

The World of Personal Number Plates Autumn 2009

Regtransfers

.co.uk

Sir John Madejski OBE DL



Autumn 2009 £5.95 where sold



 **Regtransfers.co.uk**
PERSONAL NUMBER PLATES



Chris and Simon with 'Cosmo'

Photograph: Stan Thompson

THE WHOLE WAY ROUND

Two Dunstable fire fighters are currently planning a sponsored challenge to navigate around the coastline of mainland Britain within 6 days.

This means covering a massive 3,500 miles of often unfriendly and barren terrain, and driving a staggering 16-18 hours a day, plus they plan to do all of this in a classic Mini lovingly called Cosmo!

The intrepid pair, **Chris Luscombe** and **Simon Stanton** have chosen two very worthwhile causes to support: Marie Curie Cancer Care and The Fire Fighters Charity.

The route will cover Glasgow, Liverpool, Penarth, Newcastle, Edinburgh,

Littlehampton, Chudleigh and Penrith and during the trip from 9th to 15th October, they will be stopping at the hospices and rehabilitation centres which the two charities fund, to see first hand where the proceeds will be going to.

Regtransfers.co.uk are pleased to sponsor this event. If you wish to support their efforts, please contact Chris and Simon through their website, which will include regular updates on the preparation for the journey and its progress.

Donations may be made online at the addresses shown opposite.

www.thewholewayround.co.uk

Every 30 seconds, fire fighters in the UK are called to an incident putting their lives on the line. The Fire Fighters Charity provides pioneering support and treatment services for over 13,500 people every year with three UK centres. With no government funding, the charity relies completely on donations from the public to keep it running.

www.firefighterscharity.org.uk

Established in 1948, the same year as the NHS, Marie Curie Cancer Care is one of the UK's largest charities. Employing more than 2,600 nurses, doctors and healthcare professionals, Marie Curie expect to provide care to over 25,000 terminally ill patients this year in the community and in the hospices.

www.mariecurie.org.uk

mail

Water Works!

Toby Deane
by email



Investment

Regtransfers.co.uk sold **60 FW** for me and are currently selling this one, **40 FW**.

I think they are an excellent investment and better than money in the bank, with interest rates being so low and the so-called credit crunch.

F Welsh
West Yorks



What's the story?

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



ScooterRooter

My registration, **R7 AMA**, was bought for me by my wife in August 1997. It was put on my seventh scooter. I have had four more since then and have put it on each of those

'R' is for Rooter - part of my email address is 'scooterrooter' - and AMA are my initials.

You do not see personal number plates on small scooters very often.

Anthony M. Allwood
by email



In Memoriam

I bought **Y1 RNF** because it represents Y Company, The 1st Battalion, The Royal Northumberland Fusiliers - the regiment in which I enlisted and served until its amalgamation into the Royal Regiment of Fusiliers in April 1968.

I served in Aden in 1966/67 where, unfortunately, nine members of my company were killed. This is my way of remembering and honouring them.

Steve Jackson
by email



Martin MOLAN
East Lothian



Great Service

I bought the number plate **M5 GOM** for my husband Mathew's birthday. He has wanted it for so long, I just could not refuse any longer.

The plate is made up from his initial 'M' for Mathew, '5' for his birth date and 'GOM' which is short for Gommo.

Thank you very much for this opportunity and for such a great service.

Tara Gommo
by email



Bargain Buy

Our car is a Cadillac CTS, the model that saved Cadillac from extinction. The registration **JJ55 RAJ** was bought from Regtransfers for around £800. I think this was a bargain buy because it shows both my wife Jacqueline Jannetta's initials and mine.

The photograph was taken on our wedding day in Italy last August and we are motoring to Italy again this year to celebrate our first anniversary. In fact, the mayor of Villa Latina, the small town in southern Italy where we were married, made it a condition in the wedding ceremony, that we must return to his town at least once a year or the marriage is automatically annulled!

Ricky Anthony and Jacqueline Jannetta
by email

What a Joy



I have always loved private number plates and consider that they make a car stand out from the rest like a nice set of alloy wheels. However, whilst the wheels will lose their value, the number plate is likely to increase in value, if you purchase the right one.

Eight years ago, when our daughter Olivia was born, we purchased **L18 BYU** for our Peugeot 206. Olivia is known as 'Libby' and can't wait to transfer the number to her first car.

I had been looking unsuccessfully for the number **A1 JOY** which I once saw many years ago and I thought my luck had changed when, in 2005, **JOY 1A** came up for auction.

I entered the bidding but withdrew when the price went over my budget, finally selling for around £3,000.

So, when I saw **A111 JOY** for sale at an affordable price from Regtransfers, I rang to put in a offer. They rang back the next day to say that it had been accepted. They dealt with everything. It was so easy and pleasant.

Tony Joy
by email

Sir John Madejski OBE DL



To those readers who have been with us since the second issue of *Regtransfers.co.uk: The World of Personal Number Plates*, Sir John Madejski's love of good personal number plates will come as no surprise.

He featured in that early issue with an enviable stable of fine cars and an equally impressive collection of top-notch private registrations.

Sir John has a number of claims to fame, but to most people he is probably known

best as the Chairman of Reading Football Club. He is clearly proud of his association with the club, and fans acknowledge that he has done a lot for Reading.

> >



“The football club is the heart of the community. It's an organic part of the area, and I'm very proud to be associated with it. I've been with the club for nearly 20 years now and we've had two seasons in the Premiership. I was rather hoping to go back to the Premiership last season, but we missed out at the final hurdle in the dreaded play-offs.”

His commitment is tangible, not least in the form of the stadium that bears his name, but Madejski is a businessman above all else

and he has made no secret of the fact that he would sell to the right purchaser with deep pockets.

“Everything's for sale my dear, even me,” he tells our interviewer. “I'll be putting myself on eBay soon.”

Sir John's first business success was a general classified advertisement magazine, *Thames Valley Trader*, which he started in 1976. This first incarnation did not specialise, but before long its focus narrowed to concentrate on automotive sales.



“The football club is the

The name changed to reflect the magazine's more specialised approach and *Auto Trader* was born. A partnership with the Guardian Media Group provided the mechanism for wider exposure and circulation growth, and *Auto Trader* became a household name.

In 1998, John Madejski sold his publishing company for a reported £174 million. In that same year he provided Reading FC, of which he had been chairman since 1990, with its new Madejski Stadium. His businesslike attitude toward a possible future sale of the club should not mislead the reader: his involvement has been active and effective. Indeed, Madejski's support helped Reading into the Premier League for the first time in the club's history.

The sale of Hurst Publishing did not mark the end of Madejski's business interest in print and publishing. Even now, with a diverse empire that includes property, broadcast media, hotels and restaurants, he has a couple of ventures within the

Ownership of a two-initial, number one registration is not a common thing. To own both of the number one configurations for a set of initials is almost unheard of. Sir John owns JM 1 and 1 JM, both of which adorn Rolls-Royces



heart of the community”

industry in which he enjoyed his earliest commercial success.

“I’ve got a magazine in Kuala Lumpur, the *Malaysian Motor Trader*, and that’s very successful. That has about two or three hundred pages a week. I also own the biggest and best state-of-the-art, web offset printing works in Europe, bar none. That is quite impressive.”

Sir John is especially enthusiastic about the products manufactured by his Clearview Traffic Group, a business in which he decided to invest in 2003.

“We make solar powered, illuminated road safety studs. These Astucia SolarLite studs literally light up the road. They need just two hours of daylight and it cranks them up for two weeks. If you look in your rear-view mirror you can see the road all lit up. They’re just state-of-the-art. We trialed them in South Africa on a piece of road where they’d had 27 fatalities. They put the SolarLite road studs in and it reduced the

casualty count to zero. Why? Because you can see the linear pattern of the road. They’re fantastic. It’s a real safety product, a real winner. We’ve got them round the Reading FC stadium. It’s an international product and we sell them all over the world. There are a lot around England and you often see them. You know, they light up so well that you could literally just switch your car lights off and drive through. You don’t actually need your lights on to follow the road. I wouldn’t advise trying that of course!”

Amongst Sir John’s interests there is always an automotive aspect lurking somewhere. He is very fond of cars and has quite a collection of classic vehicles. Not surprisingly, his cars sport some equally exclusive registration numbers.

“I’m certainly not fanatical about number plates,” says Madejski, echoing the insistence he voiced during our previous interview, “but I do see them as an essential finishing touch to any prestige car. I think that if you have a really nice car it sets it off beautifully.



“Good numbers are both an investment and something to enjoy. There’s no doubt about it, they really do set a car off nicely.”



***"I'm certainly not fanatical about number plates,
but I do see them as an essential finishing touch to any prestige car."***

"I moved one of my number plates to another car, which left my Bentley Continental with just an ordinary plate. That was just so ghastly, that I had to go and buy **JM 19**."

"Good numbers are both an investment and something to enjoy. There's no doubt about it, they really do set a car off nicely, so I think they're certainly worthwhile."

Ownership of a two-initial, number one registration is not a common thing. To own both of the number one configurations for a set of initials is almost unheard of. Sir John owns **JM 1** and **1 JM**, both of which adorn Rolls-Royces. He also has **JM 2** on his Jaguar XJ220. Perhaps the most amusing of his personal plates is on his AC Cobra. Imagine, if you will, a neat yellow sports car casually cruising past you on the motorway. As it vanishes into the distance you notice the number plate **B1 BYE** (bye bye!). That one must have raised a few smiles in its time.

But Madejski's money isn't all spent on rich boys' toys such as expensive cars and football clubs. He has contributed millions of pounds to a variety of good causes, including the Fine Rooms at the Royal Academy of Art in Piccadilly, a piazza and garden at the Victoria and Albert Museum and the John Madejski Academy in Reading.

"It's only about two or three years ago that I got involved with the Academy, but it's one of the best things I've ever done. It's changing lives, you know, changing lives for the better and helping people. The kids have responded really well. The whole thing is just brilliant."

The John Madejski Academy is recognised as having a sporting focus, but it is a fully-fledged educational establishment. Madejski's enthusiasm for the project is obvious.

"It's for 11 to 16 year-olds. It's a proper secondary school, one of the inner city academies."

His contributions in so many areas have earned him a range of honours. He is an honorary Freeman of the Borough of Reading; as Chancellor of Reading University he was awarded an Honorary Degree of Doctor of Letters. In 2000 he was awarded the OBE and in the 2009 New Year Honours he was knighted.

Sir John takes obvious delight in the recognition he has earned.

"The knighthood, that was very exciting. Yes, very nice indeed. And I'm a doctor now. You didn't know that, did you? Doctor Madejski, innit! It's great."

A less robust person could suffer an identity crisis: Mr, OBE, Doctor, Sir... But Madejski doesn't have time for that kind of thing.

At an age when many people are enjoying retirement, he is still a busy man.

"I've normally got a pretty full schedule and I just follow that most days. Although there may be some days when I wake up and look at my diary and there's nothing there, but within about two hours it's totally full for the rest of the day. I'm always on the go, there's just no let-up. You know, I probably do too much really. I've got 18 companies globally and I should think about downsizing."

"Actually, I've got a lovely hotel in the Galapagos Islands called the Royal Palm. It comes with just under 400 acres and if any of your rich customers are interested, it's for sale!"

But in the next breath all thoughts of downsizing seem to have been forgotten.

"It is stimulating, and these times are stimulating. We've had recessions before. This is a particularly punitive and difficult one but, you know, as with all recessions, you can come out a lot stronger afterwards. Hopefully that will be the case this time."

What projects is Sir John looking forward to in the near future?

"Oh, my article in the Registration Transfers magazine!"

*Story Rick Cadger
Interview: Angela Banh
Photography: Steve Gardner*



Symbol of Success

David Vandyke bought his Porsche at the start of 2009. His company, Diaco, had enjoyed increasing success, and David felt that he had earned a symbol of that success. Diaco manufactures and sells a unique product; the world's only dental chair specifically designed for wheelchair users.

The Diaco dental chair safely reclines wheelchair-bound patients into the optimal treatment position to enable dentists to carry out procedures. One benefit of the device is that the patient remains in the safety and comfort of their own wheelchair throughout the treatment. Not only does this mean that they remain in the familiar context of their own chair, it also eliminates any need to transfer the patient between chairs.

The orange Porsche needed a bit of work before David was completely satisfied.

"I wasn't too happy about the registration plate. Once I'd upgraded the car, done some mechanical repairs and some cosmetic work to the alloys, it looked like a £100,000 super car... Except the number plate told everyone it was 10 years old and worth about 25 grand.

"Luckily for me, my Diaco business partner, Steve, has been an amateur trader of number plates for many years. He was



aware of the potential plates out there that might suit my car and me. He scoured the usual sources and came back with some options, my favourite being **911 DV**. The registration was obviously perfect for my car and my initials, but I thought it was rather out of my league in terms of cost. However, after a bit of too-ing and fro-ing I managed to secure the plate from Regtransfers for an excellent price.

"Once the plate went on to the car it simply finished the job off. Not only does it hide the

age of the car, it actually adds to the presence of the car on the road. Such a bright car turns heads, and I'm certain the plate adds to that allure. Now that I've bought my first personalised plate I can assure everyone that it really does add to the pride you take in your car. Like most people I've worked hard to achieve this success, and I'm proud of that, so why not show it off?"

www.diaco.co.uk

Find YOUR Porsche 911 plate at www.regtransfers.co.uk

911 AO • 911 BO • 911 BR • 911 EE • 911 EK • 911 GE • 911 OX • 911 SU • 911 WG • 911 WM • 911 WS . . . plus many more

Taf is the Tops

The little lad in the photo is CeJay, who is three years old and thinks the car is "the tops".

The plate **P911 TAF** represents dad, Chris Jones's, Porsche 911 and his nickname, Taf.

Chris bought the car as a present to himself in recognition of ten years in business.

"I found the plate on your website and had to have it," he says.

"As most of our clients are either English or Scottish, I am called Taf regularly by our 'foreign' customers."

Not to be left out, wife Vicki has her own plate for her Mitsubishi Evo X.

www.maintenanceforce.co.uk





Marketing on a Plate: SpeckyFourEyes Opticians

Private registration plates have always fascinated award winning, serial entrepreneur **Andre Senyk**.

Andre started his first company - SpeckyFourEyes.com - when he was just 23 and at university in Cambridge studying to become an optician. Andre noticed that high street opticians were adding large mark-ups to the prices of their prescription glasses, and he saw an opportunity to undercut them. By trading online, and saving on the cost of overheads, he found that he was able to pass on savings of up to 70% to customers.

"I've enjoyed every bit of it. Winning awards has brought in a lot of publicity and we are becoming quite a threat to the high street chains," he says.

Part of the company's advertising campaign involved vehicle graphics. Andre decided that a private registration would be an excellent way to complement the graphics and maximise the branding benefits.

"I finally settled on **S5 PKY**. The brand name SpeckyFourEyes.com is pretty tongue-in-cheek, and the registration number makes people laugh and is great for generating attention."

A friend of Andre's who was aware of Andre's interest in private registrations recommended a visit to the Regtransfers website, as he had seen an 'Andre' plate listed there. Andre duly checked the site and, sure enough, **AND 12E** was there. Sadly it was slightly beyond available budget. Although Andre didn't purchase another registration at that time he did subscribe to the Regtransfers updates mailing list.

"A few months later a gentleman named Mohammed contacted me from Regtransfers. He told me that **A7 DRE** was available. The whole buying process was really easy. Mohammed kept me up to date with everything and all I had to do was sit back and relax - and pay up of course!"

Andre's girlfriend, Sarah-Jane, has launched a website of her own. SexOnLegs.com is an online fashion site.

"I've been looking for a plate for SJ for some time now," Andre says, "but the right one hasn't cropped up yet. I've been assured by RT that as soon as one does I'll be the first to know."

Recently Andre has launched yet another online business, MobileNumbersDirect.co.uk is a website specialising in personalised mobile phone numbers.

"I've always been fascinated with the personalisation of vehicles using registration plates so I thought why not do the same with phones. What can be more personal than your mobile phone number?"

Andre is already thinking about number plates that could be suitable for the business.

"Perhaps the perfect plate for Mobile Numbers Direct would be **MND 1** or **NUM 832S**..."

SpeckyFourEyes.com is an Official Prescription Glasses supplier to the West Yorkshire Police Force and, among Andre's many professional awards are:

- Regional finalist in the Shell 'Live-Wire Young Entrepreneur of the Year Award', 2007
- Winner of the 'Success in Business Award', 2007
- 'Eye4Enterprise Award' finalist
- *Yorkshire Business Insider Magazine* 'Top 42 Entrepreneur under 42'



A Work of Art

As you can see by the pictures here, fine-art dealer, **Tony Wraith**'s very special SS Jaguar 2.5 litre 1938 DHC is very photogenic.

The car was totally restored by its previous owner - a total 'nut and bolt' restoration from chassis upwards. The car had covered only 154 miles in his ownership from 1992 to 1997.

When Tony purchased the car in 1997, he embarked on a project of further cosmetic enhancement which included restoration of the full original toolkit, P100 Bullseye headlamps, PLG40 tribar spotlamps, the finest selection period badges and alto horns and hand pillar lamps.

A superb very rare Art Deco mascot by Casimir Brau adorns the radiator and a brand new set of chrome wire wheels are fitted. The car is absolutely immaculate and won 'Best in Show' at the Wessex JDC Show when exhibited in 1999.

The car has a recorded mileage of less than 1500 miles and is the very finest example of its type in the world.

Tony, who also owns the registration **TVW 2** was featured in Volume 3, Issue 3 of this magazine, in an extensive article exploring his passion for Lalique, metal and glass mascots, picnic sets, bronzes and fine pre-war motoring memorabilia.

www.finesse-fine-art.com





Ever since **Nathan Pestridge** was a young man, he has had a keen interest in personalised number plates. "It's been a hobby of mine for many years," he says. "I'm a member of the Registration Numbers Club (RNC) who hold a number plate rally at various locations around the country each year."

In 2001, Nathan bought his first number plate, **23 NP**, which represents both his birthday (23rd July) and his initials. The number went straight onto a 1990 Ford Escort. Unfortunately, the car kept breaking down on him - Nathan had the perfect number plate but an all too imperfect vehicle to display it on.

So, when he later purchased a Peugeot 206, he could finally do the registration justice

"I don't think I would ever sell **23 NP**," he says, "because it was the first number I bought and it's a very special number to me."

In 2003, Nathan read in his local Rugby newspaper that the number **RUG 8Y** was to be sold at auction in Cheshire. He imagined he would have no chance of buying it because of its wide appeal and declined to make a bid.

Having always regretted his decision, he was delighted when it came up for sale

Top Town Plate

again in February 2009 on the Regtransfers website. This time, he didn't hesitate to snap it up.

"**RUG 8Y** is a great investment," he says "and I'm sure it will be sought after by residents of the town and followers of the game for years to come."

Nathan also owns **27 P** and **8 ONY** and says he would really like a short 'number one' registration.

"Although it may take a long time to find your dream number," he adds, "if you're determined enough you will succeed."

"One of the best things about it is the chase to find your perfect number and everybody I've spoken to with a personalised number plate has an interesting story to tell."

For more information on the Registration Numbers Club, please see our regular feature, 'A Word from The RNC' on page 56

Mike Harris has always been intrigued by car registration plates. He says, "When I was younger, they were all cherished by today's standards!"

Long before he ever owned a car, Mike knew that he would like a private number plate of his own.

"I toyed with many plates that would be rather nice but, as it's something that I would only do once, I decided that it would have to be my perfect plate. Anything less and I would always be thinking 'if only I had bought...'"

When Mike got a car of his own, his dream of having a personal plate persisted and he was always on the lookout for something suitable. One day, as he was browsing the Internet, Mike came across the Regtransfers.co.uk website.

"I couldn't believe my eyes when I saw **11 MPH**, and at a price that was not totally out of reach. It was my perfect plate - a dateless plate with my initials on it."

After some thought, Mike decided that he would purchase **11 MPH**. Everything went smoothly and before long he was the owner of a fine dateless registration.

"In just over three weeks it was actually on my car. I am over the moon with my number, thanks to the friendly and efficient work of Regtransfers."



RT Team Spotlight

Lianne Randlesome *RegAlert Executive*

This is the latest in a series of articles that we hope will enable our readers to get to know Regtransfers a little better. We will feature a different member of our team each time and gradually you'll become able to put faces to the voices you hear when you call us. In this issue, we talk to **Lianne Randlesome** from our RegAlert team.

If it's out there, we'll find it!

What is your role?

I deal with the administration and contact customers who are interested in selling their registrations. I then match up the registrations to RegAlert and notify any customers where the registration matches their criteria.

Tell us about RegAlert

It is a unique database which comprises details of thousands of potential customers. We contact them on a regular basis by text and email until we find their 'perfect plate'.

Tell me about your team members.

We have a specialist sales team who deal with the incoming enquiries from our texts and emails. Our manager, Stuart Bentley, oversees operations.

What constitutes a typical day for you?

Speaking to lots of different people about their registrations and getting them to place them on our books. I would then match them up to RegAlert.

How long have you worked for Regtransfers?

13 wonderful years!

Has Regtransfers changed since you started?

Yes. It has grown massively. There were about 15 staff when I joined and now there are about 100, including an evening sales team.

How did you get the job?

I started here on a temporary contract through an agency and was offered a permanent position after a few months.

Do remember your first big sale?

My biggest sale was very memorable: It was **LM 1** which I sold back in 2002. What a fantastic number!

Have you dealt with any famous customers?

I have sold registrations to Rugby League footballer, Ellery Hanley and Stoke City striker, James Beattie.

Describe Regtransfers as a place to work. What do you like most about it?

Regtransfers is a great place to work. It has a very friendly atmosphere and a good work ethic.

Who buys personal number plates and what do most people look for?

People from all walks of life buy registrations and I have found that most people look for their initials or name.

Why do you think people buy personal registrations?

People buy registrations for fun, to hide the year of their car and, of course, because of their great investment potential.

Do you have a personal plate?

No. I'm still trying to convince my boss to loan me **LSR 1**, which is one of our brilliant stock numbers!

How do you try to ensure that Regtransfers.co.uk's service is better than anyone else's?

By giving fantastic customer service. RegAlert is constantly notifying its potential customers so that they don't miss out on their ultimate registration.

What do you consider to be the 'best' plates?

Registrations with the number '1' are well known to be the ultimate registrations, but registrations that resemble names are proving to be very popular now.

What would your advice be to someone looking to buy a registration?

Contact our RegAlert department. We will add your details to our database and contact you as soon as we have your ultimate registration for sale.

RegAlert
Your Personal Platefinder Service

If you cannot find your perfect registration, simply sign up to RegAlert and we will automatically notify you by email or SMS text when that special registration number becomes available - even before it is advertised.

Sign-up online or call **01582 470048**
9am to 5pm, Monday to Friday.

"Having always been averse to disclosing my mobile and home telephone numbers, for fear of being inundated with unsolicited sales calls, your discreet text advising service has not only proved me wrong, but very quickly led me to an acquisition that most people can only dream of!"

Mr C P of Ipswich





ASH 74R Makes the Grade



Twenty-one year-old **Ash Raine** is a very keen number plate enthusiast, having recently had his second personalised registration transferred to his current car. Since the age of about 12, Ash has wanted his own personal number plate. He saw a couple on the cars of family friends and thought they looked quite impressive.

A month after he got his first car, a one-litre Vauxhall Corsa, for his 18th birthday, Ash began searching for an appropriate registration, and finally settled on **V88 AJR** as it incorporates his initials and the year he was born. Soon after that he realised that

he would be able to get his name on a number plate. Ash spent the next three years browsing the Internet searching for appropriate registrations, but he could not justify buying another one as 'ASH' registrations could cost thousands of pounds.

Eventually, Ash discovered the Regtransfers.co.uk website from which he bought the book *Fanatical About Number Plates*. He also began collecting the Regtransfers magazine. With these for inspiration, he would regularly check online for suitable plates.

"Last September, whilst in my third year of my degree, I decided that I would buy an 'ASH' registration if I passed my course," said Ash. "When I did pass my course in May 2009, a month after my 21st birthday, I found **ASH 74R** on the very day that I received my grades. The number was reasonably priced, so I decided to buy it as a reward for completing my degree."

"The number looks great. I have noticed that people recognise me more often than they did with my old registration, and a number of people have commented on how good it looks."

"I look forward to receiving your magazines, and hoped one day I would be lucky enough to have my registration featured in one."

Now, that's what you call an investment!

Since he first started driving at the age of 17, back in 1986, **Mark Lacey** had wanted the number plate **M14 CEY**. But he had to play a long waiting game until the M registrations were released in 1994.

"I was a proper yuppie in those days," he says. "I had a Filofax bigger than the Yellow Pages and a mobile phone the size of a small country." Mark recalls trying to secure the number by telephone with the landline

on constant redial as well as the mobile - until the battery ran out!

"I purchased the number for £250 and I've been offered a hundred times more," he says. "Now that's what I call an investment!"

Mark also bought **14 CEY** from Regtransfers for his wife's Christmas present last year. The negotiations lasted

some time but, in the end, a deal was struck which suited both parties. The plate has cost him more than the price of the car but, as he notes, "exclusivity doesn't come cheap".

His next venture is a motorbike - with a personal plate. "My wife says, if I buy one, she will leave," says Mark, adding wryly that, "I'm sure going to miss her".



Who's **THE 805S**?

The burning question that Valerie and Derek Moore have been ~~arguing~~ ~~about~~ discussing for more than half of their happily married lives is a simple one, yet profound: who is the boss?

Over the years, they have both driven cars bearing the registration number **THE 805S** and have recently celebrated their golden wedding anniversary with their family on holiday in Spain.

"Although there is no argument that all the vehicles have been registered in my name, Derek explains, "for reasons that I still don't understand, my wife seems to think that **THE 805S** is more appropriate for her."

In 1983, when the couple set up a driving school, Derek decided to invest his early retirement commutation in a cherished number rather than put it in a bank, and so **THE 805S** was acquired and put on a Triumph Acclaim.

Their first advertisement in the local newspaper generated 697 enquiries about driving lessons. Faced with such a level of demand, Derek and Valerie bought two more Triumph Acclaims and employed two other instructors.

Valerie says, "The problem was that everyone wanted to learn in the car with the **THE 805S** number plate, so we had to share it around".

Some years later, Derek and Valerie considered emigrating to Cyprus and **THE 805S** was transferred to a Toyota Hi-Ace Rio camper van that they drove through Europe. The number plate proved to be a wonderful way of meeting new people who wanted to have their pictures taken beside it.

Later still the number adorned two consecutive Mazda 323 cars, and has featured in many wedding photographs. Valerie was once stopped by a policeman who wanted to talk about "the configuration of your number plate". In fact, the characters were all correctly sized and spaced, and the officer confessed that he had actually stopped her because he wanted to learn more about the number.

Over the years, many people have asked the Moores if they want to sell **THE 805S**. On one occasion, a big Mercedes followed them for miles. This made Derek and Valerie a little uncomfortable, so they pulled into a service station. The Mercedes did the same. The driver, a chauffeur, walked over

and enquired about the number plate on behalf of his boss. Derek's immediate response was to ask if either the chauffeur or his employer were a millionaire. The other man realised the implication of the question and abandoned his enquiry. **THE 805S** was not going cheaply.

The Moores have decided to put an end to their 25-year debate over which of them is the boss. Instead they have engaged the services of Regtransfers.co.uk to find a new home for their registration. When that happens, the argument will, no doubt, continue elsewhere.



SPECIAL ANNOUNCEMENT

Regtransfers.co.uk is pleased to present a unique opportunity. We offer for sale, on behalf of a client, **D 1** and **D 3**.

D 1 and **D 3** were owned by the Clarke family of Kent, from the 1960s and 1950s respectively, until 2006.

Grace Clarke purchased **D 3** from original owner Sir David Lionel Goldsmid-Stern-Salomons, 2nd Baronet.

That Sir David was a nephew of an earlier Sir David Salomons, 1st Baronet, the first person of the Jewish faith to hold the offices of Sheriff of the City of London and Lord Mayor of London, and to sit in the House of Commons.

Both numbers were originally issued in 1903, the very first year that British vehicles were required to bear registration plates.

The interesting history and intrinsic value of these outstanding registrations means that offers in the vicinity of £1 million for the pair are invited.

Please contact **Donna Allen** on **01582 470076**



A Word from **the RNC** by Rod Lomax

The Registration Numbers Club is the *only* traditional UK based club catering for enthusiasts of personalised vehicle registration numbers.



Joining us costs very little and the benefits could be substantial. We were originally founded in 1977 and currently produce a quarterly newsletter, RNC News, which is the original

independent club publication and is available free to subscribing members.

The club is run by Honorary Secretary, Steve Waldenberg from the RNC office in Leeds. Rod Lomax from Bury in Lancashire is the club Publicity Officer and John Harrison, who has an expert knowledge of the whole system of vehicle registration in this country, is club Archivist & Advisor.

For information about the RNC, please contact:

Steve Waldenberg

Honorary Organising Secretary
RNC Office, PO Box MT12, Leeds LS17 7UD
Tel : 0113 226 7497 Fax: 0113 226 1110
Email: sec@TheRNC.co.uk

Rod Lomax

Publicity Officer
5 Bank Top, Baldingstone, Bury, Lancs BL9 6RY
Tel: 0161 764 8180 Fax: 0161 764 3800
Email: pr@TheRNC.co.uk

John Harrison

Archivist & Advisor

175 Hillyfields, Loughton, Essex IG10 2PW
Tel: 020 8508 8851 (*evenings/weekends only*)

Rally review

The Registration Numbers Club held another successful rally on Sunday 5 July 2009 at the Yorkshire Air Museum, RAF Elvington, York - the runway here is the longest in the north of England and was the scene of the BBC TV Top Gear presenter Richard Hammond's spectacular accident back in September 2006.

Almost 100 vehicles arrived by early afternoon, a record attendance in recent years with the weather being kind until a heavy but, thankfully, short lived thunderstorm passed through. It was good to have many long time members come along and some new ones join us too. We



The Taperell family

also welcomed a couple of large family entries. The Heaton's brought eight vehicles, most bearing WDH plates whilst the Taperells had just a few more nearly all with TAP plates. Members travelled from all over the country with the longest journey being over 350 miles from Devon. The classic car class was well supported with Jowett, Ford, MG and Volvo being represented.

Many awards were presented with results being voted for by the members themselves in a simple self voting system which has been tried and tested over the years. Special awards were made for high quality displays, good presentation, long distance and oldest registration present. The latter was won by a splendid plate, **K 2**, belonging to local enthusiast, Keith Snowden. A well supported prize-draw ended the proceedings late in the afternoon.

On the previous evening a member's dinner was held at the York Pavilion hotel at Fulford just outside York where 29 members enjoyed an excellent meal.

Next year is our 33rd

The club has already secured a venue for its 2010 rally which will be held at the Haynes International Motor Museum at Sparkford near Yeovil in Somerset. Rally 2010 marks the 33rd year of the RNC and will be held on Sunday 20 June 2010. Please check with the club website nearer the time for further details.

There will also be a celebratory dinner on the previous evening at a venue close by ... again details will be published on the website in due course. It is hoped that as many members as possible will come along to the Haynes museum which is a splendid location and well worth a visit.

Congestion charges by stealth

After the Manchester congestion charge was defeated at the end of 2008 by a massive 79% to 21%, it is possible that the Government could still introduce road pricing by stealth.

The small print of the 'Local Democracy, Economic Development and Construction Bill' gives new powers to unelected bodies to control transport policy - including the power to levy new taxes.

The bill gives the Secretary of State the power to create new combined authorities made up of two or more local authority areas that could control economic development, regeneration and transport policy. The very small print in the Bill would allow unelected combined authorities to impose local charging schemes in the form of congestion taxes, road pricing and workplace parking taxes. These proposed new laws are the antithesis of local democracy with yet more unelected quangos taking power away from local people.

Cherished plates hold their value

Whilst new car prices are well down and house prices too have dropped considerably since the credit crunch, it seems that cherished registrations have held their value well. Sales have, of course, dipped from previous years and some people have let plates go at very low prices due to sheer desperation, but in general market prices have remained fairly static with only small discounting being shown. Again quality counts and the best plates will always offer the best return with auctions still seeing very high prices paid for them.

Read about RNC member Nathan Pestridge's RUG 8Y plate on page 36



The Heaton family

Astro Mechanical Handling

Astro-Mechanical Handling is a Birmingham-based forklift truck company founded in 2000 by Andy Clark and partner Steve Ward.

The operation started out as a small company just servicing and repairing forklifts. Now, eight years later, they are exporting trucks all over the world.

The company grew rapidly and, in 2004, they decided to purchase **T25 AMH** and **T26 AMH** from Regtransfers and put them on a couple of their old vans. They now have them on two brand new 1200 Mitsubishi pick-ups, **T25 AMH** is on Andy's and **T26 AMH** on Steve's.

The partners have also recently purchased **T600 AMH**, which will go on another company vehicle, and they will be buying another from Regtransfers soon.

AMH are very proud of their distinctive corporate plates and would also like to thank Regtransfers for the easy purchase and smooth transfer.



Adrian Caddy Archery



Adrian Caddy's company was formerly known as Adrian Caddy Corporate Archery (ACCA). Because he couldn't find a 4-letter registration, he happily truncated the initials in his **H20 ACA** plate.

When anyone asked where the other 'C' was, he would simply point out that it was at the front - H₂O [H₂O], the principal molecule of the 'sea'.

Now shortened to Adrian Caddy Archery, in order to extend its appeal to both private and corporate clients, ACA is the UK's leading field archery event business.

Participants of all ages are coached to shoot a variety of bows with carbon fibre arrows at three-dimensional hard foam plastic targets in a variety of forms, such as a life-sized wild boar, a Roman soldier and a nine-foot dinosaur!

Adrian, a wildlife film-maker and nature conservationist, is a fully qualified coach with the National Field Archery Society (NFAS) and, together with sons, Simon and Alex, a regular competitor at archery events throughout the UK.

"We are a distinctly thorough and innovative organisation and delighted with the service we received from Regtransfers," says Adrian. "We'll be back."



a Second Chance



As far back as 1988 **Andrew and Jacky Roast** began looking for a personal number plate to adorn to their first gleaming new Ford Fiesta.

When their dream plate, **ROA 5T**, came up for auction about four years ago, they placed a sealed bid which (despite representing considerably more than the

cost of their car) was unsuccessful and any hope of acquiring the plate was gone.

Whilst surfing the internet recently, we found **ROA 5T** available with Regtransfers.

"Another chance," thought Andrew. "I was on the phone to them the next morning. They were genuinely interested in our 20 year efforts to get the registration plate and we settled on a price.

"Our personal plate has been transferred from car to car ever since. It now looks good on our BMW Convertible. It will remain in our family and hopefully our next generation of Roasts will enjoy it as much as we do."



A Year to Remember

It was **Amanda Townson's** 40th birthday and she was going to test drive a brand new VW Golf.

However, when husband, Chris, took her to the local dealership, he casually pointed out the new Eos model and they went over to view it.

The boot of the car was filled with flowers - Chris had bought the car as a surprise present!

"I was in total shock, she says. "My car is just perfect."

However, they both felt it deserved a private number plate, although neither were sure

how to go about purchasing one and thought it might be a difficult process. How wrong they were.

"I knew Chris and the children were up to something earlier on this year but just didn't know what," remembers Amanda.

On Mothers' Day she was presented with the number plate **MAM 96** from children, Joshua and Abbie. "I first became a 'mam' in 1996 when Joshua was born," she recalls.

"My car looks fantastic and many people have commented on the plate. Thank you so much for the fast, friendly and very easy service you provided. We will certainly use Regtransfers again, when we hope to find a suitable plate for Chris."

registration **forum**

John Harrison, one of the country's leading authorities on the British registration system, editor of *1903 and all that* and Archivist and Adviser to the Registration Numbers Club answers readers' queries.

Please email your questions to:

forum@regtransfers.co.uk

or by post them to:

Registration Forum
139 High Street South
Dunstable
LU6 3SS

I have started listing my registration with you for sale. Unfortunately, whilst I was away, my well-meaning son cashed in the tax on the vehicle for me. Does this mean that I cannot transfer the number? GS

Any vehicle involved in a transfer must normally be taxed or the subject of an application to tax. Thus, if your vehicle is MOT'd, can readily be MOT'd or is new enough not to need an MOT, fulfilling this requirement is easy. If, however, your vehicle is unlikely to pass an MOT there is, of course, a potential problem. I presume you are the registered keeper of your vehicle. In that case your son should not have cashed in your tax, albeit from the best of motives, as the V14 form for this should be signed by the registered keeper. You should therefore contact DVLA and explain what has happened and seek their advice on resolving the matter. Given the circumstances, I think it likely that they would be sympathetic to you.

I bought a new car on 9th July with a normal '09' registration. I put a private plate on it after a couple of weeks but have now sold that plate. What are the chances of the original mark being reassigned to my car rather than a different '09' mark? GH

A car's original registration is referred to its "homebase number" by DVLA and, when a cherished number is transferred off a vehicle which previously has had an ordinary number, it should revert to that and the number would be non-transferable under DVLA rules. A few years ago when I did a transfer off a car which had previously had an ordinary number it was given a new number rather than its original one back. As the original mark was etched on the windows I complained to DVLA who re-issued the original number and told me the Local Office had not followed procedures correctly.

1903 and All That

John Harrison's newsletter *1903 And All That* deals with all aspects of vehicle registrations.

It is published quarterly and costs just £5 a year.

If you are interested in subscribing and wish to receive a sample copy, simply send a large 76p stamped addressed envelope to:

John Harrison
175 Hillyfields
Loughton
Essex IG10 2PW



For the record . . .

There has been much excitement this autumn at the world-famous Abbey Road recording studios in North-West London, where thousands of fans turned up to celebrate the 40th anniversary of its namesake album - the last ever recording by a certain vocal/instrumental combo from Liverpool.

The photograph for the iconic album cover, which included neither the artistes' name nor the album title, was taken directly outside the studios.

Few people at the time took a second glance at the white Volkswagen 'Beetle' (no pun intended) parked just beyond what is now the



most famous pedestrian crossing in the world, let alone its innocuous number plate, **LMW 281F**.

Until, that is, the infamous 'Paul is Dead' rumours began circulating on US radio. Central to the case was the number plate of the Volkswagen. Apparently, 'LMW' stood for 'Linda McCartney, widow' and '28 1F' was, apparently, a clear message that McCartney would have been 28 'if' he had lived. The fact that the very much alive bass player was 27 at the time, was conveniently overlooked.

Incredibly, some years later, the proprietor of a St Albans music shop, The Music Department, came across the car on a showroom forecourt.

Peter Gent (right) immediately bought it for a modest sum, realising that the salesman had no idea of its history.

The enterprising Mr Gent eventually sold the car at auction in 1986 for £2,300. "It went to America," he said, "but it is now, reportedly, at the VW factory in Germany."

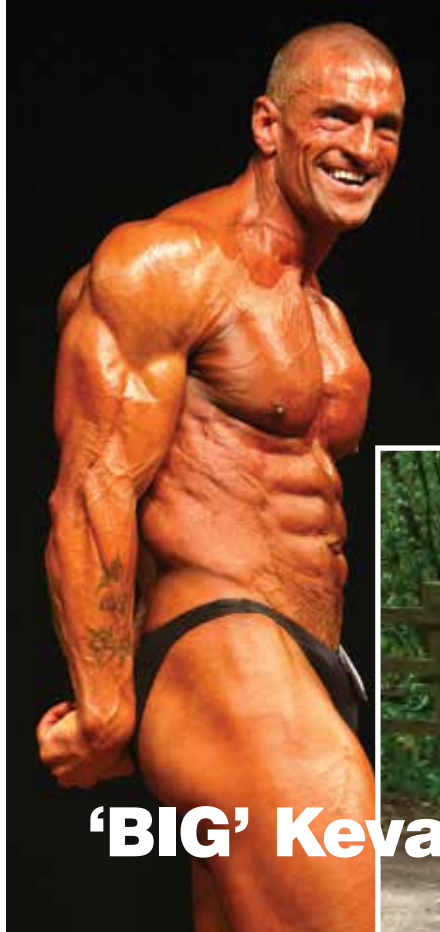
www.themusicdept.com



For the serious Fab Four fan, or anyone looking for real investment potential, Regtransfers has probably the best representation of the group's name on the market today:



B387 LES is available exclusively from Regtransfers.co.uk @ £9995



'BIG' Kevan

When Kevan Wilson reached the age of 50 he decided to retire from work and take up an occupation he actually wanted to do rather than something he had to.

He also finally bought the Aston Martin DB7 which he had always wanted.

"I've been bodybuilding for years," says Kevan, "so I packed up work and started to take the bodybuilding more seriously and I recently won the United Kingdom Bodybuilding and Fitness Federation (UKBFF) over 50s championship."

It seemed appropriate to fit the car out with a personal number plate that said it all - **B16 KAW**. His full name, Kevan Antony Wilson, is represented by the initial letters

KAW and the B16 ['BIG'] prefix clearly fits the bill perfectly.

Kevan is proud of being a grandfather and over 50 years old, although you'd scarcely imagine either.

B16 and B19 prefix plates are great fun and, with access to virtually every number on the market, Regtransfers could help you find yours.



Top Stuff

David Wright, 23, runs a successful Staffordshire-based internet web design company called One Time Design, offering everything in modern day technology and design. The company was founded in 2006 and is growing every day.

The main focus of the business is web development, design and hosting to give

clients that essential presence on the world wide web. One Time Design pride themselves in the fact that, as a small business, they can offer the finest quality with service to match.

David considers himself to be somewhat of a number plate addict: Not only does his car sport the personal plate, **D9 VDW**,

but he also has **L88 VER**, **G821 UKE**, **E130 DAN**. The latest purchase is **B15 BEK**, for fiancée, Becky.

"It's Regtransfers all the way," says David. "It took me two years to pick the plate. I didn't want to rush into getting anything as I wanted the perfect plate for me and Regtransfers helped me do this. They sent me updates every week letting me know what they had on offer for my name match. It was well worth the wait and money!"

"I would recommend Regtransfers every time. Friendly and amazing team. Top stuff."



Number Plate News

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The Personal Number Plates Club

Pop Success on a Plate for Boy Band Star

JLS boy band member, **Aston Merrygold**, was looking for something special to adorn his new white Audi, so what better than a 'JLS' plate. The exact registration, which Aston proudly displayed when arriving in style at Faces night club, Essex, accompanied by Simon Webbe from Blue, is not published in order to protect Aston's privacy, but it's the 'JLS' part that matters!

Presumably fellow chart-topping, *X Factor* runners-up, Marvin Humes, Jonathan 'JB' Gill and Oritsé Williams must have been tempted to follow suit as a matching set would be easily and relatively cheap to construct, with prices starting from just a few hundred pounds.

JLS, whose acronym actually stands for 'Jack the Lad Swing', are fortunate to have a name that can be reproduced easily in a vehicle registration. There are countless other examples from the worlds of pop and rock music and many have chosen plates simply in order to show their allegiance to their idols.

There are countless plates available to match other common three-letter instances, such as 'REM' and 'ELO' - groups referred to by their acronyms for so long that few people now remember what the letters actually stand for ('Rapid Eye Movement' and 'Electric Light Orchestra' respectively).

The most well-known pop acronym must be 'ABBA'. Unfortunately, UK plates never have more than 3 letters together, so a rather expensive **48 BA** is the best way to achieve it. Interestingly, the '8' actually provides a more authentic representation of the famous reverse 'B' of the official logo.

Somewhere out there are the actual **MC 5**, **U 2** and **UB 40** plates, any of which would command quite a large fortune even if you were able to find them for sale.

Try the clever search facility at www.regtransfers.co.uk to find your favourite.

Football Number Tops Auction League Table

A number plate custom-made for any Preston North End football fan, went for an impressive £86,617 on 7 August at the DVLA auction in Wantage, Oxfordshire.

The plate, **1 PNE** was secured by an anonymous telephone bidder, fending off a substantial challenge from a businessman believed to have strong associations with the Championship team.

The three-day event, hosted by the DVLA at the RBS Williams F1 Conference Centre, is expected to have raised a total of over £3m in sales. Among the other delighted buyers was 24-year old Ghanim Al-Kuwari, who nabbed the prized plate, **4 0**, for £63,129

Ghanim, whose family are diplomats from Qatar, had seen the three earlier numbers in the series, **1 0**, **2 0** and **3 0** sold at similar events earlier this year and was determined to get his hands on the next one. He has yet to decide whether to display the number on his Mercedes ML63, BMW M5 or BMW 7 Series.

"It's a good price," he reckons. "I'm not sure how much we would have paid, but we would have gone a lot higher than that."

His principal protagonist in the bidding war, dentist Onkar Dhillon, 40, later consoled himself with **PAL 4S**, which he purchased at £19,355 for his brother, Palas's, BMW 320 Coupé.

Dhillon, from Birmingham already has 20 other personal plates, although he has not chosen to actually display many on a vehicle. "It's just about having them," he says.

[Prices quoted are approximate illustrations after fees and taxes - Ed]

Michael Jackson Immortalised in Number Plates

A New Zealand 'Jacko' fan is set to make some big money on a number of items of memorabilia, including a replica *Beat It* tour jacket which sold for the equivalent of £177.

Jeannette Smith, from Tamuka, also has the number plate **THRLER** which she has offered online, subject to a \$1500 (£580) reserve. The bidding has currently passed the \$3000 mark!

Of course, UK registrations never have more than three letters together, so if you are looking for our version of **THRLER**, you won't find it. There are, however, plenty of other superb Michael Jackson related registrations to choose from.

Take for example, the numerous variations available on the initials, 'MJ'. There are more than 20 dateless plates, ranging from £3245 for **MJ 9344** to **MJ 31** at £12,995. For the really serious fan, there is the superb **MJ 2** or the ultimate 'The Jackson Five' plate, **TJ 5**, both with price on application tags.

Elsewhere you will find other related references such as **BAD 2**, **JAC 501N**, **J77 KCO**, and **BEA 7T** - all currently at bargain prices.



Clearly such statements will command higher and higher prices the longer the Jackson legend perpetuates and there could hardly be a better speculative investment opportunity at this time.

You can check out all the options using the Regtransfers online Number Plate Search. Just enter 'MJ', 'JACKO', BAD etc. and see what happens!

Jammin'

What links The Jamaican High Commissioner, three of TV's 'Dragons' and the inventor of Reggae, Reggae Sauce?

Well, a fascinating new BBC TV series, *Caribbean Food Made Easy*, features the West Indian cooking skills of chef, musician and entrepreneur, **Levi Roots**. The extraordinary and highly entertaining Mr Roots' early career earned him the accolade 'Best Reggae Singer' at the 1998 MOBO awards. Currently, however, he is probably best known for the creation of his culinary masterpiece, Reggae, Reggae Sauce.

The product, which is now widely available on supermarket shelves, was developed with the help of sponsorship to the tune of £50,000 from **Peter Jones** on the popular *Dragons' Den* TV show. Now, please stay with me on this one; no less than three of Mr Jones' fellow dragons **James Caan**, **Theo Paphitis** and **Duncan Bannatyne** were more than happy to be featured in this magazine, granting exclusive interviews concerning their careers and their highly individual choices of personal number plates, **28 JC**, **T1 HEO** and **23 D**, respectively.

What's online?



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- Half-price offer on the fantastic Number Plate book
- Cherished Registrations newsletters
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www.numberplates.com

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So, where does the High Commissioner come into all this? Well, in the first of Levi's excellent cooking extravaganzas aired recently, he was asked to prepare a meal at the Jamaican Embassy in London for The Hon. Burchell Whiteman, OJ and his guests, including, *EastEnders*' **Rudolph Walker** OBE. It turns out that Burchell was Levi's next door neighbour back in the Jamaican parish of Clarendon before both men achieved their personal successes via very diverse routes.

Clearly seen on the Commissioner's chauffeur driven limo, as he arrived at the function, was the splendidly appropriate number plate **1 JAM**. A real Reggae, Reggae number.

No Change for Australian Bike Front Plates

After spending the equivalent of more than a quarter of a million pounds on a safety study, the Australian National Police Commissioners have rejected plans to re-introduce front number plates on the nation's motorcycles after 30 years of immunity.

It has become almost accepted practice for many two-wheeled Aussies to totally disregard limits. Some have even been filmed displaying their contempt for the restrictions by performing high speed 'wheelies' past speed cameras.

Even rear-view cameras have been foiled by bikers obscuring their back plates. However, there are reports of offenders subsequently identified by their tattoos - a susceptibility probably unique to the biking fraternity!

For the past 30 years, motor-cycles and scooters have been exempt from displaying front plates because of safety concerns over their blade-like form and steering problems resulting from the air-flow around the front mud-guard, where they were traditionally mounted.

However, an earlier study conducted by the Victoria Transport Authority - at a cost of over £2m - concluded that alternative methods of displaying plates were indeed available, although a universal solution could not be agreed.

The idea now, is to hand the problem over to the Queensland government who will be looking at electronic identification alternatives. Given the almost epidemic proportions of licence plate tampering, globally, this seems an entirely sensible approach.

In the UK, front plates have not been allowed since September 2001, because of similar health and safety considerations although, oddly, they are still permissible on older models.

Cheesy Number for Teesider

Simon Walker knows what makes a tasty dish and he has just found the perfect plate to celebrate his beloved 'Parmo'

Parmo (from parmesan), is a favourite delicacy available from takeaways in the North East of England. Its history goes right back to the 1950s when the dish was created by a naturalised US army chef.

It comprises bechamel sauce-marinated, deep fried, battered chicken or pork, coated with cheese (originally parmesan, but now generally cheddar) and baked in a pizza oven.

The 38-year-old from Redcar has acquired the registration **P9 RMO**. 'I can't believe you've bought that' says his wife. 'You're not putting it on the car'. So, regrettably, it has to go.

Some time ago, we featured a **T45 TER** to the vast number of food and drink related number plates available.

The gist of it was something like this: You could start with a choice of **S10 UPS** followed by a **MEA 7T** course of **ROA 55T BEL IE** of pork, **C8 PON**, **GI AME** or **MUT 70N**.

Alternatively, **60 RGE** yourself on a fish dish like **BLO 473R**, **I EEL** or **DOV 3R 5 OLE** (but watch out for the **I30 NES**). Who could resist the **SME IL** of duck with **ORA I16E S4 UCE**. If you fancy a lighter bite, what about a **BAN 93R**, a **PAS 71E** or a **W13 LSH** Rarebit as a snack.

If you can't be bothered to cook, how about a quick and easy **VES 7A** Chow Mein (if they still make them).

Season everything with plenty of **BAS 7L** and **MU57 ARD** and don't forget the **VEG 5. 1 EEK** is particularly good at this time of year.

For afters there's always some **W14 LLS** ice cream with a **W4 FER**, **LEM I10N** meringue pie with **CUS 742D** or some healthy **GI2 APE** and **HON 6Y**.

Wash it all down with a **B34 KER** of **60 KE**. Some cheap **PI ONK** may make you of good **CII EER**. Or a good Champagne: Dom Perignon? or maybe some **CRY 57L** - But no **6I NGE** drinking, please.

Take care though, this could all make you a **FAT 1** (or an even **FAT 73R** one).

And, finally, put the **KET 71E** for a nice cuppa.

For hundreds more similarly amusing examples of how numbers and letters can appear to form words, see 'A Word in Your Ear' on page 38.



The World's Oldest Number Plate?

"Now, you may wonder what all the fuss is about," he says. "**N1 DVM** spells an actual word - albeit a Roman word, the word - NIDVM (transliterated 'Nidum')." According to experts, NIDVM means 'nest' or 'fort', and has a very particular association with Neath because The Romans built a fort called NIDVM on their road from Gloucester to Carmarthen.

"As a resident and native of Neath, having been born and lived here all my life to date, I really could not resist this rather unique opportunity and **N1 DVM** now adorns my Mercedes E Class."

Howell also discovered an altogether unexpected benefit; he has had some very serious offers from local residents, the rugby fraternity, and historians.

"It just goes to show," he concludes, "a registration number, which seems on the face of it rather ordinary and relatively uninteresting, has turned out to be both a sound investment and a most valuable asset."



Having purchased a new car for his wife on their 40th wedding anniversary, **Howell Green** from Neath in South Wales thought he would add that little finishing touch of a cherished number with both their initials, **HG53 MJG**.

The only problem was that he found himself smitten by the cherished number bug. While musing the plates available from Regtransfers.co.uk, Howell came across **N1 DVM**.

'Aum Namah Shivaya'

Steve Loader was intrigued when he realised that his striking car number plate had a particular significance for people with the name 'Shiva' or 'Siva' (simply different ways of transliterating the Sanskrit name in to English).

51 VA is one of those great registrations that work perfectly without any need for adjustment or contrivance on the part of the owner, or effort on the part of the beholder to decode.

"It's a great original number," Steve says. "It was on a Lotus 7 when I found it. The car had to be rebuilt over a number of years, and then MOT tested before the plate could be transferred from it."

When Steve reluctantly decided to sell his plate it was obvious that the most likely buyer would be an Asian person with that name. While researching the market, Steve was interested to learn the origin of the name.

Lord Shiva is a major deity in Hinduism. Along with Brahma the creator and Vishnu the preserver, Shiva the destroyer is a member of the Hindu Trinity known as the Trimurti. In Shaivism, one of the main, and one of the oldest Hindu sects, Shiva is considered to be the most important deity of all.

Perhaps the most recognisable of the Hindu gods, Ganesha the elephant-headed remover of obstacles, is one of Shiva's sons.

The name Shiva or Siva is not only very widespread in its own right, it also forms part of many longer names, especially names predominant in Tamil areas of South Asia.

It is also found in the Panchakshara mantra 'Aum Namah Shivaya' which, as well as having devotional applications within Hinduism is also used more widely by those who practice meditation.

British Asian communities represent a significant proportion of Regtransfers' customers, and of the UK private plates market in general, and within those communities are a considerable number of people with Shiva or Siva derived names.

As Steve observed, "There do seem to many professional people - lots of solicitors, doctors, surgeons and accountants - with Siva as their name, so I guess the plate might attract a fair bit of interest."

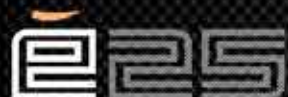
With its price recently reduced to just £14,995 we have to agree.

शिव



51 VA is currently available from Regtransfers.co.uk @ £14,995.

Branches now
open nationwide!
See website for details



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Lamborghini Gallardo LP560-4 Spyder
Maserati GranTurismo S
Maserati Quattroporte
Porsche 997 GT3

Cars on Order Include:

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Audi R8 V10 Spider
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