed just 4lb 13oz. We named her Lily Rae Duhamel. She did really well and came home when she was six days old.

When we were all settled at home I was browsing the Regtransfers website and typed in my daughter's name and up came **L111 YRD**, the perfect number plate for my perfect daughter!

Jodie and I decided straight away to buy it for her, so she had her very own private plate when she was just five weeks old. I should imagine this would make her one of the youngest babies in the country to own her own private number plate.

All she'll need now is a car to put it on so I had better start saving. Mind you, I have got at least seventeen years.

Craig Duhamel
by email



Mahad Rizvi
by email

The full collection

I am a regular reader of your magazine and, first of all I would like to say what a great magazine you have here - I have the full collection.

My desire for number plates began when I was young. I love cars and, most of all, number plates.

I currently have three number plates in my collection. I purchased **J44 VVD** for my dad, Javed. We had this on our Nissan Micra. Then I bought a number for my self **W44 SSM**. This plate is currently on my VW GOLF MK4 and really stands out.

Recently, I acquired the number plate **C4 BHY**. I purchased this for my dad as he is a London taxi driver and it would really stand out on his cab.

I have many more number plates to add to my collection. I hope you like my story.

Keep up the good work

Waseem Igbal
by email



What's the story?

Do you have a story about number plates?

Send YOUR photos to:
editorial@regtransfers.co.uk



Sentimental value

Just to say a very big thank you for dealing with the purchase and transaction for my daughter's number plate, **X1 SLT**.

At just 3 years old, **Sophie Louise Titley** is very lucky to own her own number plate, hopefully in years to come the plate will be worth more in sentimental value than price.

As you can see by the photo, she's happy, but doesn't realise the car isn't hers. She thinks she owns the car as well!

This is the second plate we have purchased from Regtransfers.co.uk and each time the service was polite and up to date from start to finish.

Thank you to Riz who dealt with the procedure.

M J Titley
Wolverhampton

Mum's the word

Having just received your latest magazine I thought you might like to know about the index I purchased from you last Christmas - **40 MUM**. It was a 40th birthday present for my wife from my three children.

Her birthday is actually in September, but we put it on her Land Rover Discovery straight away as it was her 40th year. My wife said she would never have a personal plate but she now absolutely adores it. It turns heads everyday. I'm now looking for **50 DAD**.

Paul Ralph
by email



A shaggy dog story

In 1997 my wife, Jan, and I bought our first family pet, a black Newfoundland puppy called Mona Lisa.

At six months old, Jan was talked into showing Mona Lisa by the breeder. After a small amount of success a play mate was then purchased, a brown dog called Bridgestone.

Our first plate was purchased in 2001 **N11 WFY** - the closest we could get to 'Newfie, the more common name for the breed amongst owners. This went on Jan's Ford Explorer.



Over the next five years, the group of loyal companions expanded with the addition of Lily, Augusta, Daisy, Jasmine, Monty and Ginny.

Now the dog shows have practically taken over all Jan's spare time and she needed to upgrade to a bigger vehicle. So, at Christmas, I surprised her with a new truck (pictured below). Regtransfers came to the rescue yet again and got me **DO55 HOW** as part of the surprise.

Not to be outdone, this birthday, I treated myself to a TVR Tuscan and, again, Regtransfers didn't let us down: Now **M17 USC** sits on my pride and joy.

Mark Groves
by email

We are greeted at Sir Stirling Moss's house in the centre of London by Lady Susie, his wife of 27 years. She shows us through a narrow hallway into his compact office. On one side is a glass cabinet displaying models of toy racing cars. On the other, above a doorway, hang two twisted steering wheels, trophies of his two major crashes: Spa 1960 and Goodwood 1962, reminders of battles almost lost, but also symbols of his endurance, his bravery and his luck, for Stirling is a lucky man; a survivor.

He finished building the house on a bomb site in 1962, which seems fitting for a man who was soon to be faced with rebuilding his life. "I've had three wives," he jokes, "so the house has changed a bit over the years."

He slips into his seat behind the long desk which is angled to enclose him, in much the same way I imagine as he took his seat in the eighty or so cars he drove during his career. Behind him, through a full length window is a garden, wedged into the tiniest of spaces; a mini paradise complete with trickling waterfall.

A modest man, Sir Stirling Craufurd Moss OBE, still finds it hard to believe that in his day, he was one of the most famous men in the country. 'Who do you think you are - Stirling Moss?' - was a popular catchphrase, often used by police when warning people who were driving too fast. Stirling himself was pulled over early one morning, whilst driving across London and passed a car on the wrong side. Although there wasn't much traffic about, a policeman appeared and was no doubt astonished to find Mr. Moss himself in the driving seat!

No ticket was issued, but further up the road, Stirling had a thing or two to say to the driver of the car he had overtaken. He gave the man a pound note and said to him "Take this, and for God's sake go and get a driving lesson, even if it's just one."

For most 77-year olds it's time to start slowing down. But as we discover, Stirling is not like most men. Forty five years after the crash at Goodwood which ended his career, he is still sprightly and very much in demand. One of the original jet-setters, he still travels the world to motoring events, a deeply respected figurehead of motor racing.

> > >

Who do you think you are . . . **Stirling Moss?**





> > > His diary on the Stirling Moss official website proves the point, listing his many engagements and commitments. The recognition of his monumental career and the British public's affection for him continues. In the last few months alone, he has been honoured with a life-size bronze statue at Mallory Park, been awarded an FIA (Federation Internationale De L'Automobile) Gold Medal and been chosen to receive an unprecedented second RAC Seagrave Trophy (he received the first in 1957). On top of that, he will be featured on a postage stamp in 2007, and in May 2007, he will feature as the narrator for a new children's cartoon: Roary the Racing Car.

Ironically, Stirling doesn't currently have a car of his own and it's not something that he's looking to acquire in the near future. "Owning a car isn't high on my agenda, especially living in the centre of London where a car can be a hindrance," he says. Lady Susie has a Smart car though, which seems a sensible and practical choice, whilst Stirling rides a scooter. "It means I can get around easily without having to worry too much about where to park." Given a choice of road car, he says he would choose an Aston Martin, a Mercedes 500SL or a Porsche. Certainly ideal models to showcase his

distinguished cherished number plates, **SM 7** and **7 SM** (SM 7 is on retention certificate). Both have been in his possession since the 1960's. He also owned **777 SM** and **SFM 777** for a while and **MAR 10** on an old army jeep. "**M 7** was mine too, which I should have kept hold of; cherished numbers are a great investment these days. **COM 1C** and **MAG 1C** seem to me to be particularly good ones."

The number seven has always featured very highly in Stirling's life, he regards it as his lucky number. He often had a horseshoe with seven holes painted on the side of his cars, along with the race number seven. "I took it from my mother, she thought seven was lucky too and always liked to have the number on her personal plates (**DPG 7**, **JB 1477**, **FLR 177** and **MG 6672**). She and I had sevens in our birth dates too. It became a real family tradition; my son is even hoping to marry on 7 - 7 - 2007." And of course being 77 in 2007 is very special too!

Stirling's father was a dentist, but also had a passion for cars. Alfred Moss enjoyed racing, winning once at Brooklands in 1923. But he only ever saw racing as a hobby, something he was to disagree about with his son later on. He met his future wife, Aileen Craufurd at Brooklands in 1926.

She loved horses but after being an ambulance driver in the Royal Flying Corps during the First World War, she developed a love of motor cars too. Stirling, their first child, was born on 17 September 1929. Aileen was keen to call him Hamish, but Alfred thought it a touch too Scottish, so they agreed on Stirling, after the place in Scotland where she was born.

Alfred stopped racing when they married, but Aileen's enthusiasm for the sport grew. With her husband supporting her efforts, she soon became Ladies' Trial Champion of England. It is clear to see where Stirling's racing interest came from, but more than that, his parents had competitive natures - they loved to win - a trait they were to pass on to him.

By the age of three, the young Stirling was already learning to box. His mother encouraged him to horse ride too, something he proved exceptional at, but didn't enjoy, saying he only did it to please her. His love of speed was already developing - at school he became an accomplished sprinter. He went on to excel in most sports including athletics, rugby, boxing and later rowing. But what he enjoyed most of all was careering around at home in a clapped out Austin 7, bought for him by his father.

This happy childhood came to an end when Stirling was bullied at public school in Hertfordshire. It was to go on for many years. Even though he was able to fight back, it didn't stop and Stirling felt unable to tell his father about it, for a number of reasons, primarily because of his Grandfather's Jewish roots. The extent of the torment and its effects on him were only fully revealed a few years ago in his authorised biography by Robert Edwards. Yet, Stirling's strength of character meant he was able to use his experiences to help him develop a competitive spirit. "I'm fairly outspoken," he says now, "I'm not wishy washy, I'm definite on things. I was fortunate in that I had a fair amount of confidence, which of course is necessary."

Stirling says his first ever driving experience was on his parents' farm. "I remember taking the chain harrow round. I didn't think about racing then, I just enjoyed driving, going up a bank we called the cut. I was first attracted to racing when I was fifteen. I used to enjoy reading about Prince Bira (of Siam). He was a very good amateur." In August 1945, aged fifteen and eleven months, the young Stirling decided to apply for his driving licence. He expected it to be delayed because of his age, but was surprised when it was processed straight away. The first car he drove on the road was a Morgan three-wheeler, which was waiting for him in the garage for his sixteenth birthday (purchased with £50 he'd made from his equestrian wins and the sale of the Austin 7).

In his biography *All But My Life* by Ken W. Purdy, Stirling explains how his parents were keen to instil a strong financial awareness in him, which meant that if he wanted something badly enough, he was expected to sell another of his possessions to pay for it. "I was taught that everything is attainable if you're prepared to give up, sacrifice, to get it. I think my parents gave me the belief that; whatever you want to do, you can do it - if you want to do it enough. And I do believe that. I truly believe it."

But when he was sixteen his father saw Stirling's cheque book stub and discovered that his son had put down a deposit for a racing car. "My father was furious," says Stirling, "he was totally against me wanting to race. He'd had a go at it himself and not got very far." Alfred Moss confiscated the Morgan for a while and thus made his point. But it soon became clear to Alfred that his son was not going to become a dentist as he'd hoped. Once he realised that Stirling had definitely made up his mind to become a racing driver, he supported him completely, allowing him to enter driving tests and rallies. In March 1947, aged 19, Stirling won the Cullen Cup.

He worked hard even in those early years, firstly as the trainee manager of a hotel in Victoria, learning the full range of jobs, from barman to commis chef. But the long shifts and poor salary meant he

had little time at weekends for racing. His father offered him the position of farm labourer. Stirling agreed and moved back home. It was hard work, but he could now find the spare time he needed to devote to racing.

By 1949, Stirling's reputation was growing, along with his confidence. In July of that year he raced in his first overseas event at Lake Garda in Italy, and won the 1100cc class by more than four minutes. Even more astonishing was the fact that in practice, he had out-qualified Mario Tadini aboard a V12 Ferrari. But the young Stirling wasn't being taken very seriously. Despite having won eleven of nineteen races by 1950 and set a new class lap record at Brands Hatch, his age was against him. Many believed that he would soon burn himself out. He needed to prove himself further. He entered the RAC Tourist Trophy race on 16 September 1950 and surprised his critics by winning the race against the odds, in the pouring rain, even managing to set a new circuit record. He was promptly asked to lead the Jaguar team for 1951. When he woke up the next day - his 21st birthday, not only had he come of age but he was finally recognised as a professional racing driver. Newspaper headlines at the time read: 'Moss couldn't be caught,' and 'At 21 he's Britain's speed-king.'

In 1954, Stirling raced for Maserati, a move that would transform his career. He'd come through a couple of difficult years, but now that was changing. In 1955 he moved to Mercedes Benz to partner world champion Fangio, whom he beat in the British Grand Prix. It was Stirling's first Grand Prix win, a huge achievement for him and for the country - the first Briton ever to win it. Another of his most outstanding triumphs that year came when he won the gruelling Mille Miglia. The Daily Sketch headline on Monday May 2, 1955 read: 'Whirlwind Moss wins the car race of his life.' It reported:

"Stirling Moss swept to victory in the greatest race of his career to-day when he out-drove and out-manoeuvred the world's best drivers in the 1,000 mile Italian Mille Miglia race to set up a record.

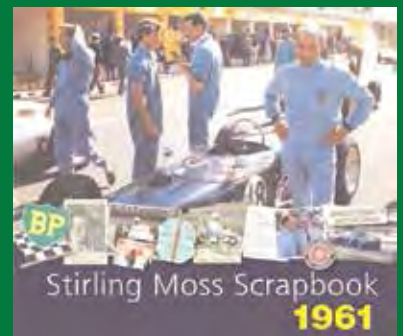
Moss drove his German Mercedes over the twisting route round Italy at an average speed of 97.95 m.p.h. and was the first Briton to win the race."

In 1956, Stirling was back with Maserati and won the Monaco Grand Prix in May followed by the Italian Grand Prix in September. He won three Grands Prix in 1957 with Vanwall and in 1958 he won the Argentine Grand Prix for the Rob Walker Racing Team as well as the Dutch, Portuguese and Moroccan Grand Prix's for Vandervell Products Ltd.

At the Portuguese Grand Prix at Oporto that year, fellow British racing driver Mike Hawthorn was threatened > > >

Stirling Moss

Like his father, Stirling kept a detailed account of family life and his racing career in a series of scrapbooks. Photographs, cuttings, documents and extracts from his diaries fill ninety three in all. The latest edition, for the year 1961, is available for sale on his website priced £34.95. A limited edition (1,000 worldwide) leather-bound de-luxe version (with leather-bound slip case) and signed by Sir Stirling, costs £75.



Humorous t-shirts with the famous slogan: 'Who do you think you are? Followed by the 'Stirling Moss' signature, are newly available, also on Stirling's website

www.stirlingmoss.com



> > > with a penalty. Stirling honourably defended Mike's actions but in doing so, lost the World Championship to him by one point. Mike became Britain's first World Champion although he'd only won one race that season to Stirling's four (Mike was placed in more races than Stirling). Such a gentlemanly act was not unheard of in those days. Although at the time Stirling was upset because he felt he had let his fans down, looking back, he has no regrets. It is certainly clear that he was more than capable of winning, but perhaps wasn't lucky on the day. He had come second four times in as many years but said his aim was to win as many races as he could rather than chasing a particular trophy. In one race or another, he had beaten every man who held the world championship over a ten year period. He won more than half of the races he finished, more than any other driver ever, which is why he is regarded as the best driver of all time never to have won the Formula One World Championship. It is a status he happily laughs about: "Nigel Mansell was hanging in there for too long - he nearly won so many times and then he did it, he became World Champion, I was so glad he was off my patch!"

On 22nd January 1959, not long after his World Championship win, Mike Hawthorn crashed his road car on the Guilford bypass and died at the scene, aged 29. Rob Walker, a Formula One racing team owner was the only witness. In an interview in 2001, Rob admitted for the first time that Hawthorn had been driving too fast that day. Although Stirling was not aware of Rob's revelation, he doubts if Hawthorn actually made a mistake. It was a tragic end to a promising career.

Within motor racing, the Moss/Walker partnership became legendary. In 1959, Stirling drove for the Rob Walker Racing Team exclusively, winning many races up until the abrupt end of his career in 1962. Sadly, Rob died in 2002. Stirling was great friends with both men and remembers them fondly. "Rob was fantastic, very meticulous. We were in Casablanca in 1957 when he took me on to join his team. It was on a handshake, a gentleman's agreement. I never had a contract - you can't do that now. Rob even had 'Gentleman' down as his occupation in his passport! Mike and I got up to all sorts of jokes and larks with the other drivers, we had a great time."

Crashes and fatalities of drivers and spectators were all too common in Stirling's day. In the 1955 Le Mans race, a staggering eighty spectators were killed. "We used to lose two or three top drivers a year. The only way to deal with it was to get behind the wheel and forget everything else except what you were doing. Concentration is one very important ingredient in a racing driver. One has to have confidence in one's ability, otherwise it's best to get out. In

every race, I reckon I left myself a certain amount of leeway."

Stirling was well known for having extraordinary peripheral vision as well as incredible powers of concentration, but he still had his share of crashes. In those days, it was often due to the cars falling apart! "I've had fuel tanks split, twice had the steering sheer, seven wheels have come off plus eight complete brake failures. Cars in my era were not like they are today; many cars I raced in had production line parts." Indeed it has been said that Stirling's insistence on driving British manufactured, privately owned cars (rather than factory owned models) severely handicapped his progress. In the 1950's at any rate, British cars were no where near the fastest in the world. Grand Prix driving was by far the most dangerous sport at that time. According to Ken W. Purdy, in Stirling's biography (1963), the mortality rate amongst racing drivers was twenty-five per cent, whilst the number of drivers killed between 1946 and 1963 was approximately 175. About fifty of these were relatively well-known drivers.

In 1950, Stirling had a particularly lucky escape in an HWM (Hersham & Walton Motors). He collided with a tree at over 80m.p.h. breaking his kneecap and four top front teeth. Fortunately, being a dentist, his father was able to quickly make a bespoke denture for him.

In June 1960, Stirling suffered major injuries in a crash at Spa in Belgium, when a wheel came off at 140mph. Despite breaking his back and legs, he was sitting in a car again just four weeks later. After each crash he always made a point of looking forward to his next race. "I was always thinking, I must get out of this bloody hospital. The crashes didn't do anything to stop me. My only thought was when I could get back behind the wheel. I was a young man; the danger and excitement was a very important ingredient, like cooking with

salt, it could be very dangerous. At that age, it's an important, integral part of the thing. People would ask, 'What do you do for a living?' and I loved telling them. Bravery and stupidity are so closely related."

The final crash, at Goodwood in 1962, forced the end of his career. Stirling was aged 33. It took three quarters of an hour for him to be cut free from his blue Lotus. He was alive but unconscious, choking on a piece of chewing gum. One of his worst injuries was a shattered eye socket. He remained unconscious for a month and was paralysed for six months. "It took me five years before my concentration came back," says Stirling. "There's not a bone in my body I haven't broken. I've done my nose about six or seven times, but the 1962 crash was the worst, purely because of the damage it did to my brain."

That wasn't all that was different. Stirling made a brave bid to return to racing, but it wasn't to be. His instinct had gone. "What I used to do was automatic to me. If I wanted to go a bit faster, I'd just drive harder. After the accident, it wasn't like that anymore." In his 1963 biography, Stirling told Ken W. Purdy: "Motor-racing has given me a wonderful life. I've seen the world, I've met hundreds of interesting and pleasant people I shouldn't have known otherwise, I've made a good deal of money and, most of all, I have enjoyed myself."

Rebuilding his life after the crash and accepting that his career was over, proved to be the biggest test of his life. "I took a very great deal out of motor-racing, but I put a lot back, too. I do feel that I gave it all but my life."

*Interview: Ruby Speechley
Photography: Stan Thompson*





Marques of Success

As a child I remember my father reading the *Sunday Times*, searching for his ideal number plate. Dad never made a purchase but it influenced me enough that, at the age of 23, I bought my first private number plate. This plate was **PBO 4**. It has remained with me for nearly 25 years and is one of my treasured possessions. I think that once you have the bug for a private registration it never leaves you and, over the years, I have added to my collection to the point where all of my cars have a private registration of some description.

My personal favourite is **PAU 1B**, which sits on my Bentley Arnage T, followed by **P4 ULB**, which is on my Ferrari Enzo. This is a fantastic vehicle to own and I regularly use the car on the race circuit at various track days throughout the country. This car never fails to get the pulse racing every time that you drive it.

My other favourite number plate is **C4 LLS** which is on my Ferrari F40. I have owned this classic Ferrari for nearly four years and, like the Enzo, it regularly sees track use. This plate clearly reads 'calls' and, running a telecommunications business meant

that when this number plate came up for sale I had to have it. Our company is *Worldwide Group* which, in addition to offering discounted telephone calls, also supplies freephone numbers, non-geographic numbers (including the

> > >



> > > changeover from 0870, which is undergoing major changes at this time), telephone systems, maintenance, broadband and the complete range of telecommunications equipment.

I have, therefore, purchased a number of cherished number plates which are linked to the business. These plates include **M3 WWG** which is on retention awaiting my new V8 BMW M3, **V8 MRB** which is on my Ferrari 430 and **V12 WWG** which is on my wife Selena's Aston Martin Vanquish S. She also has her perfect number, **S31 ENA**, on a Mercedes SL55 AMG.

I have a number of additional plates which reflect the vehicle engine size and are linked with my name. These include **V8 MRB** which is on my Ferrari 360 Spyder, **V12 MRB** which is on my Lamborghini Murcielago and **V1 OPB** which is on my Porsche Carrera GT. My Ferrari 355 Challenge has the plate **355 NO**.

I have also recently purchased from Regtransfers **911 PB**, for which I have been searching many years. This has been registered to my Porsche 911 (1997) Turbo and will continue to be displayed on my latest 911 in years to come as this plate is clearly one for life. **PBO 4** resides on my Porsche 911 (1996) Turbo S.

We also have some more modest number plates, including **R2 BHP** which was the original registration number supplied on my Porsche 911 (1993) Turbo S and the very recent purchase of **R500 MRB** for my TVR Chimera.

What a great collection! But our search for ever more interesting number plates will continue with the help of Regtransfers.co.uk.

Paul Bailey

Peterborough

www.worldwidegroup.co.uk



What's the story?

Do you have a story about number plates?

Send **YOUR** photos to:
editorial@regtransfers.co.uk



Tessa Sanderson

Considering that Tessa Sanderson won her Olympic gold medal for javelin back in 1984, the lady who appears in the North London pub where we have arranged to meet her looks remarkably young. We have done our research, and we clearly remember the date of birth given in the various biographical sources we have found. It is tempting to suspect them all of misprinting.

Tessa Sanderson is a bubbly, cheerful lady, constantly smiling and very willing to talk and answer our questions. Over drinks in the garden, we chat about the achievements that made her famous and her current projects.

The original reason for our interview was the fact that Tessa has owned a personal car registration for some time, and we had asked if we could take a couple of photos of her with her **5 TES** plates. Although Tessa was very happy to oblige, we found ourselves more inclined to ask about her career than about her interest in number plates.

Despite that wandering of our attention, we did discover that Tessa was planning to sell her registration. In fact, any prospective buyers for this fine registration, with its celebrity association, should probably give Regtransfers.co.uk a call as soon as possible!

In her early years, Tessa showed considerable ability in multi-event competition, achieving a good deal of success in junior pentathlon events. However, her strength in one particular discipline quickly emerged and, in a long and distinguished career as a javelin thrower, Tessa won an impressive array of international medals.

As the first British black woman to win an Olympic gold medal, Tessa enjoyed huge popularity with the British public and became a role model for many young athletes. The sheer determination that enabled her to sustain her career successfully for so many years meant that she saw other competitors, such as Fatima Whitbread, come onto the scene, but she outlasted them. In fact, Tessa Sanderson competed in no less than six Olympic Games, and she represented Britain for an amazing 26 years. She retired from competition in 1997 and began to work more in media. Tessa presented the sports news on Sky Television for over two years.

She was appointed a Member of the Order of the British Empire (MBE) in the >



> 1985 New Year's Honours, following her 1984 Olympic gold medal. Her rank was raised to Officer (OBE) in the 1998 New Year's Honours for her charity work, and to Commander (CBE) in the 2004 New Year's Honours for her services to Sport England.

Tessa's current pet project is Newham Sports Academy. The Academy was launched in October 2006 and aims to find and train new sporting talent ready for the 2012 Olympics in London. Tessa has worked with her team of experienced sports coaches, scouring the surrounding borough for promising young people. Those lucky enough to be selected to take part have benefited from top quality coaching, extensive support from mentors and sports psychologists and access to cutting edge sports science advice on diet, training and technique. Additionally, they receive grants to assist with travel and equipment costs.

At the Academy's opening, several well-known current and past sporting heroes joined Tessa, including champion boxer Amir Khan, who readers will remember featured in our last issue!

Tessa's role in the Academy goes beyond recruiting young sports people. She is also heavily involved in the PR efforts that are necessary to support such a venture, and that involvement includes meeting and entertaining influential visitors, such as the Mayor of the South Korean Capital, Seoul.

Tessa Sanderson is a fortunate lady. She enjoyed a successful sporting career that blazed trails in many respects (she is still the only female British throwing athlete to win an Olympic gold medal); she was voted Sports Personality of the Year and Athlete of the Year (three times) by the Athletics Writers Association and she has been honoured by her country for her achievements in sport and the community. Some people might be content to kick back and coast, but Tessa is still actively contributing to sport, and furthering the careers of the new generation of British Olympic hopefuls. Surely that must give their chances a real boost.

Interview: Angela Banh

Story: Rick Cadger

Photography: Stan Thompson



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BEK
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PAG
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Ever since reading an article in *Reader's Digest* some 25 years ago, I have been interested in personalised number plates. "How cool to have a number plate with your name on?" I thought, at the tender age of 14.

Over the years, I have bought a number of plates and they all mean something to me.

In 1996 I purchased **249 JOE** from Regtransfers and, as it was so straightforward, it became an easy hobby to continue.

Since my first purchase, I've also acquired **3798 HJ** for my Harley Davidson motorbike (HJ standing for Harley Joe) and **491 CXM** for my CCM motorbike. My eldest son is called Callum so, by changing his middle name to X-ray, it fitted his initials perfectly!

My partner Debbie-Jane reckons I'm a fast driver, but she's no slow coach herself, as the number of points on her



... they all mean something to me

Last year we had a son, Rafferty, and his nickname is Rafmo - half his first name and half his surname. As everyone else in the family had their

In addition to the above plates, I also have **DJI 9358** and **X111 AVA** on retention but, with no vehicles to put them on, I'm looking to sell them . . . unless another member of the family or a friend wants them on their car.

Number plates continue to fascinate me. Where did they come from? Why did someone buy that. I wonder what significance that one has. It certainly makes driving more interesting when you see another car with a personalised number plate.

Joe Morley
Burton-on-Trent



licence proves. So, when she speeds along, I'm constantly telling her she's not driving a fire engine or answering an emergency call! When the number plate **999 DJX** came along, I just had to purchase it.

In a copy of *Regtransfers - The World of Personal Number Plates*, **666 CJX** was advertised and, as it made a nice pair with **999 DJX**, the call was made and the registration was mine to go on my Kawasaki motorbike.

A couple of years ago we had a daughter and, with her name being Ava, the number plate **AVA 4V** was purchased. As I had run out of cars and bikes to put plates on, our friend Carole's car sports this one.

own plates, it only seemed fair to buy one for him, so **R4 FMO** now adorns his Grandad's car.



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 **Marston Properties** of Fulham.

? Why not get YOUR company noticed with corporate number plates

Distinctive number plates:

- provide excellent promotional, marketing opportunities
- look great in press releases, newspaper articles, TV, etc.
- 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 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 yours have gained considerable prestige from their distinctive number plates.

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

What's the story?

Does your business have a story about number plates?

Send YOUR photos to:
editorial@regtransfers.co.uk

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

Fleetwood Computers M3 FWC

Floors to Go 2 FTG

Independent Safety Advisors S4 FTY

KMK Electricians K13 KMK

Julian Graves NUT 5

Ladybird Photography P777 BUG

Morrow Brothers Limited 1 KEG

New Dimension Exhibitions WH05 NDE

Pimlico Plumbers F1 USH

Progressive Print Services D13 PPS

Rack Storage Systems DEX 10N

The Accessory People 2 TAP

Venmore Thomas & Jones 1 VTJ



We encourage customers to tell us about the registrations they purchase from Regtransfers. We like to hear how they found their plates and what their significance might be, so we were very pleased when Caroline Marston, of London's Marston Properties, told us about a fine number plate that she acquired, rather impulsively, last summer.

"I was sitting in the garden, leafing through the Sunday papers when a number in one of your adverts jumped out at me! **MAR 570N** is as close as I had seen to my surname.

"I wasn't really looking. I had only just ordered my electric car from Bangalore. Smaller than a commercial dustbin, modelled on a golf cart with the torque of a milk float . . . could I really justify

Marston Properties



Let it be

spending twice as much on a number plate than I had spent on the car? Of course not, but I bought it anyway. I just couldn't let it go - after all, it is my surname as well as the family company name."

Fulham-based Marston Properties is one of those increasingly rare firms that is still family owned. What is more, it operates a no-nonsense, traditional business model. As the owner of a portfolio of residential and commercial properties to let in southwest London, Marston lets and manages those properties in-house. This means that there are no third party agencies obstructing and obscuring communication between landlord and tenant. This philosophy of doing everything obviously means that

marketing and publicity are also Marston's responsibility.

Like so many other contemporary businesses, Marston have seen the attention-grabbing potential of personal car registrations. In addition to Caroline's car bearing her brilliant **MAR 570N** number, they have a very noticeable red mini which sports another rather neat registration **RE52 LET**. Get it? 'Res 2 Let' - clever, eh?

"The electric car has put my money where my mouth is as far as helping to use less fossil fuels," says Caroline, "but it hasn't really fitted in to a busy work/family life as well as I'd hoped, so its future is uncertain. But never mind, at least the number plate is one thing that doesn't increase one's carbon footprint!"



Marston Properties Ltd

Mills Yard
Rear of 2 Hugon Road
Fulham SW6 3EN
Tel: +44 (0)20 7736 7133
Fax: +44 (0)20 7731 8412

Rachel's BOT 70M



I had always wanted a personalised number plate and knew it would have to be something fun to suit my Mini Cooper. I had already put big white paw prints on the roof (as I love cats) and I thought a cheeky number plate would be the perfect finishing touch to it.

I work as a paraplanner (which means I do technical research and write reports for clients) for a firm of independent financial advisers in Marlow, Buckinghamshire.

After many years of being teased by friends and boyfriends with nicknames such as Big Bum, J Lo and Beyoncé due to my curvy posterior, and having previously missed out on **S4 UCY** and **TEA 5E**, I was looking at the regtransfers.co.uk website over the Christmas holidays when I spotted **BOT 70M**.

This was the perfect plate and, after some haggling, we agreed on a price. A few weeks later it was on my car.

Loads of people have commented on my personal number plate it and certainly raises a few smiles whenever I drive around. And of course, it provides endless opportunities for all the obvious jokes!

Rachel Brabbins



What kind of people own personal car registrations? Never thought about it? We have featured many top celebrities in these pages, and those are the people who one might most instinctively expect to adorn their expensive cars with private plates: sports people, pop stars, actors... However, look past the magazine covers of our back issues and you will begin to notice that a significant number of personalised car registration owners are business people. Not just average business people, but those very sharp, spectacularly successful people whose extraordinary achievements are the stuff of the weekend colour supplements. Many of the country's favourite high-profile high-flyers are personal car registrations enthusiasts: Sir Alan Sugar, Theo Paphitis, Duncan Bannatyne.

Add Tom Hartley to that list. In fact, add two Tom Hartleys.

>>>



The senior Tom Hartley is well known as the man who founded the multi-million pound Tom Hartley luxury performance car dealership based in rural Derbyshire. Tom Jr., who is our host when we visit the business, is already an experienced businessman in his own right, and has played a major role in the building of the company into what it is today.

At 24 years of age, Tom is already a veteran salesman. He sold his first car, a Porsche, when he was 11 years old, and was a millionaire at 14. The latter achievement meant that he was the youngest self-made millionaire that Britain had seen. This enabled him to buy into the business as a full partner at 16 years of age. Clichés such as “precocious” and “meteoric” barely begin to describe his rise to date. If an author were to write Tom as a character in a novel, the critics might pan it as unbelievable.

There is nothing of empty nepotism in this family business. Hartley Jr's position is justified by both experience and hard work. In many areas, Tom Jr runs the day-to-day business of car sales, leaving his father free to attend to other matters. This works out fine for both men: Tom Sr is passionate about selling - selling anything - he loves the hunt for a deal, whereas his son is much more car focused and his enthusiasm is clearly for the product he sells. Tom Jr knows these big-ticket cars well. He knows specs, characteristics and he knows the market.

The younger Tom enjoys the opportunities he gets to drive all his favourite cars. A week before our visit he turned up at the hospital in a new Rolls-Royce Phantom Drophead - the first one in the country - to collect his wife and new baby daughter.

Where the two men do coincide is in their willingness to take a calculated

risk. The business, by its edgy nature, is all about risk. The Tom Hartley name is synonymous with the ability to meet demand that other dealers can't satisfy. In order to keep that edge and the reputation that rides on it, the Hartleys sometimes have to adjust margins. They are determined to be the first, and for as long as possible, the only place that the very newest, most prestigious vehicles can be found. There are people who will pay a premium to be driving the season's must-have luxury motorcar around town while the ordinary buyer is still on a less enterprising dealer's waiting list. It is the speculative nature of the business that makes experience and instinct so important. With Tom Sr it is the lifelong, intimate knowledge of buying, selling and dealing that gives him his confidence. For Tom Jr, those aspects are already well developed, but that extra depth of interest in the cars adds another strength.

>>>





>>> Despite the element of gamble, in one way the Tom Hartley business model may just give them an advantage in times of economic uncertainty. Tom Hartley is a flexible business. Their methods mean that they are not tied to list prices. They can adapt, buy and sell at the prices of the moment.

Tom Jr sums it up: "The economy doesn't affect our business like most. We buy in at the price we know we can move the car at. Unlike other dealers, people can come and pick and choose from a variety of luxury cars. That's one of the reasons we are the most successful dealership in the country. We get the first of every car and there's a premium for that. People know that when they want a car that no one else can get, they can come to Tom Hartley."

In addition to that reputation for being able to get hold of vehicles that are pretty close to unobtainable,

Tom reckons that the ambience of their premises plays a part.

"We're a bit like a home from home," he says. "It's like part of our home, not like a cold showroom. People have the privacy to walk around in a nice, relaxed environment and see all the different types of cars under one roof. That's unusual. If you go to most other showrooms, you will normally just see the one make."

Whatever combination of service, reputation and location it is that sways the customers, the formula is working well. Last year they turned over approximately £150 million; and this year they are expecting that figure to rise.

Like his father, Tom rarely takes what he would consider time off. The dealership is not so much a job as a lifestyle .

>>>

>>> They are always busy. That said, he does enjoy golf, as do his father and his brother Carl. Yet even when they take a few hours to play golf together, their three mobiles stay switched on.

Carl Hartley also joined the business at an early age and is now a full partner. He not only has knowledge of the industry passed from his father, but also from his brother, Tom.

The three men now run the showroom and, together, they have a reputation both nationally and internationally for being able to supply the 'unobtainable' and all other sought-after specialist cars.

Aside from golf, another area of common ground is their liking for good quality personal number plates.

"I have **TH 4**, my dad has **TH 2** and my brother, Carl, has **C4 RLS**," says Tom. Clearly the Hartleys' registrations have to be of a calibre to suit the cars they drive. "I do like the plates. It's like a treat for yourself, a bit like buying yourself a nice watch but this is totally unique, with only one of each. It's almost like a form of identification."

Different people phrase it in different ways, but the sentiment is consistent among so many of the people with whom we speak. An expensive car seems to cry out for a good cherished

registration. No-one buys a £200,000 luxury performance car in the hope of fading blandly into the background. A purchase like that is made by someone confident and probably, to an extent, extrovert. If one is aiming to impress, then it makes sense to go all out. Half measures don't convince.

Both Tom Hartleys have spent their professional lives, so far, surrounded by the most coveted of vehicles. They can pretty much take them for granted (although we suspect they don't), but they still appreciate the finishing touch added by a well-chosen registration.

Tom Jr tells us that they also appreciate good quality service from their suppliers. "We like dealing with Regtransfers.co.uk because, as a company, you are like us.

"We're the leading name for luxury cars and Regtransfers the leading name for cherished registrations. Like us, you're a private company and Regtransfers seems to care about the customer, as we do."

Interview: Angela Banh

Story: Rick Cadger

Photography: Stan Thompson



The Ultimate Name Dealing In Luxury Performance Cars
Tel: 01283 762 762 (7 days)
www.tomhartley.com



On a mission

Jason and Rebecca Ellaway have lived in a beautiful wooded close on the outskirts of Leighton Buzzard with their children, Lewis and Chloe for just over two years, and now they are expecting a baby whose name will be Cameron.

Jason, Rebecca and long-time friend, Milan Bjelobaba, run a luxury coach-hire company called *On A Mission Coaches*, in nearby Soulbury. Jason and Milan worked together for many years at a well-known coach company before deciding to strike out on their own. They purchased their first coach and after six months added another. Their subsequent success has enabled them to build a fleet of 21 coaches, meeting a range of needs from school trips to corporate travel.

Some of On a Mission's coaches have private number plates and one in particular, **R12 OAM**, seems very appropriate to Jason. His interest in

personal registrations started about four years ago, when he treated himself to **29 JE**, which he still has on retention certificate.

Some time later, Jason decided to get a personal number plate for Rebecca's birthday. They started looking for registrations with the initials RE and two numbers, but when they came across **E114 WAY** on the Regtransfers website they agreed that it would be the perfect family registration, and that they should have it. Rebecca hasn't missed out though: she displays the number plate on her new Chrysler Grand Voyager XS CRD Limited Edition.

She loves the car and says it is perfect for taking the children out and about. The distinctive number plate has meant that friends and family easily recognise the car and give them a wave.

They recently took the car to Jason's brother's wedding, where it attracted

plenty of complimentary comments from friends and family. The registration proved handy for guiding guests to the venue too, as people who weren't familiar with the area guessed that they had found the right place when they saw the **E114 WAY** registration. Everyone loved the registration, but that doesn't surprise us in the least - it's a terrific number plate.

On A Mission

Unit 5, Hollingdon Depot
Stewkley Road, Soulbury
Nr Leighton Buzzard
Bedfordshire LU7 0DH

www.luxury-coaches.co.uk

01525 270911





Package deal

Nelsons for Cartons & Packaging Ltd, one of the Midlands' leading packaging box suppliers, is a family business based in Thurmaston, Leicestershire.

Now a multi-million pound business, Nelsons designs and supplies bespoke boxes and packaging, both printed and plain, to customers throughout the UK. The company's speciality is food packaging, for which it supplies boxes alongside an extensive range of foils and pet containers.

The Nelsons company logo, a distinctive ship in a circle, is not only obvious on the company lorries, but it can also be seen on many sporting occasions. Nelsons sponsor a rugby team, a cycle

race team, a hockey team and even a Scum Ball Rally car. In keeping with this high profile, all of the Nelsons vehicles carry 'BOX' registration plates, which attract a lot of attention.

"I suspect they will raise a few smiles parked side by side in the Nelsons car park!"

www.nelsonsforcartons.co.uk

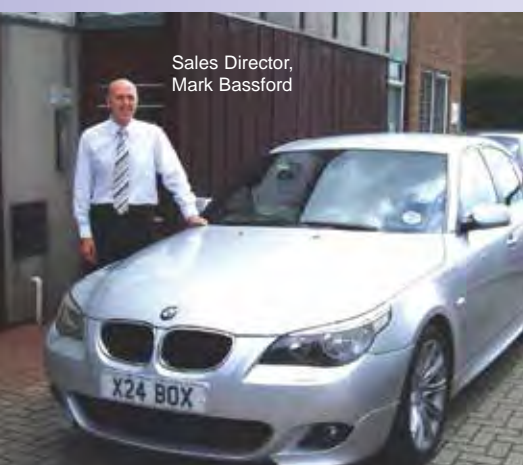
Tel: 01162 641050



Managing Director Gary Mason says he can't take credit for the themed number plate idea, as the previous MD, Mr. Paul Coleman, introduced that particular innovation.

The private registrations on the business fleet include **24 BOX**, **BOX 8V**, **X24 BOX**, **410 BOX**, **M8 BOX**, **S44 BOX**, **V44 BOX**, **L3 BOX**... You get the idea !

"I have just purchased **MR04 BOX** and **MR54 BOX** which will go onto my car and onto my wife's car," says Gary.



Sales Director,
Mark Bassford



Food for thought

rewarding business opportunity to those choosing to become **Herbalife Independent Distributors**.

Herbalife sponsors many sporting events including The London Triathlon, and LA Galaxy (David Beckham's new team).

Mark Reece



I am an independent distributor working in the health and nutrition industry with an international company called **Herbalife**. As any business should know, getting your name, product, service and contact details into the market place is extremely important. I use many forms of advertising and wanted to do something with my car. I considered sign writing but didn't want to spoil the look of the car. I decided a private number plate complimenting my business would be a good idea.

I approached Regtransfers.co.uk and within a single call had secured the registration **D13 TMR**.

This suited for many reasons: my initials are M R, I am a 'Mr' and, yep, you guessed it, I help people with their diets.

Colleagues' plates include: **D13 TUK**, **D13 TGB**, **D13 TME**, **D13 TMS** and **W311 NES**.

For more than 26 years, Herbalife has been at the forefront of nutritional and weight-management science. Herbalife is one of the largest global network marketing companies; it pursues a mission of 'changing people's lives' by offering weight-management products, nutritional supplements, energy and fitness supplements, to people seeking a healthy lifestyle, and a financially



You can find product details, a host of nutritional information and news of an exciting business opportunity at:

www.dietmr.com

I purchased my second private number plate **DOB 81N** last year after I received an e-mail from Regtransfers.co.uk.

I had been keeping my eye on the registration for some time so, as soon as the price came down, I could not wait any longer. I filled in the online purchase form and hit the confirm button.

At first, I put the plate on my red Audi TT, but six weeks ago I went out and bought a new Range Rover Sport HSE. Now the plate looks even better. I also have **B16 TSO** (BIG TSO) which is now on my dad's 4x4.

I am the director of **TSO Services UK**, providers of Traffic Safety Officers to major contractors around the country, such as Balfour Beatty, Edmund Nuttall, Alfred McAlpine & Jackson Civils. The company has been established for seven years now, and is doing well.

In March this year, I decided to branch out and became the new landlord of the local pub in the village where I live, the Durham Ox, Brinsley, Nottinghamshire. So, I am now looking for a number plate to go with the new pub.

Thanks to Regtransfers.co.uk for the great service

Adam Dobbin
Brinsley, Nottinghamshire

In safe hands



The World of **Personal Number Plates** Autumn 2007 

Regtransfers

.co.uk



Autumn 2007 £5 where sold

