

The World of Personal Number Plates Issue 34

# Regtransfers



**GREG RUTHERFORD GOING FOR GOLD**



# Luisa Loves Cats and Dogs

Jon Molyneux, from Romford in Essex, purchased **LUI 54** for his wife after a 13-year search. "Since I met my wife, Luisa, all that time ago, I have been on a secret mission searching and waiting for this very special combination to become available," says Jon. "With Regtransfers' help, at long last, I secured it earlier this year as an extra special birthday present."

The unusual spelling of the name results from Luisa's Italian heritage.

"Of course, finding such a plate in mainland UK was technically impossible," says Jon, "as the letter 'I' is not used. But then I learned that Northern Irish plates, which can start with the letters LUI, can be transferred to any other

UK vehicle." Regtransfers tracked it down for him and **LUI 54** ('Luisa') now sits proudly on her JCW Mini Cooper S.

Luisa has just started her own business, an online and high street bespoke gift boutique for discerning pets and their owners, called 'Love Cats And Dogs' and the Mini, with its distinctive registration, attracts quite a lot of attention parked outside the boutique in Shenfield, near Brentwood, Essex.

"The shop is a celebration of all things cat and dog," says Luisa. "I noticed that there was a gap in the market for a store that sold high quality, predominately handcrafted, organic and UK-made products for cats, dogs and their owners.

"I wanted to create a one-stop shop where you could buy everything from an exquisite handmade cat collar to a ladies cashmere scarf in bespoke labrador fabric."

[lovecatsanddogs.co.uk](http://lovecatsanddogs.co.uk)

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RegAlert

"I was looking for a private reg plate for a number of years and decided to register my interest on your website," says Paul Milner, "so that I could receive text alerts and regular emails about the things I was interested in without having to keep going back and looking all the time."

The plan paid off when, to Paul's amazement, he received a text message

saying that the registration **PM11 NER** was available. "I could not believe the plate, so I rang Regtransfers straight away and told them I wanted to order the plate. I paid my money and just sat back and hoped they were able to secure it for me."

On the morning of the release date, Paul received another text message to say that

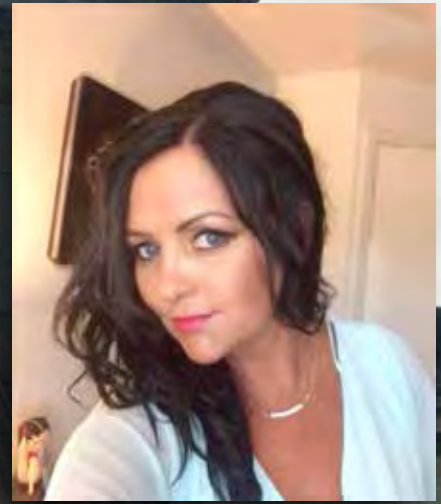
the plate was his. "I was overjoyed," he says, "and could not wait to tell everyone."

Paul, from Wakefield in West Yorkshire, is keen to stress how easy he found it to set up the **RegAlert** facility: "Had it not been for this, I may never have thought about being able to get the plate."

# NAMES and WORDS

Andrea Ridgard always wanted a personalised number plate as most of her family have them. Andrea's father restores old Triumphs and is always on the lookout for personalised registrations on old cars, which is why Andrea became interested in private plates.

"My dream car was an Audi TT Roadster in white and I finally managed to get one with some money my nan left me," Andrea says. "One day, whilst I was browsing the internet, I came across Regtransfers and a lovely lady called Adrienne guided me in the direction of purchasing **AN11 REA**. She was so helpful and I can't thank her enough. She managed to find a number plate that reflected my name. It was like a dream come true."



## GREG RUTHERFORD GOING FOR GOLD

Olympic and Commonwealth Games gold medalist Greg Rutherford is something of a local sporting hero to people in Regtransfers' neighbourhood. From our offices in Dunstable it is just a quick drive up the A5 to Greg's home town of Bletchley, now part of Milton Keynes, and to his current home near Woburn Sands. Faced with such a convenient geographical coincidence, it is, perhaps, surprising that we actually met Greg in the middle of London, some 35 miles in the other direction.

Bearing in mind Greg's spectacular gold medal winning performance in the 2012 Olympics we thought it would be appropriate to mark the achievement in some way when we delivered his personalised number plates so we arranged for a posh presentation box. In retrospect, perhaps that was a mistake if we had hoped to get Greg to wax lyrical and enthusiastic about personal registrations - although he was very pleased with his plates, he almost seemed more impressed with the box.

"A personalised registration is something I've considered so many times and never gone for. I know other people who have them: Andy Turner, has got L10 RUN or something like that on his plate, so that's for 110 metres hurdles. But I thought **GBR 601D** was absolutely fantastic for me and I was really excited. And it's come in an amazing box as well. You've really gone to town on this, guys. It's like a big fanfare of a box: absolutely out of this world. This is going to take pride of place at home; I'm going to put it on my mantelpiece."

It seems as if Greg is going to become increasingly accustomed to elaborate presentations and accolades. At the time of our meeting he was still riding the wave of post-Olympic aftermath: that pervasive delight that swept the country after the home team's splendid performance at London 2012, where they secured a total of 65 medals: 29 gold, 17 silver and 19 bronze. His career and its gold medal-winning culmination up to that point was recognised with the MBE in 2013, but in the time that has passed since then, Greg's successful streak has grown into a broad stripe of apparent invulnerability. Gold was his at the 2014 Commonwealth Games in Glasgow and again at the 2014 European Athletics Championships in Zürich. This is an athlete on top form.





One might think that a serial gold medal-winning and British record-holding long jumper would have to emerge from the womb with spring-loaded knees and a love of sandpits, but Greg Rutherford arrived at his specialist discipline after a considerable journey through various sports.

“I did a bit of everything: football, rugby, badminton... I did every sport that was thrown at me. I started off in track and field as a sprinter but then realised that I’d never be quite good enough to go on and take that up as a professional. On the other hand, when I tried the long jump I progressed rapidly, so I stuck with it. I got to about 18 and I thought, *Right, I’ll do this as a job as well*. Then I really dedicated everything to it. Up to that point and that decision I’d taken everything a little bit relaxed, a bit chilled out.”

One way or another, Greg had always intended to compete professionally.

“I told myself that I would make it in sport of one sort or another, and that’s why I tried everything I could. Football was an interesting one. I had trials at Aston Villa when I was about 13, but I got a bit disillusioned with it because I didn’t enjoy it particularly. There was a lot of pressure and eventually I just walked away from that sport and tried other things. I was enjoying track and badminton probably a bit more. I realised that badminton was way too hard for me to take on as a career for life, and track and field just seemed to be getting better and better. I loved it as well - being outside all the time, being really active.

“I had a job until I was about 19; then I got funding, which meant that I didn’t need to

have a job. So I had the support arrangement that meant that I could pay the bills I needed to pay as well as train. That basically gave me the opportunity to train full time. So, I trained practically every day. As I say, I focused everything on track and field. That’s basically what your life becomes: everything is about that and you can’t do things that you’d normally do. All of a sudden, at 18 or 19 you’ve gone from going out with your mates to having to stay in and sacrificing the things you used to do. But for me, as I say, I was determined to make it in sport and I realised that was what I had to do.

“The Olympics was the culmination of so many years. The thing is that much as it was a fantastic year, I do remember seven years before that in my professional career that hadn’t been that good. It’s really tough in track and field: it’s not the same as things



like football and rugby where you get a big salary, and no matter what happens - injury or whatever else - you're earning a large sum of money. In track, if you're injured then you're missing competitions and you have no chance of earning money. So, for many years it was a bit of a struggle and things weren't ideal for me.

"I remember earlier when I went to the World Championships in amazing shape, ranked highly and I really thought I was going to win a medal. Injury again meant that I got completely and utterly knocked back, but then all of a sudden I have a good year and it just happens to be the best year to have a good year. I went to the Olympic Games feeling incredibly fit to start with and really, really confident. All year I'd been jumping well. I'd had a couple of little niggles, but nothing major, and then all of a

sudden I was in the Olympic stadium, feeling fit and healthy and ready to go."

Fit and healthy indeed. Greg won one of four gold medals that went to British athletics competitors. We asked him what it actually felt like to win an Olympic gold medal.

"That's probably the hardest question there is to answer because there are no words that can genuinely describe the emotion that you feel. In fact, you seem almost to go through every emotion you've probably ever felt in your life all kind of rolled into one. It just hits you, and everything you've ever dreamed of and wanted... suddenly you've got it. It's a strange thing because ultimately my dreams have been of winning an Olympic gold medal. The other things that come with it are amazing, but that was what it was always about. But then you've achieved it, so what

do you do with yourself? You've sacrificed everything and now it's happened, but it's a strange thing that your brain can't really comprehend what's actually going on. So, I mean, obviously, complete joy... It's a massive relief as well because it sort of proves that all the hard work you've been doing has worked and it's finally paid off and it's done. It's a feeling I've only ever had once and I doubt I'll ever have again. It really was incredible."

However, it wasn't long before Greg had another experience that rivalled his Olympic win for intensity.

"Getting the MBE was pretty amazing. I was probably more nervous about that than I was going into the Olympic park. At the end of the day, I jump into sand - I mean, that's my living - and I found myself standing in a

## GREG RUTHERFORD COMPETITION RECORD

2005	European Junior Championships, Kaunas	<b>GOLD</b>	8.14 m
2006	European Championships, Gothenburg	<b>SILVER</b>	8.13 m
2006	Commonwealth Games, Melbourne	8th	7.85 m
2008	Olympic Games, Beijing	10th	7.84 m
2009	World Championships, Berlin	5th	8.17 m
2010	Commonwealth Games, New Delhi	<b>SILVER</b>	8.22 m
2012	Olympic Games, London	<b>GOLD</b>	8.31 m
2014	European Championships, Zurich	<b>GOLD</b>	8.29 m
2014	Commonwealth Games, Glasgow,	<b>GOLD</b>	8.20 m

Source: Wikipedia

room with people who... For example, one bloke I was speaking to has fostered 22 children over 50 years. He changed their lives. He has made an incredible impact directly upon people. What an amazing person. And I stood there thinking, *Well, I just jumped into sand, had a good competition and won.* I sort of felt a little bit inferior.

"There I was in the most iconic place in the world about to meet probably the most famous figure in the world, and I've got to go and have a chat with her as she gives me a medal. I was completely and utterly bricking it, mate. It was a weird, weird scenario to be in. But it was great. The Queen said to me that the profile of athletics has changed

a lot, which was fantastic to hear. We compete a lot in the summer but, ultimately, not a lot of it is shown on TV. It's not been a high-profile sport, so to hear her say that was encouraging.

"It's just a fantastic day. The dresses, the old school morning suits and top hats... It was a great added extra to what had already been an amazing summer."

However, now his trip to the palace is over and done with, Greg has work to do. The next big competition is never as far away as it may seem.

"They're always at the back of your mind. Ultimately, the Olympics are what defines

your legacy as an athlete in the general public's eyes, so you're always thinking about the next Olympics. As it stands now I've got a couple more championships, the Commonwealth Games and a couple of Europeans all before that. You can't be blasé about these other events because they are all hugely important."

Success in international competition obviously means more travel and more time away from home. Does Greg get homesick?

"You're surrounded by friends and there's always the phone and Skype, but I do miss my two dogs, my two labradors. My parents look after them. They live with me when I'm at home. It was kind of a rash move to get two dogs; I didn't think about the fact that I'm away a lot. But then, my mum and dad get on really well with them. They get treated really well at my parents' house. They get fattened up. My mum tells me how my dad always gives them a bit of his breakfast. I have to put them on a bit of a diet when I get back. I think when they see me they think, *Oh, no! Have to go on the diet again!*"

[www.gregjrutherford.com](http://www.gregjrutherford.com)

Interview: Angela Banh  
 Story: Rick Cadger  
 Photography: Stan Thompson







To our constant delight, Regtransfers is lucky to have many customers who stay in touch with us. Some of them have purchased or sold through us just once, while others have used our services time and time again. Deepak “Dee” Bhatia first appeared in our first magazine more than a decade ago, when he told us about his family’s ongoing business success and their growing collection of top quality private registrations. Naturally, we were very pleased to hear from him recently and we took the opportunity to get a bit of an update.

The Bhatia family’s diverse business projects all now fall under the umbrella of the main brand, Signature Global. As before, the family has a broad variety of interests and, if anything, that variety continues to grow. Inspired by his late father, who set a dynamic and confident example, Dee applies his hands-on leadership style to every aspect of each business.

“The first company within the Signature brand was established to appeal to high net worth individuals looking for a specific car hire service,” says Dee. “The company provides tailored luxury car hire, enabling clients to enjoy a pleasurable and unforgettable encounter built around their specifications. Signature Car Hire boasts a superb and unrivalled product mix of immaculate vehicles, personalised customer service, an easy to navigate website and an outstanding 10,000 sq ft showroom and offices.

“As the self-drive business established itself and relationships developed with customers including wealthy individuals and corporate executives, many started asking for chauffeuring facilities. Some wanted to treat family members to shopping trips and tours around London, others had exhibitions and meetings to attend that they wanted to be driven to. This, combined with being based so close to central London, M25 and major



airports suggested a natural progression to introduce a chauffeuring company.

“Another company, Diamond Alloys, was set up purely out of the need to ensure the quality standards of the alloy wheels of the exclusive vehicles within the Signature fleet. By being able to carry out this skilled work within the group, a high level of control could be exerted on materials used and quality assurance in addition to a quick turnaround. High quality products and an ability to adapt to current trends have contributed to the steady and successful growth of Diamond Alloys. The company, now trading for approximately two years, boasts its own external B2C and B2B client base which is testament to its achievements.”

At the time of the previous article, baby clothing was a significant part of the business. That interest in the baby and nursery industry sector is now managed by Dee’s sister, Jyoti, under the e-commerce trading platform [Babybrandsdirect.co.uk](http://Babybrandsdirect.co.uk), an award



winning wholesaler with a multi-million pound turnover.

Other Bhatia family business ventures include vegetable growing in Serbia and the importing of Macedonian wines. One might think that might be enough and that Dee

and his family had reached the point where there are simply not enough hours in a day. One would be mistaken.

“The team has recently launched the Signature Super Car Club, an exclusive members’ club designed to benefit the supercar



enthusiast. Members are able to enjoy the freedom to use any of our fleet cars as well as having access to exclusive and rare car models. We are all very excited about this new venture: not least the excuse it provides to buy more cars.”

The family does love its cars. For some members the appeal of a vehicle is not in its value or its exclusivity but in its perceived practicality. Upon seeing a Lamborghini Gallardo in the driveway, Dee’s late grandmother advised his mum that she should choose that car for her shopping trips. Oblivious to the engine power and price tag, she saw it was low to the ground which meant that both ladies would be able to get in and out easily,



and its striking colour meant that they would be able to find it easily if they forgot where it was parked. Dee decided to get them a chauffeur instead!

One of the great advantages of owning a business like Signature is being able to

drive any number of luxury marques such as Aston Martin, Lamborghini, Porsche and Bentley through to Range Rover and Rolls Royce. Dee’s personal preference is the Bentley GTC with its power, luxury and style, perfect for pleasure and relaxation.





However, for day to day, practical use, a Range Rover remains his ultimate choice.

Dee's enthusiasm for quality cars is complemented by a similar enthusiasm for good quality private registrations.

"My first plate was **M3 BOY**, followed by **M5 BOY**. Those two were for my M3 BMW and M5 BMW. Both certainly reflected my age and personality at the time! They are still treasured number plates for their sentiments but not currently on any of the fleet."

His next car dictated his next number plate, which was **9 DEE** for his 911 Porsche. The number partly reflected that car model but was also his house number at the time.

**9 DEE** was the first of several unbeatable name registrations. **DEE 1**, **DEE 2** and **DEE 3** soon followed.

"Plates like this have helped gain business, it is a point of interest and topic of conversation, a real ice breaker. It always makes people laugh and puts them at ease which is essential in business. It is certainly something interesting to talk about with clients," says Dee.

Signature has a host of plates that begin with 'S19' and 'S16' ('SIG') that promote the company's identity. These plates all have a variety of different endings to reflect the make of the vehicle including 'GTC'

for Bentley GTC, 'VOG' for Range Rover Vogue, 'AMV' for Aston Martin Virage and Volante and 'HSE' for Range Rover HSE Sport.

Similarly, Signature has a range of plates for the Bentley Flying Spur Speed, such as **SP12 FLY** and **SP11 FLY**; the 'SP' and 'FLY' signifying 'Speed', 'Spur' and 'Flying'. The Mercedes AMGs all end in 'AMG' and of course the Lamborghini LP560 Spysiders have the number plates **LP58 SPY** and **LP56 SPY** which also highlight the car model LP560 and the name 'Spyder'. The Porsche Boxster has plate **BX12 TER** and the Vianos follow a similar pattern including **V5 ANO** and **V2 ANO**.

As well as the business number plates, Dee couldn't resist purchasing **MI55 DEE** for his sister, Jyoti, when she joined the business. Many contractors and labourers working for the family at the time assumed her name was Miss Dee because they had always addressed Dee as Mr. Dee. He never corrected them and found it very amusing when Jyoti actually started answering to that name.

[www.signatureglobal.co.uk](http://www.signatureglobal.co.uk)

All photographs © Signature



“That’s your car”



Karl Formstone’s interest in personal number plates started in the 1970s when he was just seven or eight years of age. “We had a family outing to the museum in Liverpool and in the museum was the first car off the Ford production line at Halewood,” he recalls. “It was a Ford Anglia with the registration **1 KF**. I remember my mum saying ‘that’s your car’. Ever since I have had the interest in number plates.” The Ford Anglia is now in the new Museum of Liverpool.

On his 21st birthday, Karl was given some money and spent it on purchasing the registration **KF 5104**. He still has the number but it is currently on a retention document. Shortly afterwards, he and his brother bought the number plate **A5 TPF** as a gift for their parents, Terry and Phyllis Formstone. “This plate is now on my brother and sister-in-law’s Audi,” says Karl. “My mum then bought **A5 PTF** and she still has this on her Skoda.”

The Formstones have recently been looking for investments for their children. “I was looking on the Regtransfers auction website,” says Karl. “I put bids on several number plates and was lucky enough to win **333 KXL** for our oldest son, Scott, who is looking to get a car.”

“I spend a bit of time looking on your website at some other plates as investments,” says Karl, “and came across **SAU 1L**, which really caught my eye as our youngest son’s name is Saul.”

A new car was ordered last November. It was picked it up just after Christmas and now sports the **SAU 1L** plate.



shoppe

Mr Simms

Olde Sweet Shoppe

WELCOME TO  
ENKBRIDGE

Dixon & Co.

MR51 MMS

# Mr Simms Olde Sweet Shoppe®



Mr Simms  
Olde  
Sweet  
Shoppe



# Mr Simms Olde Sweet Shoppe<sup>®</sup>

In recent years, a particular kind of shop has been appearing in increasing numbers on Britain's high streets. Whether it is due to nostalgia on the part of older customers or curiosity on the part of younger ones, retro sweet shops have enjoyed considerable success and may now be found in most towns. Mr Simms Olde Sweet Shoppe is a leading brand in this market, offering customers a wide range of the iconic confectioneries that would have been enjoyed by earlier generations, as well as new lines created to fit in with the bygone ambience that pervades each store.

The lucky man who has realised every kid's dream of owning his own sweet shop is Martin Peet. The thing is, that he wasn't satisfied with just one. But we're getting a little ahead of ourselves here.

Martin's working life started at the age of 14 when he began to clean windows and cars at the weekends. A little later, one of his window cleaning customers offered him a job in her newsagent shop. By passing car cleaning duties on to his brother, Martin was able to continue with his window cleaning in addition to the job at the newsagent.

Martin continued working in the shop after he left school and he earned extra money picking potatoes. A few years later, Martin and his family bought the newsagent's and had soon increased turnover from £900 a week to £9000 a week in a few years by redesigning and refitting the shop. Newsagent shops were Martin's business for some years until, at the age of 32, he lost a considerable sum of money due to a difficult lease situation. At that point he went to work for furniture giant DFS. Within a year he was managing a store, and a year after that his performance had earned him a regional manager's position. Martin stayed with DFS for nine and a half years.

Then, one day, everything changed. Martin bought an ice cream and confectionery magazine in which he found a picture of an old-fashioned sweet shop. The picture captivated him and his imagination went to work. Over the next several months, Martin formulated a vision for a new business inspired by the image from the magazine.

Like so many successful business people, Martin has managed to acquire some nice cars and some suitably striking private number plates to bring out the best in them.

"I have **MR51 MMS** on a black Jaguar XJ, long wheelbase, and **M51 MMS** on a black 2.2 Vauxhall Turbo Insignia Saloon. I think they're great advertising, and I can get full



Fully motivated, he fitted out the shop with his own hands and basic tools in just nine weeks.

Sugar runs in the veins of Martin's family - his great-great-great-grandfather owned a sweet factory in Lincoln - so it seemed as if success were almost pre-ordained. Now, with 109 franchised Mr Simms Olde Sweet Shoppes throughout the UK and the Irish Republic, Martin is preparing to open his first overseas shops in the Middle East and Asia and he plans to expand the brand into many more countries over the next few years.

tax relief. As far as I'm concerned, there is only one Mr Simms, so I had to have them.

"I feel that I do own the ultimate registration with **MR51 MMS**, however, I am purchasing a 5-litre Jaguar XKR convertible and it would be nice if I could find S1 MMS to add to the fleet.

"I've always found the Regtransfers team to be helpful, understanding and efficient in dealing with my purchases and indeed enquiries about plates."

[www.mrsimmsoldesweetshoppe.co.uk](http://www.mrsimmsoldesweetshoppe.co.uk)







## Speechless

### **What's the story?**

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**N**umber plates have been of interest to Mani Tank of Birmingham since he was about five years old. His father bought the family's first number plate, **HST 45** back in 1982. 'HST' are the initials of Mani's grandfather.

They next purchased **P4 HST**, **P5 HST** and **R4 HST** but had to wait for the 'T registrations to be released before adding to the collection with **T4 NKX**, **T4 NKJ**, **T4 NKY**, **T6 NKX**, **T9 NKJ** and **T9 NKC**. Each represents the family name

followed by the initials of various family members.

"I tempted them to buy **J5 TNK**, **H5 TNK** and then purchased **MR07 ANK** ('Mr Tank') for myself," says Mani. "I had always thought about a number plate with just my surname and was searching many websites and making enquiries to no avail.

"Then I saw a plate advertised on the Regtransfers website in 2011 and placed an offer immediately. This was declined and the plate was taken off sale. I was very upset, because this was the ideal plate

and I wished I'd made a higher offer. It re-appeared early 2013 and this time I was not letting it go."

As you can see from the photograph, Mani has recently purchased a new Mercedes-Benz C63 AMG. "The number plate enhances the car's looks and makes it stand out," he says. "I'm over the moon and think this is probably one of my best investments to date. All my friends and family were speechless when I put the registration on the car and they all love the plate."



Barry's daughter, Ciara, is pictured here with the RUN 42K registration

## Marathon Mark

**B**arry Lynch from Fife in Scotland has long been fascinated by number plates and their almost endless combinations. "I always look out for the most interesting plates," he says. "Some people have truly ingenious ideas for their registrations."

After looking for several years, Barry concluded that whilst he didn't know exactly what he wanted, he would know it when he saw it. "I didn't want my own name or

initials," he says, "but I did want something that would be truly meaningful for me."

As a keen marathon runner - completing the London Marathon four times - Barry was delighted when he spotted **RUN 42K**. The marathon is 26 miles, but measured in metric terms it is 42 km. "I was lucky enough to be able to buy it and I'm always surprised when strangers realise what it means and talk to me about marathons,"

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he says. "I've found that even a lot of marathoners are unaware of the significance of 42 km."

**RUN 42K** has graced Barry's Volkswagen Polo for about four years now but it is now time to sell it. "Hopefully it will go to another marathon runner who will appreciate it as much as I have over the years," he says. "Every time I see it, I am reminded of my four marathons."

RUN 42K is available exclusively through  
Regtransfers @ £5695

# Hot property

**What's the story?**  
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**B**en Jones is a successful property developer from South Wales. His fascination with registrations began when he purchased his first plate, **X60 BEN**, when he was just 17 and, a few years later, he went on to acquire **B6 NOK** ('Ben, OK').

As the business grew, Ben amassed a large property and commercial portfolio. "More recently I have been travelling to Dubai," he says, "where I have started to expand my portfolio even further."

His success has meant that Ben has been able to add more plates to his collection. "I enjoy collecting number plates," he says, "as they are a proven, stable investment."



A few years ago Ben finally tracked down **87 BJ** (currently on his Range Rover), which is now one of his most prized plates, containing both his initials and year of birth. "Then I purchased **BEN 805S** ('Ben Boss'), which was part of a friend's collection and is

currently on my Yamaha Raptor quad." Ben's most recent acquisition is **8 ENJ** ('Ben J') which he displays on his Audi R8 super sports car. "The cars and plates attract huge attention," says Ben. "People tend to take pictures at every opportunity." Ben plans to eventually pass all his plates on to his son who is, conveniently, called Benjamin.

In his spare time, Ben enjoys using his fleet of vehicles both on and off-road. "It's good to be able to use my Range Rover to its full potential.

"I also enjoy taking my pug, Ralph, on country and woodland walks."

**What's the story?**  
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## Number 9

**R**ichard Witney from Essex purchased the registration **123 RW** at the age of 32 for just £150. That was in 1973 and by 1985 he had another great personal plate, **555 RW**. But it wasn't until 1988 that he acquired the best of the lot, **RW 9**.

Richard's younger brother, Robert, who now lives in Southbourne, Dorset,

inherited his sibling's interest in cherished numbers and, in 1983, was delighted to receive the registration **2134 RW** as a surprise birthday present from his wife, Victoria.

In 2007, he transferred the number to his Mercedes Vito and purchased **RIW 9**, which conveniently includes his middle initial, from Regtransfers.

The number 9 coincidentally represents the age difference between the two brothers. "Other than that," says Robert, "there is no particular significance, although it always seems to have been a lucky number for us."



Richard and Robert Witney with their splendid 'Number 9' plates.



## Baba Ghai

Daveinder Kumar Ghai, known to friends and colleagues as Baba Ghai ('Baba' is a term of respect of Persian origin used throughout South Asia to address community elders and holy men), is an acclaimed international statesman and champion of inter-faith pluralism. In 1984 Baba Ghai founded the Anglo Asian Friendship Society (AAFS) which was to become the UK's largest multi-faith charity, with 3000 members.

The AAFS has a truly international profile, with offices located in Newcastle (UK), Lahore (Pakistan), Jalandhar (India), New York (USA) and Toronto (Canada). Baba has never sought financial reward for his humanitarian and community work and his dedication continues despite disability and debilitating ill health.

Daveinder is not a materialistic person but he is proud of his personalised number plate.

"Obviously **GHA 1** spells my surname perfectly," says Daveinder. "For many years I

was intrigued about where that registration might be. I never imagined I would one day see it on my own car."

"Most people have to be quite creative to make a number plate resemble their name, so of course I am extremely fortunate that **GHA 1** is such a perfect fit, and something the Ghai family can value and pass on for generations.

"I originally had the AAFS logo and Union Jack printed on my number plates until a friendly senior police officer politely reminded me of the legal specifications."

One aspect of the AAFS' diverse charitable portfolio involves helping new immigrants to settle and progress in the UK. Many have told Daveinder that seeing **GHA 1** for the first time made a powerful impression and that working hard to get their own person-



Daveinder with his father, Ram Parshad, when they first arrived in London in 1958

alised number one day became a strong motivational target and personal aspiration.

"I'm very pleased to say that many have fulfilled this personal aspiration over the years," he says, "and you will be pleased to know I have always referred them to Regtransfers!"



The Anglo-Asian Friendship Society is the largest multi-faith registered charity in Britain and operates across three continents with particular focus in India, Pakistan, Canada and Greece. They have almost 3000 members in Britain, of every race, religion and community and aim to promote true friendship between communities on the basis of their shared humanity, serving all to unite in peace and prosperity.

Since its inauguration in 1984, the society has specialised in providing free of cost expert advice surgeries held by professionals in all fields, including barristers, health workers, doctors and financial advisers.

[www.anglo-asian.org](http://www.anglo-asian.org)





## Worth waiting for

Shortly after the birth of their beautiful daughter, Ariella, two years ago, it became apparent to proud parents Stuart and Karen Cliff, from Sutton Coldfield in the West Midlands, that it would be possible to purchase a brand new registration representing her name.

“But we were going to be in for a long wait before the ‘13’ plate series would be launched,” says Stuart.

After two years of anticipation they finally discovered that **ARI3 LLA** was, indeed, set for release and, following a call with sales advisor Ben at Regtransfers, the couple were assured that there was a very good chance of securing it.

“Finally,” says Stuart, “on the day of release, I had a phone call from Ben with the excellent news that Regtransfers had

actually obtained the registration on my behalf. I was thrilled.

“I know my daughter is only two years old, but this is a once in a life-time opportunity to purchase something that not only represents my daughter’s name but is also a sound investment.”

**What's the story?**  
Send *YOUR* photos to  
[editorial@regtransfers.co.uk](mailto:editorial@regtransfers.co.uk)

# Camera Shy

**R**aymond Kramer from London is a keen photographer but like many snappers he isn't so keen on appearing in front of the lens.

"I much prefer to have a nice model in front of the camera, with me behind it - The camera, that is!"

From the photo that Raymond sent us, you can see that his cat, Tyson, is not at all

camera-shy, and was determined to get into the picture.



"You may also see my belt buckle," says Raymond, "which shows that I'm a devoted BMW

fan, and have been since 2000 when I bought my first one, a model E36, M3 version. Also in the picture is my house number, 59, that appears on my number plate.

"I had to wait a considerable time for the plate I really wanted, **59 RAY**. It was thanks to Regtransfers, who found the registration for me, and enabled me to buy it at a very acceptable price. So far I've had two offers that were considerable more than I paid for it but, of course, I refused to sell."





# Spot the Cab!

Meet Billy the cabbie. Billy has kindly allowed us to redecorate his London taxi with a selection of our number plates. As you can see, the result of the exercise is pretty hard to miss. That being the case, it occurred to us that a Spot-the-Cab competition might be fun.

It's very simple: if you see our cab in London, snap a picture and send it to us with the time, date and location. You can send by email, Twitter or Facebook. The photo judged by our panel to be the best will win a camera worth £200. The 10 photos judged to be the best runners-up will win copies of our book, *Fanatical About Number Plates*.



There will be other taxi-themed games and competitions over the next few months, so keep an eye on our social media channels.



Also, next time you need a taxi in London, look out for Billy and his distinctive cab. If you manage to hail him you will be certain of arriving at your destination in style!

The small print: All entries must be received by 12th Dec 2014. Please email your photos to [marketing@regtransfers.co.uk](mailto:marketing@regtransfers.co.uk) or send by social media at [Facebook.com/Regtransfers](https://www.facebook.com/Regtransfers) or [Twitter.com/Regtransfers](https://twitter.com/Regtransfers). Decision of our panel is final. No cash alternative. Employees and their families are not eligible to participate.



 [twitter.com/regtransfers](https://twitter.com/regtransfers)  
 [facebook.com/regtransfers](https://facebook.com/regtransfers)

Cab photography: Stan Thompson  
London skyline: Barry Monks







## Storage firm can hardly contain themselves

**C**ontain Yourself Storage provides self storage facilities using modified brand-new shipping containers which can be hired on a weekly, monthly or yearly basis. It's not unusual for customers to ask "is that the box man?" or "I'm looking to hire one of your boxes," when they call the Brighton-based company. So, **Y123 BOX** seemed the

obvious business-related novelty plate choice for proprietor Paul Speer. "I've only had the plate on the car for a couple of weeks," says Paul, "and already had a few customers comment on it and raise a smile, which can't be a bad thing."

Paul's wife, Emma, is shown in the photograph with the **Y123 BOX** plate.

The subject of the smaller picture is Ishca, an 18-month old labrador, who Paul and Emma are boarding for three months whilst he completes his advanced guide dog training.

[www.containyourselfstorage.co.uk](http://www.containyourselfstorage.co.uk)

**Contain Yourself Storage** 



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 and advisor.

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## DEN 275 now 'back on track'

In July 2008 H&H Classic Auctions sold a 'barn find' 1954 Lister Bristol sports racing car boasting a great racing history. It had been laid up for many years but was virtually complete and had a guide price of £50-£70,000. It sold for £126,500 to Keith Fell on behalf of historic racer Stephen Bond, whose company Bond Aviation specialises in helicopter support.

The Lister was raced in 1955 by fifties gentleman racer John Horridge, whose family owned a calico printing business in my home town of Bury where the 'EN' series of registrations was originally issued. The car was fitted with lights and road registered as **DEN 275** in May 1955 so that it could be driven to race meetings - they did in those days!

Horridge had a successful motor racing career, starting with a 2-litre Bugatti in 1952 followed by a Rochdale special based on a Jowett Jupiter chassis but with a 1.5 litre Riley engine and registered **BEN 775**. He then bought a Lister Bristol for the '54 and '55 seasons racing under the 'Ecurie

# A word from **the RNC** by Rod Lomax



DEN 275 – restored Lister Bristol at the Bahamas Speed Week [Photo courtesy of Stephen Bond]

Bullfrog' banner and had successes at Montlhery, Chaterhall and Oulton Park. At Snetterton in 1957 he crashed badly, sustained a broken neck and the car was written off. Quickly recovering, he returned the Lister to the factory to repair the chassis and running gear and fit it with an aluminium body from another Lister Bristol originally raced by Archie Scott-Brown. This car was originally registered with the Buckinghamshire plate VPP 9, a plate which was later retained by the Lister company. It achieved several more class wins during '57 and '58, but was offered for sale at the end of that season due to cost restrictions for just £1000, but it did not sell.

An old friend of mine, Anthony Taylor who now runs Autotune in Rishton, Lancashire producing replica XK120 Jaguar sports cars and preparing historic racers, was involved with John Horridge's various cars during that time. Taylor worked for Bolton, Lancashire-based Westune preparing race and rally cars and worked on the Lister in the evenings fully re-commissioning it. In return he was asked to race it at several venues including Oulton Park and Aintree where I joined him as general dogsbody! The car was now painted burgundy with a silver stripe and towed to events by a Mk7 Jaguar saloon fitted with a Gardner diesel engine ... these were pioneering days. Horridge retired from active motor racing during the 1960s and, sadly, passed away in 1987 aged just 61.

The 'barn find' Lister Bristol was fully restored over the winter of 2008/2009 by Pearson Engineering, GS Developments and INRacing and returned to the track at the 2009 Silverstone Classic meeting winning its class in the Woodcote Trophy race. Since then it has had several successes on European tracks and makes regular appearances at events such as the Goodwood Revival Meeting. It is currently valued in excess of £400,000.

## RNC Rally 2014

The Registration Numbers Club enjoyed a great sunny weekend in early July when club members met up in Bedfordshire at the Shuttleworth Collection near Biggleswade for their annual rally.

Unfortunately numbers attending were slightly lower than usual, probably due to the several other sporting activities taking place that weekend, but the quality of registrations on display were as high as ever. Members who did not attend missed a great venue and a good day out. Throughout most of the afternoon there were vintage aircraft flying around and the hangar displays featured early flying machines, along with vintage cars and motorbikes.

The previous evening several members enjoyed an excellent hot and cold fork buffet dinner at the nearby Barns Hotel at Cardington which suited all tastes.

The usual voting system decided winners and runners-up in eleven different classes with suitable awards being presented. More photographs of the event and class winners can be seen at [www.TheRNC.co.uk](http://www.TheRNC.co.uk)



CRA 4D  
Ford Crayford Convertible  
2nd in Class 'H'



HR 11  
1st in Class 'B'



DG 3005  
1934 Morris Minor  
1st in Class 'L'



Rally Control Centre Motorhome



# Mail



**What's the story?**

Send **YOUR** photos to  
[editorial@regtransfers.co.uk](mailto:editorial@regtransfers.co.uk)

## Combination

I purchased the number plate mainly for investment and to represent my name. The letters match my whole name of 'Eden Leon Kaye' and '15C' is the number of the apartment we're moving to and also my birthday, so I was very pleased to have found this combination.

I think personalised number plates are great because there are so many different combinations you can have. They stand out and people take notice of them. I've always been interested in them and I'm now very pleased to have one of my own.

**Eden Kaye**  
 Warwickshire



## Seeing Red

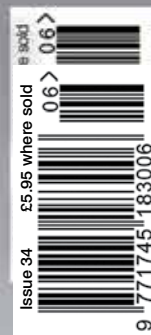
My wife purchased **A11 PLS** for me as a present when the DVLA started selling reverse 'A' plates in 1983 and the plate has been displayed on a red Jaguar XJS, a red Porsche 944, a red Porsche Boxster and most recently my red Lexus SC430 - I love red cars!

I bought the plate **PLS 11** from Regtransfers on December 22 last year and had all the documents back and displayed the new plate on the car by 9 January. Fantastic service.

**Paul Silburn**  
 Peterborough

The World of Personal Number Plates Issue 34

# Regtransfers



**GREG RUTHERFORD** GOING FOR GOLD

A yellow license plate with the text "GBR 601D" in bold black letters, held within a dark brown wooden frame. The frame is being held by a person's hands, visible on the left and right sides.

**GBR 601D**