

The World of Personal Number Plates Issue 24

Regtransfers.co.uk

FRANKIE DETTORI

Go, Frankie Dettori!



60 FD



Regtransfers.co.uk
PERSONAL NUMBER PLATES



Down our way: **Luton Hoo**

Luton Hoo, nestling in a magnificent walled estate just a few miles from our office, is one of Britain's greatest treasure houses.

The palatial mansion, now a private hotel, was built in 1767 by the prominent architect, Robert Adam for the third Earl Of Bute.

Occupying over 1000 acres, its extensive parklands were laid out by the famous landscape gardener, Lancelot 'Capability' Brown.

The diamond magnate, Sir Julius Wernher bought the house in 1903 and filled it with a sumptuous array of object d'art, paintings, jewellery and porcelain, to include his famous collection of Fabergé eggs.

Today, the hotel's elegant restaurant is named after the mansion's renowned and glamorous former owner and was awarded two AA Rosettes within a very short time of its opening.

Luton Hoo has featured in a number of famous films including Four Weddings and a Funeral, A Shot in the Dark, Eyes Wide Shut and The World Is Not Enough.

Operating now as a luxury hotel, Luton Hoo Hotel Golf and Spa has undergone a lavish refurbishment programme to restore the house to its former glory.



mail

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A double first

I decided to trade our 05 plate Ford Fiesta TDi in for the new shape vehicle. The dealer in Bristol informed me that production of the car would start on the 6th Jan 2009. Fortunately, as my order was high priority, I only had to wait until the end of January for the car to be made, shipped and delivered.

As I now had a rough date, I decided to purchase a special number plate, something I had never had before. So when Regtransfers came up with **S444 RNS**, I decided to go for it. Everything went so smoothly and, as you can see, it looks great.

The 'S' is for Susan, my wife. 'RNS' are my initials, Richard N Smith. As for the triple 4, well, that number has been with us on every house and flat we have lived in during our many years of marriage. Plus, it was on the plate of the vehicle I courted my wife in, (a series 1 Land Rover), so it has a special meaning for us.

Not only did I get a special plate, but I also got the first Ford Fiesta Econetic in Gloucestershire and, I believe, the first in the UK.

Richard Smith



G15 GWL

I was looking for a private registration for my 'pride and joy', a Honda 1500 Goldwing Trike and what better than the one I found on the Regtransfers website, **G15 GWL**, 'G15' for Goldwing 1500 and 'GWL' for my nickname, 'Gwil'.

Gwilym Loughran



Simple and easy

After years of saving up enough money to buy my first super car, I fell in love with a red Lotus Elise. After searching through thousands of different registrations, I found my **P11 GLD** on the Regtransfers website.

'P' is for my first name, '11' for my birthday and 'GLD' for my surname. Their simple and easy access website enables you to

choose and compare your desired registrations.

All of my friends are so jealous and they think I'm a millionaire! I highly recommend you to anyone as it is the finishing touch to my dream car.

P J Gould



No bother at all

I wanted to say thank you and tell you how pleased I am, not only with my plate but also with your friendly and efficient service.

Changing my plate has been no bother at all with the help from your sales advisor, Nathan. He is a great ambassador for Regtransfers and was the deciding factor in doing business with you.

You may be wondering why I would want a plate with the name Max on it. Well, when I was young, way back in the 60s, I had a

great friend called Andrew. He was unable to pronounce my given name, so he asked me if he could call me 'Max', and basically it stuck.

So here I am 40 years later with my own plate, due in no small part to my dear friend Andrew, who sadly passed away some years ago. I know he'll be well pleased just like me.

Mohammed 'Max' Maqsood



Mr Jeff

Many years ago, I saw this plate on a car and said to myself, "I'm going to buy that plate and put it on the very best car I can afford."

I love cars and have owned some of the best. I currently have four nice ones with private plates, but I always promised myself a big black Jaguar XJ6 LWB with cream leather.

I am a taxi operator in Porthcawl and Bridgend in South Wales and people all

know me as 'Mr Jeff'. I am in the process of writing a book about my true stories and it will feature the fantastic, low mileage, top of the range car which now has my dream plate on it.

Yes, of course, the number is **M12 JEF**. If the book does get printed it may well become a famous plate and, who knows, perhaps me as well. Now that could be a hell of a childhood dream come true for me.

Jeff Owen



Smart plates

These plates have worked wonders for my business. Automotive Repair Systems Ltd is a company that is contracted by national dealership groups, PLC brands and motor manufacturers, as well as private motorists, to carry out 'smart' repairs and painless dent removal.

Although our fleet is some sixty strong, I decided that, with my Audi and one of our office based vehicles, we would benefit from the advertisement.

Also being a Formula One (F1) fan, it goes hand in hand. The looks and comments I get are really quite overwhelming.

Andy Patterson
Orpington, Kent



www.automotiverepairsystems.co.uk

P16 XXX

Max was 17 on the 28th April and intends to start his driving lessons.

We contributed half of the money to buy him the Mini and he contributed the other half himself.

I bought the plate because I liked it and thought it would look good on his car.

We are now looking for a new plate for the Mini and then we will transfer **P16 XXX** to my husband's new Harley Davidson motorbike.

They nickname Harleys, HOGs, so the 'Pig' plate will be ideal.

Val Bennett



Go, Frankie Dettori



We are very proud of our cover photograph this issue. Our photographer, Stan Thompson, has done us proud with a truly exclusive shot of the great Frankie Dettori. It's not every day you get to see one of the country's greatest jockeys riding a zebra!

We met Frankie at his Newmarket home where we delivered the number plates for his new personal registration, **60 FD** ('Go, Frankie Dettori!').

"I used to have **777 LEO**," Frankie says. "My childhood dream was to have a Ferrari. I always said if I got to 30 and I had enough money I would get one. What eventually happened was that I was in a plane crash and I nearly died at 29. And this was when we'd just had a little boy. I thought 'what the heck!' and so straight after the hospital, when I was feeling well again, I went to the shop and I got myself a Ferrari. I thought I might as well get a number plate to go with it. Seven is my lucky number, and Leo is my son's name so I got **777 LEO**."

Frankie's wife Catherine, also known as 'Cat', has her own personal registration numbers: **Y666 CAT** on her car, and last year she bought **6 CRD** for her horsebox.

"Yes, Cat got that other one, and it slipped under the radar. I didn't know she bought that until I got home," says Frankie. "I said, well that's it, that's your birthday present gone! I think she likes number plates more than I do, to be honest with you, and I think she probably wanted the **60 FD** more than I did, because my other one I put my son's name on it, I wasn't as bothered about mine."

"We've got a few [number plates] now, a bit of a collection. The next one I will have to get will be for my daughter, Mia. That's a perfect name for a number plate - M. I. A."

It should be easy to find for Mia, when she is a bit older, but Ella, Tallulah and Rocco will be more complicated. Maybe have to get initials like Cat does."

Frankie still owns his **777 LEO** registration, although the Ferrari for which he originally bought it is long gone.

"Since then I've owned three more Ferraris and a Bentley. My last Ferrari, one that I had last year, was the 430 Scuderia. All it's got inside is the seat, a steering wheel and a fire extinguisher. It was so fast that I actually decided it was too fast, so I sold it. I might get another, but with all the financial trouble in the world, well, I think it wouldn't look so great - the world struggling and me driving around in a Ferrari. When things are getting better in the world I might get another one."

For the purpose of the photo shoot, we put Frankie's new number on a Range Rover but in reality it is unlikely to be displayed on a luxury car for a while.

"In fact, for the moment **60 FD** will be on a smaller run-around car that we use to go around the town - a Golf."

Frankie may be making concessions in light of the economic squeeze, but his current motoring modesty does not mean he is giving up on fast cars.

"No, this is just until I get my next supercar in maybe the next couple of years time!"

Frankie is one of the most popular jockeys in the UK, but his fame and appeal also extend internationally. As the son of a jockey, Frankie clearly has racing in his blood. Since his first win at age 15, he has ridden to victory in pretty much every famous race you could name. A champion apprentice he went on to become British flat racing Champion Jockey three times.





Frankie proudly shows us a photograph of his first mount: a palomino pony called Sylvia, bought for him when he was just eight years old.



Other notable achievements include his riding of 100 winners in a single season in 1990. Frankie was the first teenager to manage that impressive feat since a young Lester Piggott.

For a couple of years Frankie's profile was raised even further by his captaincy of one of the teams on BBC1's *A Question of Sport*. However, after 2004 he decided to leave the successful show and concentrate all his efforts on riding again.

In 2000 Frankie was awarded an honorary MBE, an honour awarded to non-British nationals. Although he has made his home here, Frankie's Italian roots are still strong, as becomes evident when the World Cup is mentioned, and we ask if he'll be supporting Italy.

"Yes! I am Italian! But I have been here 25 years, and England is my second team, without a doubt."

At the time of the interview, Frankie is dividing his attention between football on television and his copy of the *Racing Post*.







It is the day before Ascot, and Frankie is looking at tomorrow's races.

"[Ascot is like] our Olympics. I think this is my 23rd Ascot, actually. I missed two. One when I broke my arm, and one when I broke my leg in the plane crash. Sorry... I missed three. There was one when I was suspended because I bumped somebody and the guy fell off. They gave me a week's suspension. It was accidental but I still moved off my line and knocked the other one over. Thank God he didn't hurt himself, but I was responsible.

"Ascot goes on for five days. I don't stay because I stayed in the past, and when I stay I don't get any peace. You know, I go for breakfast and they look at me and see what I'm doing, I feel like I'm a goldfish. It's two hours there and two hours back, but at least I'm home. I can stay with my pyjamas on and see the kids."

On the Friday, Frankie will fly home because he has to race in Newmarket that evening. Bearing in mind the plane crash that he mentions so casually, it would be surprising if he didn't experience a little apprehensiveness at the prospect of taking to the air again - especially as the accident took place just before Ascot in June 2000. Frankie and fellow jockey Ray Cochrane were both injured, and the pilot died.

"I haven't flew in light aircraft since. You know, one day I'll do it, but I'm not brave enough yet."

But he is willing to fly in a helicopter.

"Yes I haven't crashed one yet. I've crashed everything else..."

Frankie's schedule during Ascot sounds gruelling.

"Well it's six races a day for five days, so that's 30. I think I'm missing about five, so I'll do 25 or 26 out of 30."

Physically how difficult is such a workload on the jockeys?

"We are fit, so it's more of a mental drain, if you know what I mean. Every race is a championship race, so six championship races a day. Normally you get one every two weeks, but with this you get six a day for five days in row. It is pretty demanding on the brain. It is like the Olympics, you know. People's expectations, your expectations, trainers, owners, public, TV viewers, the Queen... It doesn't get any bigger than this. We work hard for this.

"Tomorrow I'll get up and study the paper. I'll do an hour in the gym and then get ready; put on my top hat and tails. I'll be there for one o'clock. Soak in the atmosphere, get changed for first race at two-thirty."

What does Frankie do when he is not racing?

"Nothing! When I'm nothing racing I enjoy sitting on the couch and watch TV. And I enjoy golf and being with the kids. The kids are getting older now. They're great."

And then there is his television work: something that Frankie puts on the back-burner during the height of the racing season.

"In the Autumn some TV. Now it's very busy and very hard to find the time, but in the Autumn... Basically [for racing], June, July, August, September are busy. October as well. Then it eases off, so November and December is when I put my TV hat on."

Interview: Angela Banh

Story: Rick Cadger

Photography: Stan Thompson



It is the day before Ascot, and Frankie is looking at tomorrow's races.

Hot Stuff

In August 1963, JW 'Bleasie' Bleasdale was in the Royal Navy, serving in Her Majesty's Stone Frigate H M S Collingwood, in Fareham, Hampshire. This year marked the beginning of his long partnership with his personal car registration. An impressive number of cars have come and gone, but 92 HOT has always remained.



"I decided to blow all my hard earned savings on a new car," Bleasie recalls. "My choice was a Goodwood Green Ford Zodiac, price £1040. The dilemma I had was which of the two registration numbers I should choose: **92 HOT** or **93 HOT**? A quick calculation showed that I would be 55 in 1992. As 55 seemed like a good age to retire I opted for **92 HOT**!"

"Around 1968 I was ready for a change of car and I moved to an MGB. The local garage owner in my village, pointed out that, for a mere £5, I could transfer **92 HOT** to the MGB.



"More changes came. In 1974 **92 HOT** adorned a Series 1 XJ in Ascot Fawn. Following that, it moved briefly onto a 1975 long wheelbase Daimler Sovereign.

"By now Simon Templar, 'The Saint', had convinced me that I must have an XJS. Not for long however... I managed to write her off from a standing start.

"Thankfully the Daimler, was still in the garage and, as the XJS was only an insurance write-off, I was allowed to keep **92 HOT**. I quickly transferred it back onto the Daimler. A 1978 XJS soon replaced the Daimler.

"We now move on to 1986," says Bleasie. "Having already rejected the 3.6 Cabriolet, I told the dealership to come back to me when they launched the V12, as then I might be interested.



On the 11th June 1986 I took delivery of my V12 Cabriolet. **92 HOT** had moved on yet again!

"12 years later I traded the V12 Cabriolet in for an X300 Executive, but I soon got withdrawal symptoms for open top driving and in March 2000 an XK8 convertible became **92 HOT** and the X300 became P90 HOT.

"I am pretty sure that **92 HOT** has now found its final resting place."



Marketing on a **Plate**

What's the story?

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

Top 555

Prestige car dealership Top 555 was founded a decade ago by Tommy Freimuth and his sons, Charles and Tim. Specialising in luxury and performance vehicles from Aston Martin, Bentley, Ferrari and more, the company is located in Oakham, Rutland. Between them, the men who run this family business have more than 80 years experience in the prestige car field.



Private number plates have always been important to Top 555. In fact, the company was named after a cherished registration that the family has owned for two generations.

Charles Freimuth, Top 555's sales director, explained: "We have always had a love of number plates and have had **TOP 555** in the family since 1956 when it was first issued and when it adorned the family Bentley. The 'TOP' part came from our grandfather's fashion company, based in Bruton Place just off Berkeley Square, London. That business was called Toplet. The 555 were my grandfather's lucky numbers.

www.top555.co.uk



RT Team **Spotlight**

Through this series of articles, we hope to enable our readers to get to know Regtransfers a little better. In each issue, we feature a different member of our team and, gradually, you'll become able to put faces to the voices you hear when you call us. In this issue, we talk to Administration Manager, **Sarah Bartram**.

How long have you worked for the company?

For 12 years.

What does your role involve?

I am responsible for running a tight ship, ensuring that all transfers are sent off daily to the appropriate Vehicle Registration Office (VRO), any returned transfers are processed quickly and customers are paid promptly.

How did you get the job?

I worked as an admin assistant for six years before becoming the manager.

Can you tell me something about your staff?

I have a team of eight girls and one man. *[Lucky guy!]* They all are friendly and reliable. We often enjoy Thai takeaways and socialise with nights out to restaurants and the local casino.

What constitutes a typical day for you?

My day starts with supervising the post which is opened and separated. I make sure that the work is distributed evenly, especially if anyone is on holiday. I answer my emails each morning but I much prefer to contact customers by telephone.

I run various reports during the day to make sure all transfers are completed and sent off. I get quite a few phone calls during the day from customers with queries. I chase up any outstanding payments and issue letters regarding payments. I check and counter-sign cheques.

What is Regtransfers like as a place to work?

The main premises comprise two large converted Victorian houses. It's like a big happy family. I have worked with some of my present colleagues for over a decade. We all work in little offices on different floors and it has a real homely feel.

What do you like most about it?

I like the atmosphere. We have 'dress down day' on Friday which makes the day more fun.

How have things changed since you started?

When I first started, we only had half the staff we have now in admin. I have seen it grow over the years and now we are nearly bursting at the seams!

Have you personally dealt with any famous customers?

Famous people are always buying numbers. Once, I had to take documents by hand to the Northampton VRO in order to complete the transfer for one of the Dragons from TV's *Dragons' Den*.



What kind of people buy personal number plates?

All sorts of people buy numbers and for all kind of reasons. Not everyone who buys a number is rich. Every customer is valued, regardless of who they are. We often get customers who buy a 'job lot' of numbers at once.

An increasing number of plates are bought for investment purposes. I bought one for my son's first birthday. I'm keeping it on my car until he learns to drive and has a car of his own. Hopefully, it will go up in value as he has another 15 years before he can use it. I thought it would make a nice little nest egg for him.

How do you ensure that the paperwork is dealt with speedily and efficiently?

We have strict timescales to adhere to and it can often be a real challenge. But we all are multi-skilled and happy to help each other out when necessary to get the work done.

What are the biggest problems involved in the administration of purchases?

The biggest problem is that we rely on the post to deliver documents to and from our customers. This service is not always reliable.

Do you have any particularly amusing or interesting stories involving your clients?

I remember one old lady enquiring about plates. She kept mentioning old dates and names. We eventually established that she was after collectable china crockery!

Are there any exciting developments in the near future?

I hope that, one day, we will be able to process all our transfers 'in house'. We could act as a small VRO. This would cut out much of the red tape.





Mr **Rock!**

"When Rock and Roll is in your blood, there are a number of things you can do to express yourself," says Darren Loczy. "You can buy a guitar and play it until your fingers bleed; you can get an appropriate tattoo and wear a permanent statement on your sleeve..."

Darren, being a dedicated rocker, did both of those things. Then he discovered a far less painful way to express himself - a personal registration number!

"And I can tell you now," he says, "that my 'Mr Rock' registration number, M22 OCK gets much more attention than my guitar playing or tattoos ever did!"

Sadly, Darren's beloved, and slightly worn out, motorcycle is in serious need of attention. When it came to the painful choice of keeping the bike or keeping the number plate, practicality had to win the day.

"I have to put my cherished number on the market to raise funds to restore the bike. It's a shame, but it has to be done. M22 OCK really is the ultimate number plate for any rocker."

What's the story?

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Everything in the garden is looking **Rosey**

Craig Hynd was delighted by the ease with which he was able to purchase a plate for his wife, Rosey.

"I bought her the plate for her 40th birthday," says Craig. "Already having my own plate, **C4 YND**, I thought it would be an ideal present for her. Not even thinking I had a chance of getting one like it but to my surprise you came up tops.

Rosey has been asked by many people how she got a plate so good to match her name and she just says, "Contact Regtransfers".

Prestige Plate

Mo Chaudry is a successful chap. In various published rankings he is to be found amongst the top 100 Asian businesspeople in the UK and the 100 most successful businesspeople in the Midlands. Mo was born in Pakistan in 1960, and moved to Luton with his parents nine years later.

When he first arrived in England, Mo couldn't speak English. Life for a new boy in a strange country could be hard. Experiences of bullying and racism at school motivated accomplishments in boxing and martial arts. His confidence grew, but that in itself may have been a mixed blessing, as Mo identifies over-confidence as a factor in his initially leaving grammar school with just one O-level qualification. This was not satisfactory, and Mo persisted with his studies, gaining O- and A-levels. In 1980 he moved to Staffordshire, and took a degree in sports science at Staffordshire University, supporting himself by working as a doorman.

Mo's natural sporting talents were put to the test at university. He won a silver medal in weightlifting at the 1982 Student Olympics. Previously, while studying at New College sixth form college he had won caps for Warwickshire County Cricket Club (under 19s). Later, as a player for Shifnall CC, Telford, he won full Shropshire CCC caps. He also won plaudits for his martial arts and amateur boxing exploits.

Mo started in the financial services industry as a canvasser in 1983 and worked for a while in insurance. He set up his first company in 1985. In the late 1980s he established his own group of financial services and property businesses, soon building up a personal fortune that saw him a millionaire by the age of 30.

In 1999 his family trust bought Stoke-on-Trent's loss-making Water World theme park from Rank Leisure. In the last 10 years he and his team have transformed it into the UK's No. 1 water-based leisure attraction.

Water World is now the biggest tourist attraction in the Stoke-on-Trent conurbation and amongst the top five in the Midlands. It is the most visited water-based leisure attraction in the UK and has welcomed over seven million visitors since it opened.

Mo has thrown himself wholeheartedly into supporting a number of charitable and community causes. He is also a fan of challenging and extreme projects that enable him to really test himself. From desert cycling to mountain climbing (often as fund-raising efforts), Mo constantly seeks new adventures.

It should, by now, be evident to the reader that Mo Chaudry is not the kind of man to make reckless or unwise investments. One doesn't become wealthy and successful by throwing money away. So, Mo must see some benefit in buying his **2128 MC** personal number plate.

"I purchased **2128 MC** about 25 years ago. My reason for buying was, I suppose, that I wanted a bit of prestige given that I was beginning to achieve some success. Having a private plate was to be an indicator of success in my opinion at the time. I think private number plates are very distinctive. They certainly help you to stand out from the crowd. I was very proud to have acquired mine at the time. I do think they make a certain statement about you as a person."

Although he does enjoy his private registration, Mo has not succumbed to the temptation to start a collection.

"I don't have any other private plates apart from **2128 MC**, but I am considering buying one for my wife."

"To my surprise, I have had a number of unsolicited offers over the years from people who wanted to buy my plate, and each time the price has been higher. Frankly, there are not many things linked to motor cars where you can get capital appreciation, but a private plate is possibly one. Not only has my plate been an investment but I have enjoyed the prestige of owning it. I am certainly recognised more locally because of my number plate. It has been fun to own it."

"A good plate is prestigious, and mine has been a good investment to boot. I would recommend it to anyone considering buying one."

Mo and his wife, Ann, who runs their property business, live in Newcastle, Staffordshire with their three children.

www.waterworld.co.uk



"A good plate is prestigious, and mine has been a good investment to boot. I would recommend it to anyone considering buying one."

Marketing on a **Plate** *extra*

Stuart Middlemiss, like many other people in these difficult times, was made redundant from a job he had held for several years. When he left his position as a senior buyer for a big-name sports retailer, Stuart saw the change as an opportunity and he lost no time in setting up his own business.

"I decided to go it alone and start up TheSportsTechnician.com. In the current financial climate I suppose I could have been excused for playing it safe and taking up another full time role, but I knew that working for myself would present me with the challenge I wanted. Five months to the day from when I left the building at JJB, I launched my new website and I am now focusing on building the Sports Technician name."

At the time of writing, Stuart's website is up and running and looking good. TheSportsTechnician.com offers a wide range of sports equipment and clothing from top brands as well as a growing library of informative articles categorised by sport.

Once the site was beginning to take shape, Stuart decided to buy himself a private car registration to mark the founding of his new business.

"Well, it won't be obvious to most people yet, but the number plate means a lot to me.



The Sports Technician

S15 TST - 'Stuart is The Sports Technician'! It signifies my achievement and a new beginning for me and so it is something that I am very proud of.

"I've always wanted my own plate but, having had a company car for the last

7 years, I didn't see the point in going ahead before. Now I can enjoy my plate and, as awareness grows, a bit of free marketing."

www.thesportstechnician.com



Mackays Waste

Since starting his thriving waste management business some seven years ago, Roy Mackay's vehicle fleet has grown from one van to six. With the increase in workload and new waste recycling procedures this is expected to grow to ten vehicles or more in the near future.

"Identifying the fleet was becoming a problem as all the vans look identical, so a humorous approach was taken with the 'POO JOB' registrations," says Roy at his Wirral based depot. "We currently own 3, 4, 5 and 6 at the moment but are looking for more. We find the customers have a laugh when they see the plates. I think it's good to show we are human as the new duty of care and waste transfer legislation can be a bit serious at times.

"I would like to say a big thank you to Regtransfers who have been brilliant with my recent plate acquisitions. They are very professional and are committed to providing customers with a first class service."

www.mackayswaste.co.uk

Looking Good



You will see from the layout of the listings pages in this magazine that we separate numbers into several categories. Broadly speaking, these follow the criteria of registrations which either look like names or words, or those which don't.

The latter group all include letters which could relate to the initials of your name. Some of these plates also feature a lone number '1' which makes them far more interesting and desirable.

There are, however, many plates which neither represent words nor have letters necessarily relating to common initials.

But, they simply *look* good.

For example, those sporting two letters and two numbers ('2x2s'), or three of each ('3x3s'), comprise equal groups of characters and are, therefore, more pleasing to the eye.

The approved number plate font has no 'serifs' (the little edges and bases) and no lower case letters. Its capital 'O' (**O**) is exactly the same as the numeral '0' (**0**), and its '1' (**I**) is identical to a capital 'I' (**I**).

Consequently, the characters:

I, 8, O, A, H, M, T, U, V, W, V and **X**

are all perfectly symmetrical along their vertical axes.

e.g. **8 U T A**

So, if the car behind you was sporting **XMV 80I**, you would see **I08 VMX** in your rear view mirror.

Great fun, and a lot nicer than something like **WGO 587**, which would appear as **782 03W**.

Interestingly, the **O, I, 8, H** and **X** also preserve their shapes when simply flipped horizontally. As do the **3, B, C, D** and **E**.

e.g. **3 B C E**

The tables on this page will give you some idea of what we mean. There are thousands more. If the kids are bored, get them to find them all in our listings.

So, a bit of science, a bit of typography, but, essentially, the elusive concept of aesthetics applied to a simple, everyday, object - the number plate.

2X2s

56 AC	£11,995	62 EJ	£6,995	47 MH	£10,995
94 AM	£11,995	EJ I2	£9,995	49 MK	£7,995
6I BA	£6,995	70 FB	£6,995	72 PA	£6,995
84 BM	£6,995	36 FR	£7,995	74 PA	£6,995
54 BR	£6,995	FW 3I	£8,995	85 PB	£12,495
82 BS	£7,995	GL II	£39,995	94 PK	£9,995
BT 25	£12,495	II GU	£7,995	52 PR	£7,995
BT II	£24,995	HJ 32	£7,995	82 PR	£6,995
76 CA	£6,995	HL II	£19,995	5I PW	£7,995
46 CD	£7,995	II HL	£12,495	94 TJ	£9,995
63 CD	£8,995	HR 74	£9,995	VG 48	£8,995
CT 4I	£12,495	43 HS	£7,995	VM 60	£9,995
76 DVV	£11,995	94 JM	£10,995	60 WG	£6,995
I3 EA	£14,995	62 LF	£5,995	60 WL	£6,995
64 EB	£6,995	I9 LJ	£8,995	II YD	£9,995
45 EJ	£6,995	LL 79	£9,995	YR 45	£7,995

3x3s

AIG III	£4,995	HAS III	£5,995	550 POR	£9,995
I62 BMW	£3,995	888 HGB	£3,995	PRM 253	£3,295
CEZ III	£4,995	JFT 666	£3,995	RCG 444	£3,995
CWC III	£5,995	9II JTC	£4,995	RDD I00	£4,995
888 DFW	£3,995	III LBP	£3,995	333 RDT	£3,295
I00 DNG	£3,995	LEZ 9II	£3,995	REC I00	£4,995
DNH 444	£3,995	LWC III	£3,995	RFR 444	£3,995
666 DRR	£3,995	MCE 888	£3,295	RHS 666	£3,995
EIG I00	£4,995	MEE III	£7,995	SVG III	£5,995
III EMF	£4,995	MPW 777	£4,995	TYL III	£3,995
ERD 222	£3,995	NHF III	£4,995	VIL I23	£3,995
FES 777	£3,995	III NMK	£3,995	VJD I00	£3,995
FRD III	£4,995	NRC 999	£3,995	WTD 200	£3,995
FSW 600	£3,995	PGD 900	£3,995	WTL III	£5,995
666 GEW	£3,995	PHR III	£3,995	YAM 333	£4,995
300 GRP	£3,995	I00 PMJ	£4,995	YMS III	£7,995

VERTICAL

I AAW	£29,995	I THY	£19,995	WIW II	£5,995
I AHV	£29,995	I TMW	£34,995	WMY II	£5,995
I ATT	£29,995	I TV	£150,000	AI WTA	£3,995
I AWH	£27,995	TV I	£250,000	WVA I	£24,995
MI AWT	£995	I UT	£75,000	I WVM	£24,995
AWV I	£24,995	I UY	£75,000	WVM I	£24,995
8 HA	£24,995	I VAW	£34,995	I WWA	£24,995
I HHT	£24,995	AI VHH	£2,995	I WWM	£34,995
HHW I	£29,995	I VHH	£24,995	I YH	£99,995
VI HOY	£1,995	AI VHM	£2,995	YH I	£150,000
I HTA	£24,995	VIW I	£24,995	YHW II	£5,995
IT I	£350,000	I VMM	£34,995	I YMV	£19,995
MAM IIA	£7,995	VMT I	£34,995	AI YMW	£3,995
OUT I	£34,995	I WAA	£29,995	YO I	£175,000
I OY	£75,000	MI WHH	£995	I YV	£74,995
II THM	£8,995	I WHM	£34,995	I YY	£99,995

HORIZONTAL

8 BCC	£5,995	3 DHD	£5,995	3 HBD	£5,995
I BDO	£19,995	3 DHE	£5,995	HBH I	£29,995
I BDX	£14,995	I ECD	£29,995	I HCB	£34,995
BEB II	£8,995	3 EDC	£5,995	I HCD	£29,995
I BEO	£24,995	I EDC	£29,995	I HCE	£29,995
BHE 3	£8,995	3 EE	£29,995	I HCO	£29,995
I BHE	£19,995	EE 3	£39,995	I HD	£225,000
II BOE	£7,995	I EEB	£34,995	I HDD	£24,995
I CB	£199,995	I EED	£34,995	HE 3	£29,995
I CCO	£19,995	II EEE	£7,995	HE 8	£29,995
II CEE	£6,995	I EEO	£29,995	I HE	£150,000
3 CHC	£5,995	I EHB	£29,995	I HED	£34,995
I CHD	£29,995	I EHD	£34,995	I HEE	£29,995
CO I	£175,000	I EHE	£29,995	I HEO	£29,995
I DCO	£24,995	I EHH	£34,995	I HHD	£24,995
DDD I8	£6,995	I HBC	£29,995	XBC I	£9,995





Thomas Gibbs from Stockbridge, Hampshire, has kindly sent us these superb photographs from the golden age of British motor racing.

Take a close look at the Monte Carlo wreck above. Not a particularly remarkable registration plate, but what is extraordinary is that all the occupants of the Jaguar survived. The most amazing thing is that it metamorphosed into the sleek Cooper-Jag racer (right) with the same **PDH 33** registration.

In 1960, the British Racing Motors [BRM] team, including the then world champion Jack Brabham and Graham Hill were managed by the flamboyant Mr B E Bradnack.

'Bertie' Bradnack was the owner/driver of the Monte Carlo wreck, the Cooper-Jag and the pictured **BEB 11** parked at his home.



Bertie Bradnack with Graham Hill and Jack Brabham seen at an Argentinean meeting



Dutch Tulip Rally scene showing a Bradnack Jaguar sporting ODH 222

Smart **ALEC**

Alec Taylor worked as a salesman for Michelin tyres for nearly thirty years. He tells us that the famous cuddly 'fat' man emblem, used since the very early days in all their advertising is called 'Bibendum'. 'BIB' is what all the employees called him and he features on all Michelin paper-work and everything connected with the company.

"When I saw a BIB registration advertised, I made a bid," says Alec. "The number was advertised as **BIB 4321**, a County Armagh, Northern Irish number. I saw it as quite a nice appealing sequence of numbers. Not long after my bid was made, it was noticed by the advertiser that the number was, in fact, **BIB 4231**, so I made a reduced offer and that was accepted, presumably by the dyslexic advertiser.

"I held that number for probably 25 or more years and long into retirement I decided it was the time to allow it to go. My ties with Michelin were getting less and less, apart from my pension. A local coach firm that I used to call on knew all along that I had the number and had said that if ever I wished to part with it, they would be interested. Nearly all their coaches bear 'BIB' registrations.

I put a proposition to him that, if he purchased a number that I'd seen, I would give him **BIB 4231**. This was acceptable to him and he placed his newly acquired number on a new Land Rover Discovery to be used as his own. Since parting with **BIB 4231** I have never seen another BIB number advertised, so how old must the registration be?

"The number I obtained in exchange was **W14 LEC** which, with a little imagination, reads W1 4LEC, my middle name by which everyone knows me. This stirred me into action for my other car and I obtained a near sister registration **W444 LEC**.

This was duly placed on my Smart Passion Cabriolet, enabling people to remark, as if they'd thought of it, 'Smart Alec!'

"So now both 'ALEC's stand on my driveway. However, my Toyota Yaris, now three years old, or my Smart can have the numbers removed should anyone wish to buy either. It is a simple matter to place one or both on retention to facilitate transfer.

"W1 is, of course, the Soho and Oxford Street district of London which would serve as a suitable registration for a vehicle based there."



TT for two

When Chris Keel first bought **T77 CJK**, he wanted a plate that would suit his Audi TT and hide its age. He has now transferred it onto his new TT. "It looks really good," he says. "You can see that it is for a TT and my initials CJK."

Chris's wife, Andrea was very surprised when she received the registration, **T77 APK** for her birthday. "It has the same letter and numbers as mine, but has her initials, APK. Although it is not on an Audi TT, it mirrors my plate."

The couple say that the plates make the cars look unique and would recommend Regtransfers to anyone looking for a great bargain.



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Lots of zeros, but who's counting?

By an extraordinary coincidence, the number plate 7 O has just become the 70th most expensive plate on the planet.

The registration was sold in a public auction at Whittlebury Hall Hotel, near Towcester, Northamptonshire. After fees and taxes, the lucky bidder can expect to part with £82,814 for what he or she obviously sees as a dream plate.

The 'O' is actually a capital letter 'O' and not a numerical zero, so it doesn't really say '70'. However, given that both characters are identical in the approved number plate font, it makes little odds.

On the other hand, the attraction of this particular combination may be that it looks very much like the word 'TO'.

All ten Arabic numerals can also bear passing resemblances to letters:

Look at these examples, also sold at the Whittlebury Hall event:

ANG 1A (£3,996), CRA 22Y (£5,385), H15 DOG (£2,227), NOW 501D (£6,901) and SO10 ACT (£2,859).

7 O is the last of the 'O' series to be auctioned at a series of events which commenced in January 2009 with the spectacular sale of 1 O for a cool £210,242.

More 'O's were in evidence with the second best placed number, 10 OOO, which set its new owner back £53,384. Again it doesn't really say '10,000', but, if you'll excuse the pun, who's counting?

The economic downturn and predictions of austere times ahead do not seem to worry the number plate market unduly. It has consistently ridden out the financial storms, earning a place as almost the new gilt-edged investment.

The increasing popularity of number plates as collateral can, perhaps, be explained by some significant factors. Firstly, the ease with which the commodity can be bought and sold is appealing. Secondly, it can't be damaged or stolen, so there are no insurance premiums to consider.

Unlike a precious work of art, which may require constant maintenance and be kept under lock and key, a prized number plate is always on public exhibition every time you drive your car.

Justin Bieber Plate is a Hit for Number One Fan

Pop star Justin Bieber has a most unlikely fan in 34-year-old Australian forklift truck driver, Mick Follers.

The burly Aussie is far from ashamed to admit to being mad about the latest

teenage sensation and has the number plate 'BIEBER' on his car to prove it.

"I think Justin's got bags of talent," says Mick. "Why shouldn't I like his music? OK I'm not female and 16 but so what? 'I'm the number-one Bieber fan in Australia and proud if it.'"

"I also like Roy Orbison, Elvis, Billy Joel and The Beatles," he adds. "Justin's not all I listen to."

The homage to his idol cost him AUD\$400. "I was thinking about getting a personalised plate for my car, so I was online looking for what was available and I was amazed to see 'Bieber' come up."

"I thought some teenage girl here in Australia would have snapped that up a long time ago. "It struck me that it has to be a great collector's item, so I ordered it straight away."

He has only just fitted the plates to his white Holden Cruze, so it's a bit early to gauge the reaction.

"I'm sure I'll get a few stares but I don't mind," says Mick, "If I stand out in the crowd then so be it."

"Normal registration plates are boring."

Nepalese to Introduce Novel Number Plate Scheme

The government of Nepal in South Asia has given the go-ahead for a revolutionary driving licence and number plate system. In the absence of accurate record-keeping, the Kathmandu officials are currently unable to say exactly how many vehicles are currently on the country's roads, although a conservative estimate would put the figure at around 970,000.

Director of Department of Transport Management, Anil Gurung, is confident that, "The new system will be implemented from the next fiscal year, and goes on to say that, "The purpose of the new system is to prevent the duplication of licences and registrations."

However, the plans also include some innovative ideas which might be watched with interest by other registration authorities world-wide.

For a start, the new driving licence takes the form of an electronic 'smart card', replacing the current paper document. The card will hold full details of the licensee together with details of all vehicles registered to the licence-holder. A far more rational solution than the UK 'bodge' of a paper licence allied to an optional card.

But more interesting are the new number plates. They will have embossed characters



but, more significantly, they will include the owner's name, the vehicle model, chassis number and taxation status, in both electronic (via a data chip) and written form.

The fairly obvious idea of including a brief description of the vehicle to which the plate is assigned would clearly form a deterrent to many simple plate thefts or fraudulent displays. You may have noticed that the additional square metal plates issued by local authorities to 'minicab' drivers include the make and model of the cab in order to avoid misuse and there would seem to be no good reason why this information could not be added to the registrations of private vehicles in the UK.

Local Dignitary Pilloried over Pretentious Plate

Yet another local council has come under fire for flouting valuable registration numbers during supposedly austere times.

Aberdeen City Council are under pressure from The Taxpayers' Alliance to auction their prized registration, RG 0, in order to ease the spending budget.

The council's response to the criticism is that selling-off what they describe as part of the city's heritage would represent no more than a short-sighted solution.

According to Councillor Kevin Stewart of the finance and resources committee, "Once you have sold off an asset, that's it. Gone for ever. What we would actually be selling off is part of the history of the city, so I would have to be convinced we would get an amazing price for it, to even consider doing it."

Colleague, Neil Cooney adds: "It's a historical tradition in Aberdeen and we



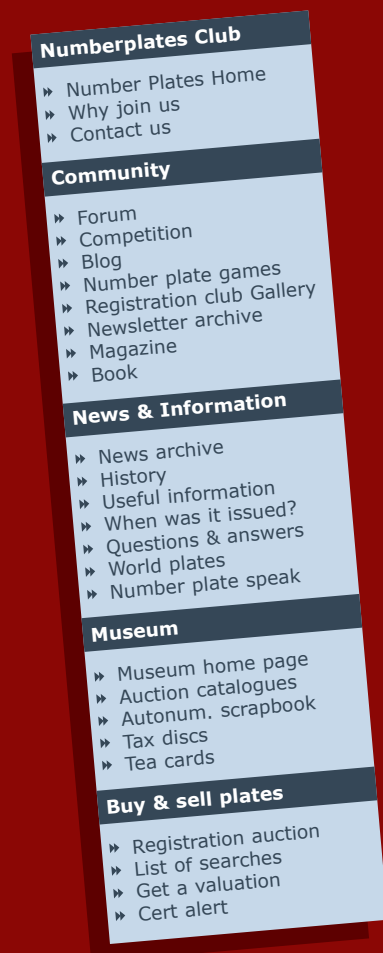
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should hold on to as much of our heritage as we can. It is of great sentimental value to the citizens of Aberdeen. I would be opposed to selling it off."

Justification for retaining the RG 0 registration, which dates from 1928, apparently extends beyond its historical significance. The mark is deemed appropriate to the 'prestigious role' of the Lord Provost, whose vehicle the plate adorns.

Predictably, the Taxpayers' Alliance take an alternative view. Mark Wallace, Campaigns Director, considers that, "There's no excuse for councils owning prestige number plates at a time when people are struggling to make ends meet.

"This kind of indulgence reflects the attitude of politicians towards the hard-pressed taxpayer. They should be auctioned off and the proceeds used to directly benefit the communities."

Registration Transfers marketing manager, Angela Banh estimates that RG 0 could fetch £50,000 or more, a sum which the council considers would barely dent their budget deficit.

Finance and resources committee representative, Councillor Ian Yuill, says, "Frankly, anything we would see from a one-off sale of RG 0 would not even be a drop in the ocean."

Brighton Hangs On To Civic Plate

Residents of the seaside resort of Brighton, Sussex, are calling for the mayor to part with her civic number plate to help rejuvenate the corporate coffers.

The incumbent dignitary in question, Councillor Ann Norman, inherited the plate CD 1, which has graced various civic vehicles for the past thirty years.

As the leading authority on the commercial applications of personalised plates, Regtransfers.co.uk were consulted by the local newspaper and estimated the value of the mark at around £150,000.

With local politicians making unwelcome noises about the need to save £45m in spending over the next three years, the spotlight has fallen on what could be an obvious economy.

Local resident, Peter Burr, lobbied his ward councillor, Dee Simson, concerning the issue. "Having just received our new council tax bill, within which the council claims to be making cost savings where possible," he said, "could you please explain why the mayor has a personalised registration number?"

Mr Burr points out that, whilst the CD prefix used to be the regional identifier for plates issued by the Brighton County Borough Council, under the current system the letters have no significance whatsoever.

Although many would argue that the historical significance is still relevant, it would be difficult to deny his claim that, "£150,000 is a considerable amount of money which the council should put to much better use than just sitting on an official vehicle."

A council spokesman counters this argument with the suggestion that, "Getting best value from our assets doesn't necessarily mean selling them all off," and goes on to say, "We do not intend to sell off parts of that heritage on a piecemeal basis."

Should the Brighton burghers have a change of heart they would probably find a number of interested parties from the entertainment industry, eager to display CD for Compact Disc. However, as technology moves on, they may be more inclined to favour something like 'DVD', examples of which can be obtained from this site as little as £189.

Straight Up

A recent amendment to Florida's licence plate legislation means that vertical number plates will be permitted on motor cycles. Previously, their use attracted wholly disproportionate fines, sometimes twice the penalty reserved for excessive speeding.

Bikers are delighted with this concession to common sense. Tom Steinbacher of Demon's Cycle Inc. says, "The outrage and efforts of many activists helped to overturn this rule. What a great outcome!"

It should be explained that the characters themselves are not arranged vertically. The plate is, to all intents and purposes, a standard construction simply mounted at 90 degrees. This is considered to be a far more aesthetically pleasing option to two-wheel aficionados, who have, up to now, been persecuted for adopting this neat and wholly sensible solution off their own bats.

In the UK, the familiar square yellow plates, with the registration arranged on two lines, are displayed only on the rear of a motor cycle. Since 2001, the requirement for a front plate was dropped because the double-sided, blade-like structure on the front mud-guard posed an extreme danger in the event of an accident.

Unless our Automatic Licence Plate recognition systems are adapted to read registrations from top to bottom, it seems highly unlikely that the Florida model will ever be accepted here.





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