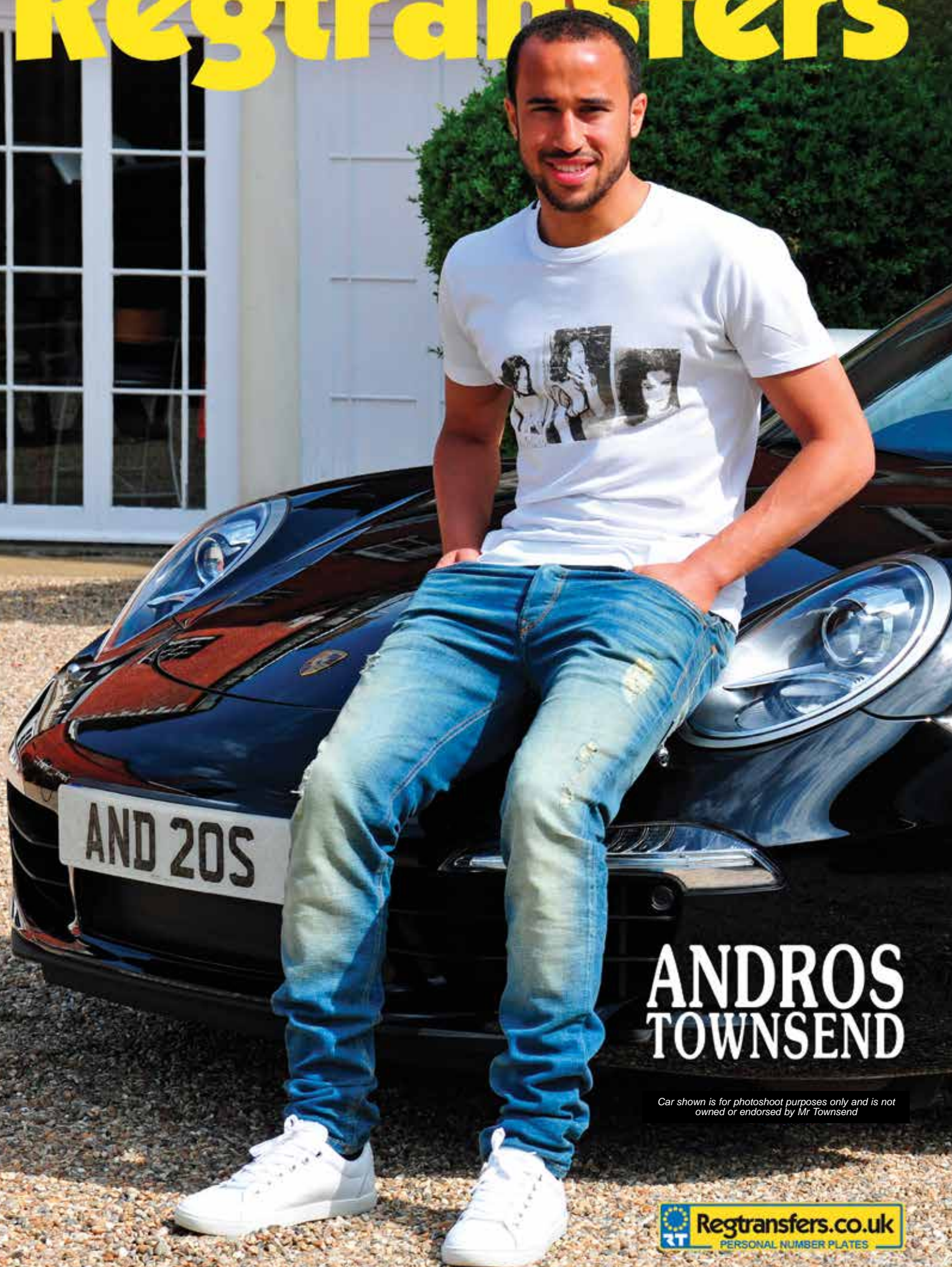


The World of Personal Number Plates Issue 36

# Regtransfers



**ANDROS  
TOWNSEND**

Car shown is for photoshoot purposes only and is not owned or endorsed by Mr Townsend





## Badge of Honour

John Bancroft, MBE started his business, Badgemaster in 1992. In those days the business's location was a semi-derelict Portacabin but the project flourished and, a year later, Badgemaster moved to a proper industrial unit in Newstead, Nottingham.

"Badgemaster is to name badges what Regtransfers is to registration numbers," says John. Over the last 20 years, through continuous growth and re-investment,

the company has become the UK's largest manufacturer of name badges.

Our customers include most of the leading brands who have customer facing staff.

In fact, it is very hard now to go into any major retailer, travel, leisure or hospitality company and find someone not wearing a badge from Badgemaster."

John's **B4 DGE** number plate is the ultimate 'Badge' registration. "I bought **B4 DGE** over 15 years ago and it really

has been fantastic advertising. I've had a number of people stop me in all sorts of places - hotels, pubs, restaurants, leisure facilities etc - and then made sales enquiries for badges. It has also proved to be a great investment over the years. I must have had dozens of unsolicited approaches asking me if I want to sell it. Just recently I was offered £15K, but it's just not for sale!"

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





# ANDROS TOWNSEND



“A lot of the boys at Spurs have their own personal plates. There’s a few decent ones... And now I’ve got one as well,” grins Andros Townsend as we deliver his new **AND 20S** number plates. He is obviously pleased at how well the characters represent his name. “I’ve been trying to get one for a few years but had no joy in getting the perfect plate. Luckily, you guys at Regtransfers called up my agent and said you had one available for me and I was delighted. Hopefully I can have this plate for years to come.”

Andros is an affable, quietly spoken young man. Despite being pleased with his new personal registration, it is clear that he would rather talk about other things. If one wants to talk to Andros Townsend, football is a great place to start. This is a man whose every waking moment seems to be focused on his sport.

“From a young kid I always liked watching football. My dad was a massive football fan, and so from a young age it’s always been drummed into me - football, football, football. Then when I got to the age of six or seven I started playing and realised I was half decent, and realised it was a career choice I wanted to go down.

“I think everything is sport-orientated for me. Anything with competition in it, whether it be darts, crazy golf, tennis, Playstation, anything with competition, anything I can win, that’s what I like to do in my spare time.”





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Andros's mention of darts doesn't go unnoticed. It seems a surprising interest for a fleet-footed winger.

"We're always playing so it's difficult to get down, but when I get the odd day off, or the weekend off, I'm always down the darts. It's a good occasion, especially the world championships. It's a good night out. I watch the darts at home so it's definitely another sport that I like watching."

But it's football, and specifically football for Tottenham Hotspur and for England, that really gets Andros's blood pumping.

"I've been at Spurs since I was eight, so from the age of eight the only thing in my mind was that I wanted to be a footballer. I didn't really have any other goals. I wasn't really good at school so I think it was always football or nothing for me. I've been there for a good part of 15 years now. Being a Spurs boy, to make your debut at White Hart Lane and score and get man of the match, I didn't think it could get better than that; but then, a few years later, I made my debut for England at Wembley and scored and got man of the match, so those have definitely got to

be two of the proudest moments of my life so far."

It is well known that Southampton would like to acquire Andros but he has always made it clear that Spurs is very much his focus.

"I'm not one that likes to think too far ahead. For now, my main focus is nailing down a place in the Spurs team and, of course, for my country - keep getting the caps when I can, keep playing well, keep scoring goals. I think it's important to not get too far ahead because then you won't be focusing on the here and now.

> > >



## AndrosStats

### Personal Information

Full name	<b>Andros Darryl Townsend</b>
Date of birth	<b>16 July 1991</b>
Place of birth	<b>Leytonstone, England</b>
Height	<b>1.81m (5ft 11½in)</b>
Playing position	<b>Winger</b>
Current team	<b>Tottenham Hotspur</b>
Number	<b>17</b>

### Youth Career

2000–2009	<b>Tottenham Hotspur</b>
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### Senior career

Years	Team	Appearances	(Goals)
2009 - present	<b>Tottenham Hotspur</b>	<b>47</b>	<b>(3)</b>
2009	<b>Yeovil Town (on loan)</b>	<b>10</b>	<b>(1)</b>
2009	<b>Leyton Orient (on loan)</b>	<b>22</b>	<b>(2)</b>
2010	<b>Milton Keynes Dons (on loan)</b>	<b>9</b>	<b>(2)</b>
2010	<b>Ipswich Town (on loan)</b>	<b>13</b>	<b>(1)</b>
2011	<b>Watford (on loan)</b>	<b>3</b>	<b>(0)</b>
2011	<b>Millwall (on loan)</b>	<b>11</b>	<b>(2)</b>
2012	<b>Leeds United (on loan)</b>	<b>6</b>	<b>(1)</b>
2012	<b>Birmingham City (on loan)</b>	<b>15</b>	<b>(0)</b>
2013	<b>Queens Park Rangers (on loan)</b>	<b>12</b>	<b>(2)</b>

### International Career

2006 – 2007	<b>England Under 16s</b>	<b>3</b>	<b>(0)</b>
2007 – 2008	<b>England Under 17s</b>	<b>6</b>	<b>(2)</b>
2009 – 2010	<b>England Under 19s</b>	<b>6</b>	<b>(0)</b>
2012 – 2013	<b>England Under 21s</b>	<b>3</b>	<b>(0)</b>
2013 – present	<b>England</b>	<b>9</b>	<b>(3)</b>

Source: Wikipedia 15 June 2015

(Senior club appearances and goals counted for the domestic league only and correct as at 28 May 2015)





# ANDROS TOWNSEND



> > >

"I go in to train every morning looking to improve every day. Every time I step on the field I'm looking to improve and try and become the best player that I can possibly be. I've had nine different loan spells. I think it's important nowadays for young players to go out in the lower leagues and get experience of the different type of football because, of course, at Spurs you play nice football, you play on the floor, but I think that sometimes you have to learn the other side of the game: playing for Yeovil on a Tuesday night when it's

windy and there's long balls coming in the box, and you've got to deal with it, so I think the loan system was incredibly important for my development."

Those loan periods have been a talking point amongst pundits and interpretations have varied, but Andros values the lessons he has learned along the way to his place on the Spurs team - not least that persistence and perseverance pay off.

That would be a key part of his advice to young players who are just starting out.

"Just never give up. I think in my career I've had so many setbacks... I've had clubs tell me I'm not good enough, tell me that they've got other players that are better than me. The main thing is just to believe in your own ability and never give up. Eventually your talent will shine through."

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

We should like to thank Andy Kyriacou for his assistance in the preparation of this article.

Car shown is for photoshoot purposes only and is not owned or endorsed by Mr. Townsend.





Anthony Bradshaw loves to drive unusual cars. He has been building and driving kit cars and buggies since he was 16 years old.

"I studied engineering after leaving school and gained my Ordinary and Higher National Diplomas in motor vehicle engineering. Over the years I've had various kit cars from Dutton to Sebring. The last car I built was a V8 Merlin for which I had a set of show plates made with my dream number, ARB 1."

Anthony would love to own the genuine registration, but he is pretty happy with the number he does own.

"ARB 29 is my initials, for Anthony Rennie Bradshaw, and the 29 is just the lowest number I found to be available at the time," he says, "although, ideally, I do still want ARB 1 eventually."

"My brother, Steven, and I designed and developed our own car, the Animoto, over the last 3 years. I built the car from scratch using a design that Steven created using CAD. We now make them and sell

them in kit form. All of our vehicles are road legal subject to passing an Individual Vehicle Approval test. ARB 29 is currently on the first four-seater version of our buggy, which is powered by the MG/Rover 1.8 16-valve engine. It is a great fun car and the four-seater means that the whole family can enjoy it. We often attend rallies where we meet up with a lot of other people."

For more information of the kit cars developed by Anthony and Steven, visit:

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





# The Wright Way

Neville Wright is an investor in businesses. When he was 24 years old, Neville became self-employed.

“It may have been because I was unemployable,” he says, candidly. “After having 17 jobs, it was clear to me that I needed to channel and focus all of my energy into my own life and business instead of someone else’s. So, I totally focused on whatever task I was doing. I worked hard and developed a property

maintenance business. Later I expanded into retail, also buying and selling businesses.

“Spinning plates, so to speak, to keep all the businesses going was very intense and educational, and juggling finances became an art which I thrived on. I did have some very scary moments during recessions but it has

all been useful experience. Most recently, around 2006, I realised the country was rapidly going into another recession. When I spoke about this to people, many said I was crazy and that everything was all right, but I had a head start reconfiguring strategies in our businesses, enabling us to remain profitable when hundreds of other businesses were disappearing from the high street. In 2011, in the







depths of the recession, we sold the Kiddicare business that my wife, Marilyn, and I had started in 1974. Kiddicare became the largest baby equipment store in Europe, operating from our headquarters in Peterborough. We sold it for £70 million.

“The first personal number plate I had was **600 NEV** which I got for my 40th birthday. That got me hooked and from then on, when buying a new car, I always asked for the letters NEV in the registration. The next one I got had K15 in front of the NEV, so it looked like “kiss Nev” which became a bit of a joke - and a little embarrassing. I persisted in my search for appropriate numbers and

got **NEV 11L** and then **NEV 111L**. The latest addition is **NEV 11E**.

“When **WR13 GHT** came up I wanted it but I didn’t have any cars left to put it on, so I came up with an ingenious plan. I bought Marilyn a Porsche for Christmas, and the **WR13 GHT** number plate to go with it too. I think it was a pretty clever move because she prefers that I drive!

“I have bought many number plates over the years and always had superb service from Regtransfers.”





# Yin and Yang

Every collection starts with a story and Paul Streater's is no exception. Over forty years ago, on the way to school, Paul asked his father a simple question: "What are the letters and numbers on the cars for?" His father explained that each one had a different combination of letters and numbers and that, if he was very lucky, he would get one with his initials one day.

"From that day forth," says Paul, from Gillingham in Kent, "it was my desire and mission to get a number plate with my full initials, PLS (Paul Lyndon Streater)."

Because Paul's wife, Yue, is Chinese he has spent many years among the Chinese community absorbing much of the culture, the lucky number '8' was the perfect complement to the initials.

Now, many registrations which appear to date from the early days of motoring history were, for various reasons, held back

from release and not made available until recently. Such was the case with Paul's quest for **PLS 8**, which he finally managed to acquire in May 2014 after successfully bidding against a Chinese gentleman.

But Paul wasn't satisfied with that. His adopted philosophy recognised a yin and yang situation and he had to have the reverse **8 PLS** plate to complete the set. Again, he managed to secure the matching plate a year later.

That should have been the end of the story had Paul not realised a further opportunity with the format of the current registrations. In 2008, the registration **PL58 PLS** (the '5' conveniently substituting an 'S' to form 'PLS 8 PLS')

was issued and he was able to obtain it for a mere £399.

"My wife thinks that my expenditure on the plates is excessive and I kind of agree with her," admits Paul, "but, being Chinese, she likes to drive around with the '8' plates, so I do not get too much stick about it. And my kids, Kelvin, Victoria (both pictured above) and Alex, love them."

"Am I a happy bunny now? Well, yes. But what will happen when PLS 88 and 88 PLS come out, and then PLS 888 and 888 PLS? Maybe you should ask my wife the answer to that question as I have a distinct feeling she will be making that decision but, being Chinese, I have high hopes."





# ALEX DOWSETT

## On your bike

It seems that every article and interview about champion cyclist Alex Dowsett spends as much time focusing on his haemophilia as on his sport and achievements. One might expect him to find that a little tiresome, but Alex himself is constantly working to raise awareness of the condition. Anyway, it is surely impossible to entirely separate his sporting achievements from the factor that has made them such an extraordinary triumph of determination over general expectation. How many regular cyclists escape cuts and bruises in the course of the activity? Very few, one suspects. So, for a young man to set his sights on a career in competitive bike riding while suffering from a condition that renders minor injury potentially very serious, comes as a surprise. Or, at least, it used to, before Alex Dowsett did it in spectacular fashion.

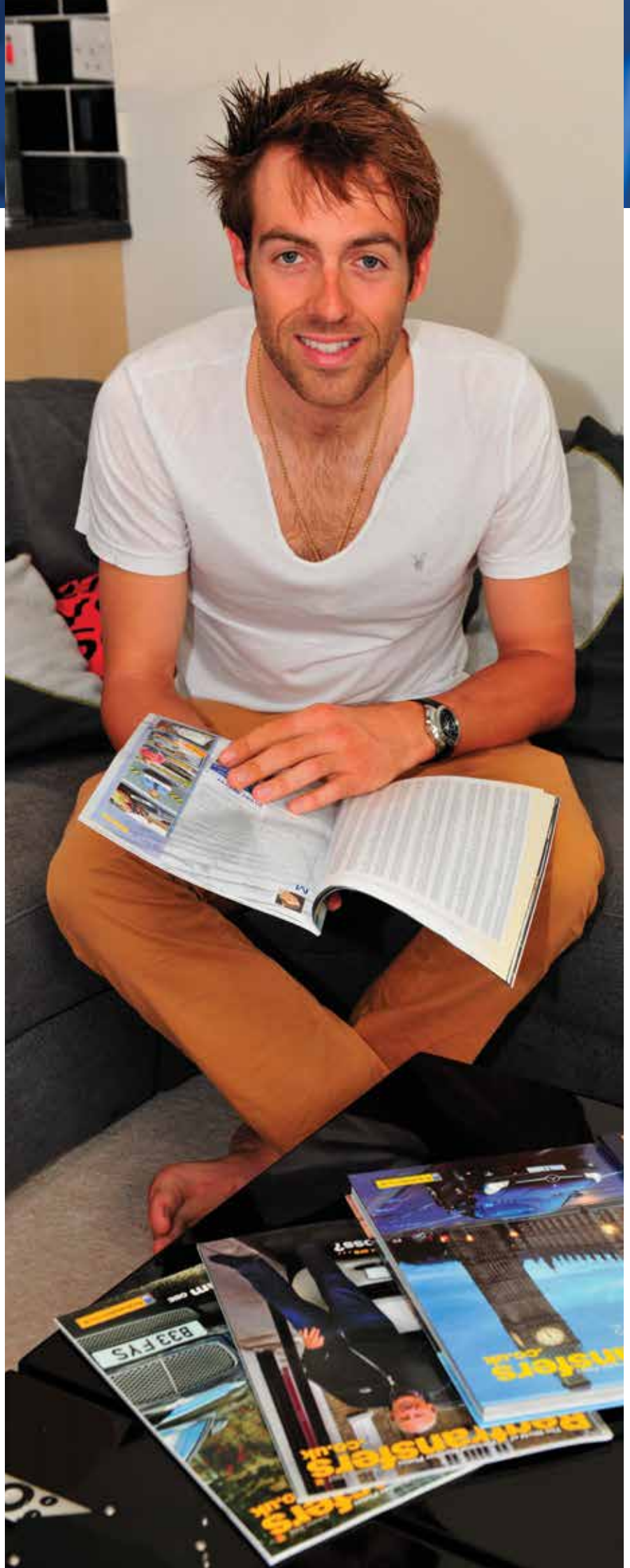
When our team visited Alex to deliver his new **DOW 553T** personal registration, our interviewer confessed that cycling was a sport about which she knew little, and asked Alex to summarise how it all works.

"Well, it's time trials and road racing. I used to race on the velodrome as well, the indoor cycling. I do a little bit of that in the winter but my focus is road and time trial now. The season generally runs from February all the way through to October, so it's a long old season. I guess, on average, I'll be racing for a week and a half every month and races can range from one day up to a three week grand tour.

"I race for Movistar, which is a Spanish team, as well as the British squad. It's not dissimilar to football in that there's the top 18 teams which is like your... whatever it's called now... your Premier League, and then there's your division one, division two teams. For the main races, all the things like the Tour de France and the Giro d'Italia, all the Premier League teams will be there and the division one teams can have like a guest entry. So, Movistar, who I'm with, has won for the last two years and been ranked number one team, so we're the best team there is in the world at the moment, which is good."

Cycling is unusual in the way it has both team and individual aspects.

"It's a massive team sport but, ultimately, one person wins. I mean, we do collect points as a team and there's like a team war, but the real focus is on individual riders winning individual races. When we go to a race you'll have one rider, or maybe two, that's designated as the guy to win and the rest of us will be helping and that, a lot of the time, comes down to slipstreaming.





If you're riding along at 25mph on your own, and you're having to push your own air, then it's quite hard. If you've got your teammate in front of you it becomes 30% easier, so that's sort of where the team role mostly comes in.

"We've got 28 in our team. That's because we can run maybe three race programmes at the same time. I've just come back from the Tour of Britain and we had six of us on that race and then another nine guys were racing in the Tour of Spain. A separate team went off to Canada to race there as well."

So, if just one or two riders are selected to give the team a chance to win, who makes the decision regarding who gets chosen?

"The boss! We do have a little say; we give our input about what we'd like to do, and they take that into consideration, but it's ultimately the boss who makes the decision.

"Different riders will suit different races. Like the flatter races are more my thing because I'm a bit heavier, and the mountain races are more suited to the guys who are around the 50-60 kilo mark. So everyone gets their own opportunities and races that suit them.

"During a week long race, one of the individual stages might be a time trial. Then that does become an individual sport because it's just you against the clock: completely different bikes, helmets, kit, everything. Basically, you get a set distance of anything from two miles up to 30 miles normally. Whoever can cover that distance in the least amount of time wins. That's what I won the Commonwealth gold for."



The mention of gold reminds us just how far Alex has progressed in his sport. How did he first come to take up cycling?

"Well, as you know, I've got this condition called haemophilia where my blood doesn't clot properly. I wasn't really allowed to do contact sports in school, so I set about trying to find sports I could do. I was just basically trying everything until I found something I was really good at. My dad and his mates started going mountain biking on the local trails every Thursday night and, when I was eleven, I started joining them. I asked one of the guys, Eric, if I could have a go on one of his road bikes - I think I was 13 at that time. I soon went and did a race, after which they said I was pretty quick, and it just carried on from there. I was doing other sports at the time, sailing, go-karting... Motor racing was what I really wanted to do because my dad

used to race cars, but you almost need more bank balance than talent to do motor racing nowadays. As I was quite gifted on a bike I carried on with that. I was enjoying winning.

"I finished my A-Levels and everything, just in case, and there was talk of university, but the Great Britain Team gave me the opportunity to be on the under-23 team straight out of school, which was full-time and paid enough to live on, so I had an opportunity there that I couldn't pass up. I went straight from school out to Tuscany. I lived out there for three years - well, in Manchester in the winters but Italy in the summers.

"After three years with the Great Britain team, Italy was proving too hilly for me to really excel so I needed to find another





# ALEX DOWSETT



opportunity. Back when he wasn't the villain that he is now, Lance Armstrong had an under-23 development team. I got seventh place in the under-23 world championships then got offered a place on that team. That year I won the under-23 European championships and got a silver medal at the Commonwealth Games in Delhi. That's when I got picked up by Team Sky. I was with them for two years, which was 2011 and 2012, and then joined Movistar in 2013.

"A lot of people questioned that move. I think a lot of people just viewed Sky as the perfect place for a British bike rider but I wasn't being put in the really big races, I was always in the smaller races with the B team. They were always saying to me that they'd like to put me in the big races but that I lacked experience so, to me, it made a lot of sense to go somewhere where they were going to give me that experience, so I moved to Movistar and they put me straight into the Tour of Italy, which is the first big, major tour. I managed to win the time trial there and Bradley Wiggins was second. That kind of proved that the move was a good one. That was nice for everyone who had questioned me!

"Movistar really wanted me and had a plan for me. Yeah, for me it was nice. The other teams were like, 'We'll have Alex, he's a good rider,' but Movistar were like, 'We want Alex and these are the plans we have for him'. I really liked that.

"They delivered on everything they promised. I was meant to ride the Tour de France that year but I picked up a cold which turned



into bronchitis two weeks beforehand, so that ruled me out. Up until that point I was definitely in. It was a shame but, with hindsight, if I had ridden the Tour de France I might have been too tired to win the Commonwealth Games, so every cloud..."

An injury ended Alex's hopes of participation in the London Olympics in 2012.

"Yeah, It was about three months before the Olympics. I spent a good two months in hospital because they had to put a plate in and I picked up an infection similar to MRSA, so I had two months on antibiotics and about four operations and all sorts, which was fun. So that ruled me out of the Games. But that's pretty much standard

bike racing to be honest: it's mostly average or bad days but you never really remember those, you only remember the really good days like the Commonwealth Games.

"It's funny, you know, at the time trial in the Commonwealth Games it was great. I won that and then three days later we had the road race and it was absolutely lashing it down, really cold, horrible circuit and it wasn't something I'd prepared for and I don't think I even made half distance on it, so you come back down to earth with a massive bump after that."





Metaphorical bumps aren't a problem but physical ones are a real hazard to a haemophiliac.

"When I told the doctors that I'd taken up bike racing, they said, 'We'd rather you played chess, but if that's what you really want to do then that's fine'.

"By the time I got into cycling I'd kind of got on top of the haemophilia, I wasn't having so many problems, which was largely down to the amount of swimming I was doing just to keep me really fit and healthy. That, along with the medication I have to take for it, was keeping the haemophilia at bay.

"It's nice because I'm one of the first generation of haemophiliacs on good, synthetic medication. I'm also the first haemophiliac who is competing at this level of a very physical sport. The doctors are actually really wanting me to progress as far as possible in cycling because it's sending out a message to young haemophiliacs and their families that it doesn't actually have to hold you back. It's very easy for the mothers

to wrap their kids up in cotton wool and I think one of the big things for me was how active I was as a youngster. I was doing sports that I was allowed to do, but I did a lot of them. I think that's the reason that my haemophilia is quite manageable, whereas if I had sat inside, done nothing and been really, really careful, then I'd actually have more joint and muscle problems than I've had being really fit and healthy.

"My parents worried massively - mum still does. When I was a kid, the doctors would always tell my parents the worst case scenario, like they said if I broke a bone I'd be in hospital for a month. In 2010 I broke my shoulder blade in Holland and I was back on a static bike in seven days and I was back out on the road in 10 days, and I won the European Championships seven weeks later, so..."

In addition to the knocks and the races, Alex has to cope with a pretty gruelling training regime.

"Sometimes it wears you down but other times it's quite nice because you get to go home. Take this week for example, I've had the Tour of Britain which has been eight really hard days, but now I've got three days at home when I don't really have to

do much training because it's all about recovering from Tour of Britain, so I can kind of enjoy myself a little bit, within reason. No big nights out or anything like that.

"Yesterday my mate was racing a motorbike around Brands Hatch so I could watch that for a bit. Try and lead a normal life for a little while. With me and my mates a lot of that normal life revolves around cars. We all kind of buy and sell cars through my mate's company, which is good fun because we're all really passionate about it. We go go-karting a lot as well. It's great because we're all into different things. One of my mates is building a race-spec, Ford Mustang Fastback which'll be cool, and another couple of the boys are into their Mitsubishi Evos. Yeah, we've all got our own little things going on, which is quite nice. Spend a fair bit of time in Nando's as well."

Alex is serious about his passion for cars.

"Yeah, I have the Lotus and the Mercedes. The Lotus came from the dealer at Silverstone gloss black. I had matt black Batman stickers put on it as well. Then, pretty soon after I took it over to Yiannimize [a top vehicle wrapping specialist in London]. I had an idea of what I wanted, and then Bert and Yianni disagreed with me and told me





# ALEX DOWSETT



what would actually look best! I trusted them and it looks phenomenal now.

"My original idea was grey with bits of bright red or... something. Then I thought maybe orange with bits of black. I wasn't really entirely sure, I had a lot of different ideas. At Yiannimize they actually had a Lamborghini Aventador sat there that they'd wrapped in a very similar colour and they said that would look amazing on the Lotus, so I trusted them and left the car with them for a week. They actually said that, even though the car is tiny, it was one of the hardest cars

they've ever wrapped because all the panels are so big on it. Whereas on a normal car you have the front bumper, the front wings and the bonnet, on the Lotus it's like one big front piece going from one door around to the other door. So, yeah, they said it was a nightmare. But it looks beautiful, so..."

**DOW 553T** is not Alex's first private number plate.

"I've got one that was an 18th birthday present. Mum and Dad wanted to get me something that I could keep for the rest of my life, so they found **N2 ALX**. Everyone



except my sister's got plates. My mum's got her initials, JMD; Dad's got his initials and then on his work van he's got his company initials as well. We've always had plates.

"I think it makes a car a bit more individual. I like having a car that no one else has got. I like having a car that turns heads and a plate adds to the individuality of the car. If I was rolling around in a car that just looked like every other car on the road then it'd annoy me. I had a C63 AMG before the ML and I loved it, it was an absolutely brilliant car, but after having it for half a year loads of them started popping up and it really frustrated me that there were so many. So that's part of the reason I got the ML 63, I barely see any of them on the road. Given the fuel consumption on it, I now know why! I just like the individuality of it and I think a plate really adds to all that.

"**DOW 553T** couldn't be more perfect. It's difficult to find something that spells exactly what you want it to spell without compromising. It's incredible to have something that'll really stand out. There's not going to be any hiding, that's for sure! Everyone's quite envious."

*Interview: Angela Banh*

*Story: Rick Cadger*

*Photography: Stan Thompson*



## Little Bleeders

Haemophilia is a group of hereditary genetic disorders that impair the body's ability to control blood clotting or coagulation, which is used to stop bleeding when a blood vessel is broken.

Alex is probably the only athlete competing on the world stage with this condition and his story is inspirational.

For more information, please visit [www.littlebleeders.com](http://www.littlebleeders.com)









## Clockwork

Gary Stuart and his partner, Chrystall, live about 40 miles north of Aberdeen, where Gary is the Technical Director at Northern Offshore. The job keeps him and his team busy as the company operates offshore exploration drilling rigs worldwide.

“I have the registration **GSU 432**, which I bought back in 1987(-ish),” says Stuart, “but, as I don’t have a middle name, I had always wanted a number with just my two initials.

“I was planning on changing my BMW X5 for a new Range Rover, so I decided it was time to look for a number. This turned out to be very easy; I searched Regtransfers, found **5000 GS**, put in an offer, which was accepted that day, and the transaction went like clockwork.”

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





# Building on Success

Ashley Gill bought his first business at the tender age of 12. As a lad in Whitehaven, Cumbria, young Ashley borrowed £25 from his mother to secure a paper round serving about 6000 people. The entrepreneurial streak ran through the Gill family: Ashley's father was a joiner, builder and undertaker, while his mother had her own hairdressing business.

Ashley learned basic principles on the job, buying the papers direct from the wholesalers and then selling at a profit. He soon had a pretty good idea of how the world worked. Academically, Ashley enjoyed success in some subjects more than others.

"I was top of the class in maths and technical drawing, but near the bottom in English," he recalls. "They wanted me to go to the grammar school and work towards becoming an architect, but when they said I'd need A-Level English I kicked that idea into touch."

Ashley left school at the age of 15 and started serving his time as a joiner. The following year he sold his newspaper business to his brother. When he had fully served his joinery apprenticeship, Ashley went to Holland to work for two years. The plan was to save up money so that he and his then fiancée, Linda, could get married and build their first house so, while he was in Holland, Ashley spent most of his time living in a tent to cut costs.

That first house was built in 12 months as a part time project while Ashley worked for another construction company. The Gills eventually built and lived in three different houses on the same crescent.

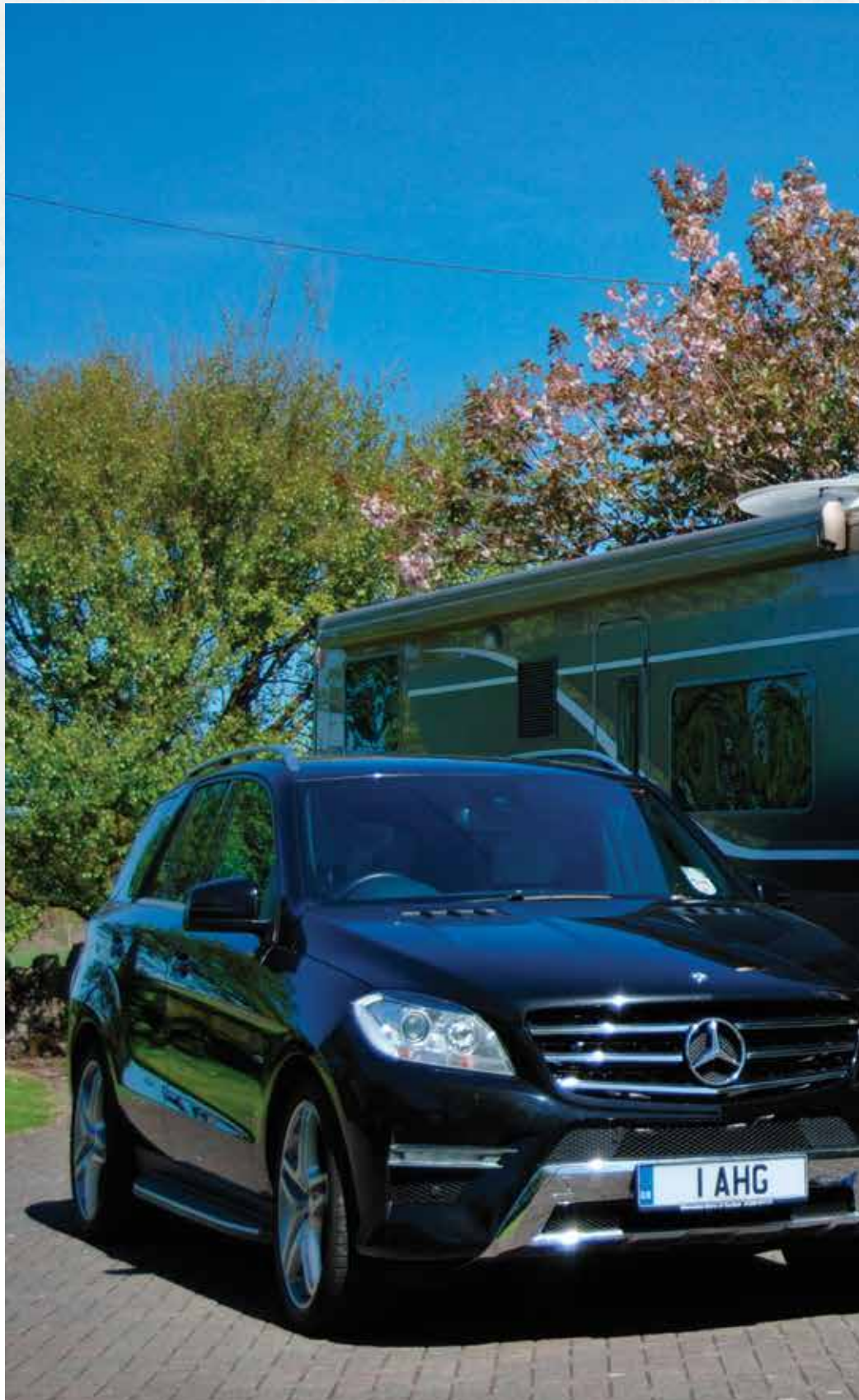
"After building a new vicarage for the church, I bought the old one to renovate. Linda and I and our three children have lived in it for the last 27 years."

In 1978, Ashley and his brother, Neville started their own building firm, Gill Brothers.

Despite some hard times during recessions and times of austerity, the company is still going strong today.

"I bought my first private number plate, **AHG 900**, from Regtransfers," Ashley says. "I had that until 1988 when **1 AHG** became

available, also from Regtransfers. I was able to purchased the number in a part exchange deal for £8500. At the time it was a lot of money and I can remember my accountant asking me how much I had spent on the number; he couldn't believe it! I told him it would be all right and now, some 27 years on,





my purchase looks like a good one. The other version, **AHG 1**, has just been up for sale for £40k.

“I have always loved my Mercs and, looking back on how much I have lost on my cars over the years, what a great investment

I made in my number plate, which I’m sure has steadily increased in value, unlike my cars. Two years ago I bought **L1 AHG** from Regtransfers and put it on our German motor home. It looks great side by side with our Mercedes ML 350 AMG.

“We’ve enjoyed having these number plates on our vehicles but, with regret, we have to sell them because we are retiring to Australia and can’t take them with us.”





# "A very special number plate for a very special car."



John Greenslade is very proud of his Mercedes Benz McLaren SLR 722 Edition.

"It is a true GT," says John, "jointly developed by Mercedes Benz and McLaren, and was limited to 150 cars worldwide. The car was conceived to pay homage to the 300 SLR and celebrate Sir Stirling Moss's win at the 1955 Millie Miglia.

"Recently, the car was a guest at the Vmax200 event Hypermax II, which saw the 722 reach 200mph in a mile run down Bruntingthorpe runway, before setting off to

be a guest at the Mercedes Benz factory in Stuttgart. While at Mercedes Benz, we were fortunate enough to meet Sir Stirling Moss at the SLR club event.

"The Mercedes won Best in Class for Supercar in the 'Show of Shows' at Penshurst Place, where I committed to taking a few cars to the 'Wings and Wheels' event at Dunsford and, later in the year, to an event for The Children's Trust for children with brain injuries. This is where individuals will be able to pay to ride in a supercar with the proceeds going to the charity.

"Often, in the evenings when the family are watching the soaps, I scan the Regtransfers

site for registration plates. I previously purchased **3 JG** for an Aston Martin Vanquish S, **39 X** for a Range Rover Autobiography, and **77 NLE** for a Maserati Grand Turismo. I'm an avid petrol head and lover of exotic cars and I feel that the number plate is just as important. The number plate **722 GT** was a fantastic opportunity and I thank the team at Regtransfers for assisting in the purchase of a very special number plate for a very special car."

John has recently opened a prestige vehicle storage facility, Belfort Car Storage, outside Tunbridge Wells in Kent. He says, "I'm hoping I don't fill it up with my own vehicles."



John Greenslade meets Stirling Moss









# As simple as that

As a child growing up in Berkshire, Alex Mayer had a very happy life, surrounded by a very loving family. However, at the age of 14, that world fell apart when his mother, Julie, died after a battle with cancer of the oesophagus. The family became closer than ever and Alex promised himself that, whatever he did with his life, he would make his mum proud.

At the age of 17, Alex planned to become a carpenter's apprentice, but that didn't work out and he opted to train as a plumber instead.

"As a keen swimmer, I thought to myself, What do I like? Water. I'll do plumbing! It was as simple as that, but I never looked back."

After a few years working with a variety of companies - some less than reputable - Alex decided it was time to start working towards something more worthwhile so, in February 2013, he set up his own business.

Julie Jane Ltd (Boiler Servicing 24-7), operating out of Ascot and Windsor, was named after Alex's mother. The company and its reliable staff are focused upon





delivering excellent of service to their customers. They take pride in their work and in the vehicles they use in it.

As an additional tribute to Alex's mum, all six vans (and a seventh in the pipeline) display number plates featuring her initials, JJM.

"I don't think I know a family that cancer hasn't affected." says Alex. "In fact my dad

fought, and won, his own battle with prostate cancer in the same year that I founded the business."

Each van now also carries the Cancer Research UK, logo and the company makes a monthly donation to the charity. Donations are made through the JustGiving website, which also allows customers and other members of the

general public to add their own contributions.

[www.justgiving.com/JulieJaneLtd](http://www.justgiving.com/JulieJaneLtd)

[www.boilerservicing24-7.com](http://www.boilerservicing24-7.com)





# MAIL

## Individuality

I have just bought a nice new (well, new to me) BMW, and I had just got a PPI refund cheque, so I thought I would treat myself and give the car some individuality.

I have a BMW S1000RR superbike that I use to go to MotoGP events in Europe and I know how well built that is, so I knew the car would be the same quality. I just needed a nice plate to finish off the looks of the car.

Now I have the plate on the car it transforms it. I may well be looking for a plate for the bike some time.

**Kevin J Serrell**  
Derbyshire



### What's the story?

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

## Swiss Vans

The number plate **SWII SSS** was an easy choice for me, not only was it my nickname as a youngster, but it is also the name of my company, Swiss Vans. We have received a lot of attention from Volkswagen enthusiasts on social media sites because of my van and it doesn't seem to stop there.

My role as the company director requires me to travel to lots of different locations all across the country, I can nearly always guarantee someone will give me a 'beep' or a wave.

Swiss Vans specialise in selling Volkswagen vans so the number plate was, and still is the perfect tool to promote what we do.

'Swiss' is a word that people associate with quality and value. The brand name originated from that sort of thinking and quickly developed in to the number one van dealer in the UK.

**Ian Hill**

Glamorgan

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







## “Wye, aye!”

W Hillerby and Son of Tyne and Wear was founded in 1930 on the belief that the customers' needs are of the utmost importance. As a result, a high percentage of the business is from repeat customers and referrals.

We do both private and local authority roofing contracts of all types and give a 10 year guarantee which is superior to most roofing firms.

As Benjamin Franklin is quoted in our email footer, “The bitterness of poor quality work remains long after the sweetness of a cheap price is forgotten.

The company van's number plate, which was purchased through Regtransfers, represents a subtle and amusing nod to my Geordie heritage:

Because the number one and a capital 'I' are exactly the same characters on a number plate, 'Y1' can be read as 'YI', or 'Wye aye' - Geordie for 'Yes, of course'.

So its **Y1 WHR** - 'Wye, aye, W Hillerby Roofing'

**Bill Hillerby**  
Tyne and Wear

## Recognised

As an estate agent for Walker Jarvis in Gravesend, I am always aware of the importance of getting customers to remember my name when I carry out a valuation or viewing.

Because my dad has always had personal plates and people recognised him by them, I asked to buy his **R66 GMC** plate - which is both our initials. But before I bought it, I had a look on the Regtransfers website and found **G3 RDX**, which I thought suited the bill perfectly.

Now I *do* get recognised and people really like it and comment on it. It's a great ice-breaker when I introduce myself by name and they reply, "yes I know, it's on your car."

**Gerard McClinton**  
Gravesend







## Golden Opportunity

When Dennis A Hall and his wife, Dot, celebrated their 50th wedding anniversary, Dennis found it quite difficult to decide on a suitable gift for Dot.

“For our Silver Wedding we had dinner with friends and family at the Crown Plaza, a french restaurant in Manchester. When Dot’s meal was served, her plate carried a box containing a diamond and sapphire eternity ring. The following day we flew to Malta, where I had arranged for us to re-take our marriage vows. Upon return to Manchester we drove to a Ford garage where, Dot thought, we were to view a newly launched Fiesta. What she didn’t know was that I had arranged for one of the new range to be re-sprayed so the bottom half was silver, as I was unable to get a silver model in time. The car was handed over to Dot, which caused both tears and smiles. Who said romance was dead?”

As you can appreciate, that was a pretty hard act to follow and, for a while, Dennis worried that it might be impossible to come up with something suitable to do justice to the importance of his and Dot’s Golden Wedding.

“However, it suddenly struck me that I could get Dot a personal plate for her car: one that embraced her first name and her surname. The result was **HA11 DOT**, which she was delighted with. Our three daughters, Samantha, Melissa and Imogen have all

agreed to retain this plate even after we have passed to the big car park in the sky.

“Previously we owned **H4 LLX** but, unfortunately, the police were not too pleased with the way the plate was configured [*the character spacing was not as required by regulations - Ed*]. We also had **88 DOT** for which we received an offer we could not refuse. Prior to my retirement I was a director with a household name toiletries com-

pany and the registration on my company car was **V 1001** which reflected the fact that the organisation manufactured 1001 carpet cleaner.”

In an attempt to match **HA11 DOT** Dennis tried to acquire HA11 DEN but discovered that it was already allocated.

“The next milestone will be my 80th birthday, so I suppose I should be on the lookout for DEN 80 or OLD 50D!”





# Regwise newsletter

For the latest news and articles  
and to subscribe to our online  
newsletter, please visit  
[www.regtransfers.co.uk/news](http://www.regtransfers.co.uk/news)



## Good Lord!

Two divine registrations were sold during a government-sponsored auction at The Casa Hotel, Chesterfield: KR15 HNA (Krishna) raised a spectacular £233,360 whilst KR15 HAN

(Krishan) went for £98,576.

KR15 HNA earns the distinction of attracting the highest price ever paid at auction for a 'new-style' registration. The current format of a two-letter code [indicating the place of issue], a date identifier [currently '15' for 2015] and three further random letters, was introduced in 2001. With seven characters to play with, the new plates present enormous possibilities to represent names or words.

The 'KR' registrations were issued earlier this year ['15'] by the Northampton licensing authority.

Other respectable prices achieved at the three-day auction included:

- 458 S £90,800
- 993 S £33,776
- TR15 TAN [Tristan] £32,480
- LE15 URE [Leisure] £29,240
- 1 VVS £26,129
- 42 EEM £22,760
- 888 O £19,649
- 918 PS £19,520

[Prices include fees and taxes]



## Plate Raises Cash for Nepal

The proprietors of a New Zealand hotel have purchased an iconic plate by way of a generous charitable donation.

The registration 'SIR EDH' was issued in honour of the intrepid New Zealand mountaineer Sir Edmund Hillary who, together with his Nepalese guide, Tenzing Norgay, became the first climbers to reach the summit of Mount Everest, the Earth's highest mountain in 1953.

The Hermitage Hotel in Mount Cook National Park has strong ties with Nepal and when general manager Leigh Stock discovered that 'SIR EDH' was being advertised on an internet auction site, he felt it would be an ideal way to contribute to the Nepal earthquake disaster appeal.

The hotel's last-minute winning bid, equal to nearly £15,000, will go to the Himalayan Trust Rebuild Appeal.



## Tyger in the Past

Our recent magazine cover star Tyger Drew-Honey, together with comedian

Alistair McGowan, ex-athlete Colin Jackson, former MP Anne Widdecombe, presenter Miquita Oliver and actress Zoe Lucker, has just spent four days working in four gruelling environments - from a workhouse to a Victorian rubbish tip complete with rats and rotting meat - for a new BBC 'hard-core' history TV show.

*24 Hours in the Past* requires the participants to eat, sleep, dress and work to match the period, to find out what life was really like for Victorian workers. "Viewers will get up close and personal with what it was like to be poor in Victorian Britain as six famous faces travel back in time," said programme controller Charlotte Moore.

Tyger was delighted with his H12 TYG ('Hi' to Tyg) plate. Go online to read our interview with Tyger and watch the exclusive video.



## 'R' Jim, lad!

Why are pirates called 'pirates'? Because they aaargh! And why are the new 'R' plates so good? Similarly, because they are.

Spring is here and thousands of previously unavailable prefix numbers have been released. The 'R' registrations were introduced in 1997 but some combinations were held back. They are now available to purchase for the first time.

Here are the newly available prefixes:

R21, R23, R24, R25, R26, R27, R28, R29, R31, R121, R123, R321

Purchasing through Regtransfers gives you the best chance of securing your perfect plate. Thousands of complementary initials and three-letter

names will be up for grabs so take this opportunity to search online or call us now to find something special.



## Barrow Plate May Be Sold

Like many local councils, Barrow has been forced to save money

following drastic cuts in government funding. So, the lease on the mayor's diesel Ford Mondeo faces the chop. With it, will also have to go its historic AEO 1 number plate.

The registration, which dates back to 1952, will have no home without the mayoral vehicle. Council Leader Dave Pidduck says, "Many years ago, I remember somebody wanted to purchase it and we said 'no, it belongs to the borough'. Obviously, that's something, as a council, we would have to look at."



## No Fool

Tianna Marsh from Auckland, New Zealand called the bluff of a car showroom advertising an April Fools' Day Special. A newspaper advert offered a brand

new BMW to the first person to claim the prize.

Naturally, most people thought it was a prank and ignored it. Not so Tianna, though. She turned up and was rewarded, as promised, by the top of the range car complete with the most appropriate number plate, 'NOFOOL'



## Malaysia

The Ringgit is the currency of Malaysia and is generally represented by the letters 'RM'. So,

naturally that makes a great combination for a Malaysian number plate.

So much so that, at a recent government-sponsored auction, over 6000 bidders fought to get their hands on a series of 'RM' plates. The most popular was RM 7 which attracted a sale price equivalent to about £54,000.

Probably the most sought-after RM plate is, of course, RM 1 but this has already been snapped up by a luminary with the impressive title of the Raja of Perlis, Tuanku Syed Sirajuddin Putra Jamalullail.

[www.regtransfers.co.uk/news](http://www.regtransfers.co.uk/news)



# The World of Personal Number Plates Regtransfers

