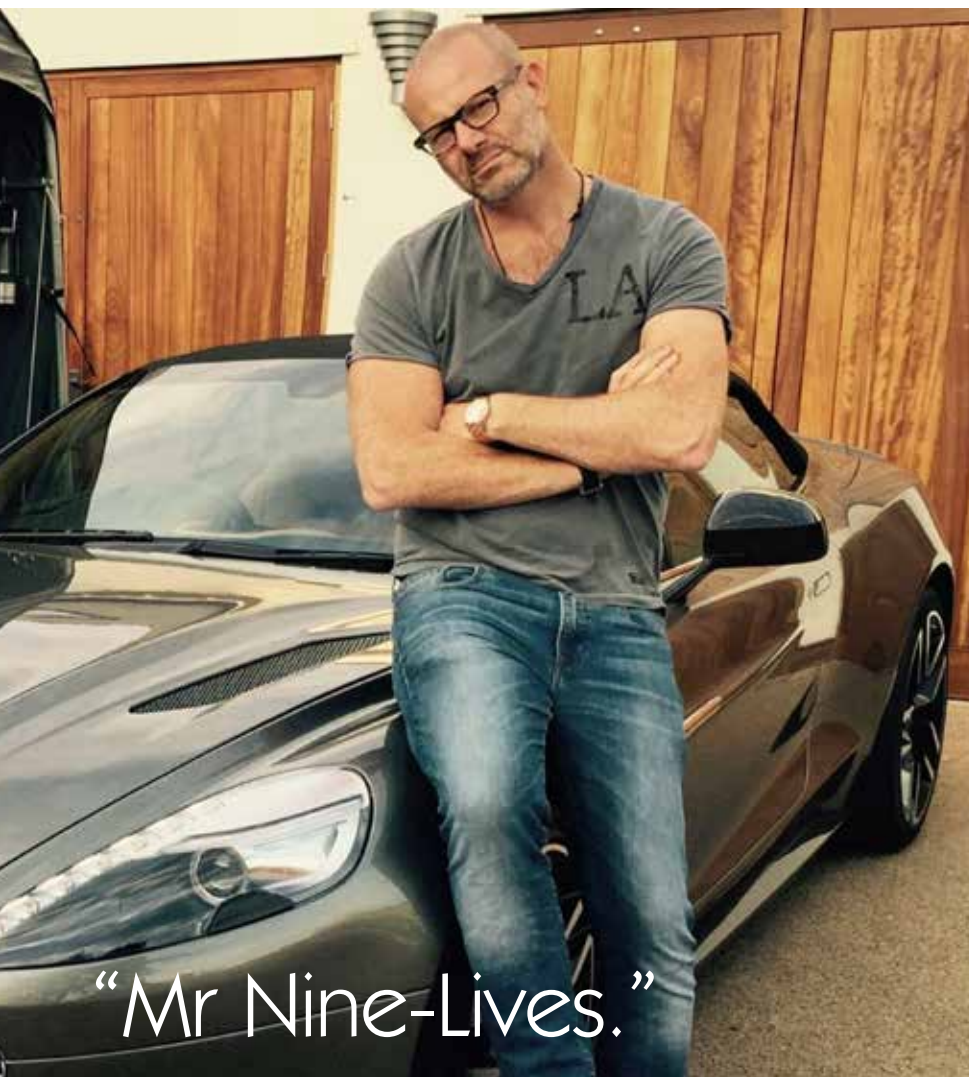


The World of Personal Number Plates Issue 41

Regtransfers



Tom Hartley Jnr



“Mr Nine-Lives.”

Simon Stevens, from Bishop’s Stortford in Hertfordshire, has acquired the nickname ‘Mr Nine-Lives’ among friends. In 2008 he was diagnosed with testicular cancer. Simon fought back and, after surgery and some months of gruelling chemotherapy treatment, he beat his illness and began a return to health. Just two years later, on his way to hospital for what had become one of his then regular blood tests, a careless driver knocked Simon off of his 1,000cc Honda SP1 motorcycle. This near-fatal accident left him in a coma, fighting for his life once again.

In 2011 Simon decided to sell the majority stake in his successful marketing communications business, Symbian Create, which he had built-up from scratch over the previous 15 years. He was determined to take the long break he so badly needed after a period that had been physically and emotionally exhausting.

Simon who is married to Tanya with whom he has two sons, Jacob (12) and Reuben (8), told us: “You just sometimes get to the point in your life when things can suddenly change in priority and the importance of spending more time with your family shoots right to the top of the tree. Everything else simply fades into the background.”

“I recently heard a friend say that you don’t often get people on their deathbed saying,

‘I wish I had spent more time in the office’. That really got me thinking.”

Having worked hard and having been reasonably fortunate in his career, Simon had previously owned a number of supercars and with them, personalised registration numbers.

“While the cars often depreciated in value over the years, the plates have steadily increased and have become a significantly worthwhile investment,” Simon told us.

That astute observation, coupled with a zest for life that may only be experienced by someone who has been forced to starkly confront their mortality twice in rapid succession, contributed to Simon’s decision to treat himself to a very special number plate.

“When the reg number SS 2 came onto the market, I knew I had to buy it even though it was way above what I would really consider as a sensible investment from my perspective. In my early days as a sales rep in the printing industry, back in the early ‘90s, I remember seeing SS 1 on a Bentley in north-west London and thinking, I’ll never ever be able to afford that. Then, around 25 years later, the next best number came onto the market.”

Having had a couple of exceptionally dramatic reminders that one only lives once, and after much deliberation, Simon decided to bite the bullet and acquire the number. “I had sold two of my businesses a few years

earlier, and had gathered enough money together to buy the number.”

SS 2 is now proudly displayed on one of Simon’s numerous cars, an Aston Martin Vanquish Volante. The plate was first registered in 1904 and so is technically an antique and, Simon tells us, has a significant long-term investment value.

“I think you’ll agree that it sets the Aston off perfectly,” says Simon.

At the same time, the plate 1 TVS also became available and, as those are Tanya’s initials, Simon decided to acquire that number plate too. Like SS 2, 1 TVS is assigned to an Aston Martin Vanquish.

Simon has a real passion for cars and, coming from the print and graphic design industry, he has the perfectionist’s eye for detail. To him it seemed natural to combine that love of cars with those professional traits and skills, so he formed a new company, SecondSkin PPF Ltd, which applies self-healing paint protection film to cars. PPF provides the original paintwork with a buffer against the elements and offers protection from bird mess, light scratches and stone-chip impacts.

“It means that you don’t have to keep getting your car resprayed,” Simon said. “It helps keep the car in its original condition which, with many cars these days, can often add significantly to the resale value.”

Having previously been very dissatisfied with the workmanship he had experienced at various Aston Martin and Porsche main dealers, Simon wanted to take the industry to a new level and do things properly. Simon acquired a 7,000 square-foot freehold unit in Takeley, Bishop’s Stortford, adjacent to London Stansted Airport. The premises sits about halfway between London and Cambridge with easy rail and road access. This accessibility, and the company’s growing reputation, ensures a steady stream of Lamborghinis, Ferraris, Porsches and almost every other supercar brand you can imagine, as owners beat an eager path to ensure that their cars retain their pristine beauty.

Trust and confidence are essential factors when it comes to reassuring the owners of such exclusive and valuable vehicles, and Simon has been able to win the trust of a grateful clientele. “Many of our clients drive the car to us then fly off on holiday so we can store it safely indoors. Others simply get the train home and leave the car with us to work on,” Simon said.

If you’d like to know how Simon and his company can help you keep your beloved car looking brand new, he may be contacted by email at info@secondskinppf.co.uk or by telephone on 01279 271 122.



SECOND SKIN PPF
ULTIMATE SELF-HEALING PAINT PROTECTION FILM



“Your sales advisers Jemma and Rachael, made the whole experience a real pleasure and kept me very well informed at every stage of the process.”





Investment manager Peter Kyriacou, from North London, works for Beaufort Securities and specialises in high net worth individuals on investment in the stock market's blue chip FTSE 100 - 350 companies.

Peter is a big Arsenal fan and loves cars but says that the real enthusiast in the family is his grandfather. "He has always

liked his cars and inspired us to also." It is fitting, therefore, that Peter has dedicated his 48 P plate to him. The '48' represents his grandfather's year of birth, 1948, and the 'P' his name, also 'Peter'.

Peter, a Greek Cypriot by birth, also has the registration P2 CYP - which he is in the process of selling through Regtransfers.



48 P was originally issued by Surrey County Council in 1913.

BEAUFORT



TOM HARTLEY JNR

EXQUISITE CLASSIC & PERFORMANCE CARS

The name Tom Hartley is well known in the automotive industry and to fans of luxury and performance cars. It is also very familiar to regular readers of *The World of Personal Number Plates*: in issue 15 of the magazine we featured the Hartley family business. At that time, we reported the vital role played by Tom Hartley Jnr in the development of the business. It was obvious then that the elder Hartley son was invested with a drive and focus similar to that which had made his father so successful.

Tom Hartley Jnr's decision to leave the family firm in 2014 to launch his own exclusive supercar dealership will have surprised many who had been in awe of the combined talents of Toms Snr and Jnr and younger son Carl. Other commentators considered Tom Hartley Jnr's amicable departure to be inevitable. The simple fact was that he had his own vision that he could only fully pursue independently. Tom Snr has subsequently expressed his pride in the achievements of both sons (Carl now runs the original family business with his father). Upon Tom Jnr's departure, his father tweeted to wish him well, adding the hashtag #unique&amazingbusinessman.

"I left school at 11 years old to work in my father's car business," Tom Hartley Jnr says. "This was, maybe, an early apprenticeship but the best foundation I could have ever asked for and for which I'm very grateful to my parents. I worked every day and by the time I was 16 I had a 50% share in the business. The business grew each year but after 20 years of being involved I wanted a fresh challenge: a car business that purely concentrated on the

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“The most important car I’ve sold to date was a very special Ferrari 250 TR, a car with exceptional history and the only unrestored example there is.”



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greatest cars in the world, not just highly sought-after sports cars.”

The new venture hasn't dragged its heels. 2016 turnover was in excess of £100m and the company has purchased a 15,000 square-foot premises where its stock of elite supercars will be displayed in a manner that Tom describes as "museum-like". When one considers the rarity of some of the vehicles concerned, presenting them in any other manner becomes almost unthinkable. To illustrate the point, one of Tom Hartley Jnr's standout sales of 2016 was a 1968 Ferrari 275 NART Spyder: one of only 10 ever built.

"In addition to buying and selling great examples, we are one of the very few dealers worldwide who will buy cars for inventory and will then, when required, carry out a two-year restoration before offering them for sale," says Tom. "At any one time we will have £7m to £10m of cars





in restoration. Obviously, this ties up a lot of cash flow but the experience gained by going through the process is very beneficial and seeing the transformation is very satisfying.”

Enthusiasm and excitement play as big a role as satisfaction in powering the Hartley enterprise forward. “I work every hour I’m awake. I’m very driven and addicted to business. I think a lot of this drive comes from the fact that I love the cars I deal in. I love the stories classic cars can tell, the people they have seen, the places they have been. A classic car is a tapestry into which threads of history have been woven. I once bought a very special Ferrari that most Ferrari historians didn’t know existed. In fact, the find caused Ferrari to call a

committee meeting to discuss the car. This was a very important vehicle that had been tucked away under the same ownership for 50 years. It felt like a real coup to be the man who prised it free and reintroduced it to the world.

“My own favourite car is a McLaren F1 but the most important car I’ve sold to date was a very special Ferrari 250 TR, a car with exceptional history and the only unrestored example left in existence. It was the most expensive car in the world when I sold it in 2013.”

As a businessman, Tom naturally has an eye on the financial bottom line but he doesn’t measure his success solely by the impressive figures on a balance sheet: “I love doing deals. The profit is nice but it’s

“One of the great perks of the business I’m in is the people I get to meet and the places I go while visiting clients and participating in some of the great car events.”

not what really motivates me. I like doing deals that others can’t.”

And when asked to summarise the biggest achievement of his life and career to date? “To marry the right woman and to have the two greatest kids I could have ever wished for. My daughter, Olivia, is super bright and I know that she will be very successful at whatever she may choose to do. My son, Tom, recently said to me out of the blue, ‘I want to sell cars with you when I get older, Dad.’ I remember saying a similar thing to my dad. I used to watch him speak

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with clients and absorb everything I could from him, which has served me well. I hope I can pass on something like that to my son. It would give me great pleasure to see him be successful in the same business. My kids make me proud every single day and I'm delighted to say that my wife, Charlene, is expecting another baby in June."

Tom loves the lifestyle that comes with his work. "One of the great perks of the business I'm in is the people I get to meet and the places I go while visiting clients and participating in some of the great car events. In 2017 I'll be visiting Villa d'Este for the annual concours in May, Pebble Beach for the concours and car auctions in August and then Hampton Court for the exclusive concours in the Royal Household in September, to name just a few."

Tom Hartley Jnr is a great ambassador for private car registrations. Like many of the other top business people we speak to,

“Registrations complete cars. A great car looks so much better with a good registration.”

Tom considers a cherished number plate to be as serious an investment as it is an enjoyable finishing touch to a fine car.

"Registrations complete cars. A great car looks so much better with a good registration but I only keep plates that mean something to me; otherwise, as Regtransfers will testify, I'm happy to sell when a good offer comes along.

"At the moment I have TH 4, as I am the fourth Tom Hartley in a row. I also have 1 THJ, which I bought for my son when he was born. I bought that through Regtransfers, of course! Over the years I've had other great plates including: G 1, X 1, E 1, 5 G, 6 G and GG 1. I also like to buy car-related plates: recently I bought 250 TDF, the ultimate plate for a Ferrari 250 Tour de France.

"My plate purchases are split into three categories: there are the personal plates, which will never be for sale; there are plates that are car-related, which I'll sometimes pair with the cars; then there are the great plates that I'll speculate with, as I think the value of the very best plates will continue to grow.

"Regtransfers are the best. Over the years I've done deals with other plate

“Regtransfers are the best. Over the years I've done deals with other plate dealers but, unfortunately, too often they're opportunists.”

dealers but, unfortunately, too often they're opportunists who are looking to secure a sale and they inevitably let a client down. I see this in my own business with car brokers all the time and it frustrates me. People get an unrivalled service when dealing with my business and the product supplied is second to none. All my customers have to do is make their payment; we ensure that everything else is taken care of for them. They know the value I put on my reputation. If I say a deal is done, then it's done!

"Once a client has experienced dealing with my business they won't want to go elsewhere. That's how I feel about Regtransfers."

www.tomhartleyjnr.com



A natural progression

Employment lawyer Fiona Mendel reckons that her interest in personalised number plates was instilled by her father, Tony Sidnick. "It is his influence," she says. "He originally bought his number plates as an investment. His car displays TON 1 and my mother, Anne, has 7 ANN on hers. He bought DS 7 for my brother Darren several years ago, although my brother has never shown quite the enthusiasm for number plates as my father.

"Dad can never bring himself to sell his plates as he grows so fond of them. Despite numerous offers from would-be buyers, he gets too much pleasure out of them to ever sell.

"My husband David is the opposite to my father. He is passionate about cars and can provide detailed explanations of working parts of the car that I never knew even existed but his interest in personalised plates was virtually nothing. He certainly didn't share my father's passion, so you can imagine my surprise and absolute delight when David gave me a personalised number plate, 30 FM, for my 30th birthday. He thought it was a brilliant idea for a birthday present but I still secretly suspect that he simply wanted to hide the age of our rather dated Saab!

"My father and my husband are now great friends and Dad obviously won David over about taking pride in interesting number

plates. It was a natural progression that my husband and I decided to look for some interesting number plates for our three children: twins Leo and Max, who have just turned seven, and Amy who is four years old. We were delighted to find LEO 8 and Leo was over the moon when he saw it on our car. He now calls it 'my car' and asks us to be very careful when driving it. Now, of course, we are looking out for equally appropriate number plates for Max and Amy!"



LEO 8 was issued around 1963 by Barrow in Furness Council.



Quest

"I have been fascinated by personalised number plates since I was very young," says Gerry Ward, who grew up in Clydebank, near Glasgow.

Gerry recalls that, as a child, he read about a matching his-and-hers set of private number plates owned by Conservative MP Sir Gerald Nabarro and his wife, Lady Nabarro. Sir Gerald's number plate was NAB 1 (and at the time of writing could be seen in a photograph appearing in the Wikipedia entry for Gerald Nabarro), while Lady Nabarro's was NAB 2. "Since seeing that when I was 10, I've had a strong interest in personalised number plates for sale," Gerry says, "especially those with my own initials, GMW."

That interest led Gerry on a quest to find his own private registration. "I purchased A17 GMW as my first personalised plate and still own that number now. The cost was £80, I believe. A17 GMW has been on quite a few cars since that time, including a Mercedes E280 Auto Petrol Saloon, which I had collected personally from Stuttgart, driving it back on German plates and handing it over to County Garage in Cheltenham to receive its UK plates. 7 GMW followed in 2009 when I bought a new Jaguar XKR 5-litre cabriolet. A year later came 6 GMW, which was purchased around the same time and was transferred onto a new Range Rover Sport HSE."

In 2015, Gerry had expressed an interest in a GMW number that he missed out on while he was away on holiday. However, discussions with Regtransfers in September of that year culminated in Gerry acquiring the best possible personal registration for his initials, GMW 1. Numbers with the GMW code were issued in Wiltshire from 1950 and Gerry's GMW 1 number is recorded as being owned in 1952 by Donald Healey of Austin-Healey fame. Mr Healey displayed the car on an Alvis 3000 motor car.

“I am delighted with the purchase.

"I bought GMW 1 specifically to go onto a brand-new Mercedes S-Class 350 L. I am delighted with the purchase, says Gerry, grandfather to Mary-anne, Amelia, Thomas, Austin, Rupert, Molly, Martha, Betsy and Otis. "Some of my grandchildren love travelling in the Mercedes, while the others seem to prefer the Jag XKR with the roof down. My wife, Mary, is not such a big fan of cars but she knows how much the cars and personal plates mean to me. Mary has her beloved VW Golf and her own private plate, MR56 MRW, which we bought for her birthday in 2006."





Interesting History





Ryan Younger started his Innotech Consultancy business in 2006. "We are now focusing on the emergent technologies of Virtual Reality and Augmented Reality apps and games," he told Regtransfers.



"I bought my 1 CPU registration as I have worked in the IT industry for nearly 20 years. CPU stands for

Central Processing Unit, which is the main processor inside a computer. It was also the only single number, prefix CPU plate I could find.

"This plate has an interesting history. In the past it was owned by Rob 'Lonman' Kenworthy, one of the most extreme Gumball 3000 drivers to date.

The Gumball 3000 is an annual British 3,000-mile international celebrity motor rally which takes place on public roads. It was started in 1999 by Maximillion Cooper, with the idea to combine cars, music, fashion and entertainment. - Source: Wikipedia

There are a number of videos of him in his Porsche 996 GT2 displaying the 1 CPU plate. As I am a Porsche enthusiast, uncovering this piece of the registration's history in the course of my research made it even more interesting to me. I bought through Regtransfers, so thanks!"

www.innotechconsultancy.com



Nothing Else Would Do

With provisional licence in hand, the car standing taxed and insured in the yard outside, Alwyn Williams waited impatiently for the clock to strike midnight on September 7, 1991.

Finally, the hour had come and he and his mum, Menna, ran out to the car, in the dark, for him to go for his first drive on the roads.

The self-confessed car nut had already passed his tractor licence aged 16, so had some driving experience but still couldn't wait to get behind the wheel of a car.

"It was something we had been talking about doing for months," he recalls. "I can't explain how exciting it was to finally be doing it after all that time."

The pair travelled 15 miles to the next town and back, getting home at around 1am with Alwyn buzzing from his experience. Two days and just one lesson later, he took his test and flew through it.

"I'd picked up my first car, a 1985 1.6 diesel Ford Orion, on the Friday, and was legal on the roads on Monday," he says.

The transport planner from near Stoke-on-Trent admits he has had a fascination with cars from the minute he could push a toy car around the living room as a toddler.

"I had other typical boys' toys, trucks and the like," he said. "But it was always the cars I went back to and I couldn't wait to start having my own cars."

For his next vehicle, Alwyn stayed with Ford, moving to a 1.8 diesel Escort and then to 1.9 turbo diesel Peugeot 306.

"I had better jobs after that, and could afford new cars," he says, "and at the age of 25 I drove off the forecourt in my first brand new car – a red Peugeot 306. It was an amazing feeling. I bought it from a town centre showroom in Birkenhead, and as I drove off the forecourt, everyone was looking at my car. It was just brilliant."

Two years later, Alwyn bought his first Volkswagen. "I bought a black VW Golf, which was the most expensive car I could afford at the time," he says. "It was a 1.9 turbo diesel and I loved it. I've never owned a petrol car – mainly because of fuel economy, and even now I still always go for diesel."

But it was his next Golf which will always hold a special place in Alwyn's heart.

The car, which he describes as "just awesome", was a black GTiD in the new shape, top of the range, at a time when there were very few around.

"I loved driving it, I just felt so proud," he said. "It nearly broke my heart when, two

years later, due to family commitments, I had to swap it for a sensible, practical Peugeot 307. Even the salesman was sympathetic about what I'd had to do.

"I still hanker after that Golf, even now, and when I see one I just have to stare."

As the father of two young boys, Alwyn had to leave his petrol-head ways behind for a few years, opting for more appropriate family vehicles but by 2010, his children were older and there was no need to cram pushchairs, car seats and other baby paraphernalia into the car. His hobby resurfaced again – in style.

"I bought a Renault Clio GT in blue, with a 2-litre turbo diesel engine that was chipped to 194 bhp," he says. "It had all the extras, upgraded alloys, body pack, everything. It was three months old and had been a demo model. I had to drive to Glasgow to fetch it but it was worth every minute."

As a top of the range model, Alwyn's Clio had been used by Renault for marketing purposes, and every so often he would see his car pop up in TV adverts. "That was an amazing feeling," he says. "I used to love the fact that my car was on the telly – it gave me such a buzz."

The 41-year-old freely admits he is one of the shyest people one could meet; so why does he want the fastest, smartest and most unusual car on the road?

"People look at my car, not at me," he says simply. "I hate being looked at but I

“I purchased the number plate from Regtransfers. I saw it on a Saturday, put in an offer on Sunday and it was accepted on Monday. A brilliant stress free transaction.”

love people looking at my cars, and that's why I wanted a personal plate."

Following the GT, Alwyn chose another Clio, again an ex-demo with all the extras and, as a 40th birthday present to himself, he bought himself the plate ALW 560.

"I'd always wanted a personal plate," he says. "I had been left some money and I wanted to spend it on something that would last. I saw the plate as an investment and I spent ages looking for exactly the right one. I wanted the letters first, then the numbers, and I wanted it to end in either a zero or a five – nothing else would do."

"I purchased the number plate from Regtransfers. I saw it on a Saturday, put in an offer on Sunday and it was accepted on Monday. A brilliant stress free transaction."

Alwyn continues to change his cars. Since the Clio he has had a BMW and his current Mercedes, but it looks as if his personalised number plate will be a constant, even as the cars themselves come and go. For the moment, at least.





A good impression

Decades ago, school children in the UK were taught that reserves of oil and gas would probably run out within a generation. Although that prediction turned out to be overly pessimistic, it is certainly true that as the easiest oil and gas fields to exploit are exhausted, it becomes necessary to tackle those requiring more effort and ingenuity to tap.

Perthshire-based Merlin ERD is a specialist engineering company whose expertise in drilling has attracted global demand for their services. The 'ERD' in the company's branding stands for 'extended reach drilling'. This term encompasses a range of techniques used in situations where vertical, or near vertical, drilling is not an option. This might include cases where reserves lie beneath a location where surface disturbance is not desirable. ERD methods allow for access to deposits from a laterally offset position where drilling may be more practical or less disruptive.

In a field that requires novel solutions to a range of constantly changing challenges, determination and the ability to think in unorthodox ways are essential. Both of these qualities have been evident throughout the company's history, from the early days in 2007 when its founder and managing director, Iain Hutchison, ran the fledgling business from his laptop using free wifi connections at coffee shops. More recently, Iain's solution to reaching a business meeting was to fly there in a Spitfire. Oh, and we should

“The Aston Martin and the private plate almost do our marketing for us.”

probably mention that he built the plane himself.

Iain has surrounded himself with team members who display extraordinary traits or who have a breadth of, sometimes unusual, experience. Engineering Manager Neil Armstrong (no, this Neil Armstrong hasn't walked on the moon... yet) is a Sandhurst graduate and former British Army officer, while ERD Engineering and Complex Wells Trainer Kevin Gray is shown below during a casual stroll to the South Pole with the Merlin ERD and Queen's Award flags.

“We're not afraid to do things differently,” Iain says. “And you can't take 'no' for an answer. We have to believe in our business model and stick to our knitting. We know that if we want to be successful we have to overcome our natural understated Britishness and sing our successes from the rooftops.” Those successes would include the two Queen's Awards for Enterprise that the company received, first in 2014 then again in 2016.

Iain, also appreciates the potential benefits of great cars and well chosen number plates when it comes to attracting attention and reinforcing a good impression. “Our pool car is an Aston Martin DB9 convertible bearing

the private mark 1 ERD, and I drive an Audi that has 4 ERD. I'm also looking out for 2 ERD and 3 ERD.

“The Aston Martin and the private plate almost do our marketing for us. During one sales call the client was more interested in talking about the car and number plate than about business. On another occasion I parked the car at Gleneagles during an industry golf day.



ERD Engineering and Complex Wells Trainer, Kevin Gray during a casual stroll to the South Pole with the Merlin ERD and Queen's Award flags.



We soon had clients calling to say that they'd seen the car and the number plate and had known we were there. Actually, we weren't even playing."

Merlin ERD operates in more than 30 countries and boasts that over 90% of their business comes from returning clients or from recommendation: a clear sign that delivering consistent

excellence must be the best marketing tactic there is.

2017 is set to be a busy year for the company with training courses running in Cuba, Saudi Arabia, Australia, Malaysia and the USA, as well as engineering projects in the UK, New Zealand, Saudi Arabia and Greece and offshore work in Norway and Holland.



Engineering Manager Neil Armstrong and MD Iain Hutchison off to visit some clients.

Appreciation



Brothers Paul and Godfrey Griffiths spent their working lives in the banking sector.

“Despite our youthful good looks, both my brother and I are retired,” says Paul. “I live in Bournemouth and Godfrey lives in Sunningdale. When we meet we spend our time playing snooker and golf.”

When not absorbed in their preferred, laid back sports, both brothers have an

appreciation of nice cars and private registrations.

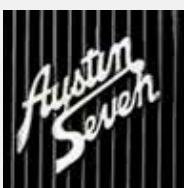
“The photograph shows me [right] standing next to my Aston Martin Vantage. I’ve had the 581 PG number - my initials - on eight cars since I purchased it in 1986. It has been on two MG Metros and a Vauxhall Astra amongst others.

“The Mercedes is Godfrey’s. The GG 746 registration bearing his initials has also been on numerous cars since he bought

it in 1971. It’s been on vehicles ranging from a Mini van, various Ford Sierras and Mercedes to a Lotus Esprit. In the picture, my brother is standing beside his 1934 Austin Seven, which he bought two years ago bearing the plate JG 4761. Whilst the car was in good condition at the time of purchase, Godfrey has restored much of the mechanics and also had the bodywork resprayed. The chromework has also been refurbished.”



Both registrations were issued in the early 1930s; GG 746 by Glasgow Burgh Council and JG 4761 by Canterbury Council.



The Austin 7 is an economy car that was produced from 1922 until 1939 in the United Kingdom by Austin.

Nicknamed the "Baby Austin" it was at that time one of the most popular cars produced for the British market and sold well abroad. Its effect on the British

market was similar to that of the Model T Ford in the US, replacing most other British economy cars and cyclecars of the early 1920s.

It was also licensed and copied by companies all over the world. The very first BMW car, the BMW Dixi, was a licensed Austin 7, as were the original American Austins. In France they were made and sold as Rosengarts. In Japan Nissan also used the 7 design as the

basis for their first cars, although not under licence. Many Austin 7s were rebuilt as "specials" after the Second World War, including the first race car built by Bruce McLaren, and the first Lotus, the Mark I.

Such was the power of the Austin 7 name that the company re-used it for early versions of the A30 in 1951 and Mini in 1959.

Source: Wikipedia

Happy to recommend

Jake Dalton from Newcastle-Under-Lyme was lucky enough to be given an amazing registration number for his 21st birthday. 1995 JD neatly combines his year of birth with his initials.

"Regtransfers did a fantastic job, allocating the plate in a matter of a few days and making the whole birthday surprise even more exciting," says Jake. "I had been looking for a private plate to accompany my lovely Audi A5 for a while but everything I was interested in was beyond my budget.

I can't tell you how happy I am with such a relevant registration plate."

Jake's interest in cars and driving extends far beyond his enjoyment of his Audi. Jake is an ex-racing driver and has competed in motorsport around the world in both karts and cars. Bearing in mind his preoccupation with all things automotive, a private registration was clearly the perfect gift for him.

Jake now coaches and works with aspiring young racing drivers, a job that affords him enviable opportunities to travel around the world. He also works for his father,

“Regtransfers did a fantastic job in a matter of a few days. I can't tell you how happy and grateful I am.”

Richard, in the family garage business. He is learning the trade and one day he hopes to manage the garage himself.

Richard Dalton Ltd offer a wide range of specialist services including motorhomes, classic restorations and routine servicing which, they boast, 'you'll be happy to recommend'.





Liz Devine-Wright is the owner of Simply Devine, one of the north's go-to shops selling designer hats, hatinators and fascinators. In her distinctive Hatmobile car with its personalised number plate, Liz often personally delivers hats all over the country, happily taking detours and making special journeys to ensure that her customers' hats arrive in pristine style.

Liz has just taken delivery of a brand new, white Mini Countryman that proudly displays the Simply Devine livery and a

personalised number plate - SD11 HAT, of course. "It's great for transporting stock and orders," she says. "Look out for it and give me a wave if you happen to see me passing by."

Now in its 13th year, the shop in Tadcaster has every colour and style of hat, hatinator and fascinator: literally thousands of stock items. Formerly very much a destination for fashion-conscious ladies, Simply Devine has diversified into the world of hats for men: specifically top hats from Christy's of London.

Simply Devine has also expanded its range to supply accessories to complete special occasion outfits: evening purses, pashminas and a fabulous array of costume jewellery. The shop also has a selection of winter and everyday headwear, scarves and gloves, as well as a small, exclusive selection of occasion dresses.

Liz set up the business the year that Royal Ascot temporarily moved its operation to York Racecourse. "It was a great move," she says, "and although Royal Ascot moved back home once its refurbishments were complete, Simply Devine Hats has gone from strength to strength."

Originally Liz Devine, she married her very own Mr Wright and became Liz Devine-Wright. With such a wonderful name for inspiration Liz says that calling her fabulous hat shop Simply Devine was a no-brainer.

Liz's knowledge of hats is second to none. "I have an instinct for what works and how best to match dresses, hats and accessories," she says. "I specialise in occasion hats, particularly for mothers of the bride or groom; Royal Ascot; race days; christenings and brides and bridesmaids. I offer an array of fabulous colours, shapes and sizes. I will even source special shades and fabrics for my customers. I always go that extra mile to ensure everyone is happy with their purchases."

www.simplydevine.co.uk





Barking Up The Right Tree

Kay Attwood, from Frimley in Surrey, became a dog trainer about nine years ago and named her business Kay9 Services.

Kay is an approved Gold Instructor with the Academy of Dog Training and Behaviour, a Kennel Club Assessor for the Good Citizens Dog Scheme, a member of the Kennel Club Accredited Instructors student scheme, founder member of D.O.G Local and a member of The Registration Council for Dog Training and Behaviour Practitioners.

The techniques Kay employs avoid the use of force or punishment; instead she concentrates on animal psychology and prefers methods that are fun rather than coercive. Clearly, any method is only as good as the results it produces. As Kay specialises in some particularly demanding

areas, such as the rehabilitation of aggressive and rescued dogs, efficacy is essential.

Kay likes to assure her clients and potential clients that with her particular combination of impeccable credentials, substantial experience and love and affinity for dogs, anyone bringing their animal to her for training will be 'barking up the right tree!'

In 2016 Kay's husband, Laurie, heard a radio programme about personalised number plates. "We had looked into getting a personalised plate a few years ago," Laurie recalls. "Nothing really stood out at the time but after listening to the radio I thought it might be worth another look. I decided to see if I could find a plate that would stand out and that would have

relevance to my wife and her business. I couldn't believe my luck because I very quickly found the ideal plate on the Regtransfers website," he adds.

It was a good call and Kay is delighted with the private registration that she now displays on the company van that also sports her Kay9 Services logo. "As a K9 Professional I'm chuffed to bits with my personal number plate," she says, "and I'm the envy of my dog training friends."





Mr and Mrs Ices

Caldwell's Luxury Ice Cream, in Innerleithen, has been a family business for over 100 years. It started as a small sweet shop owned by Andrew Caldwell and his wife Margaret. After the second world war, their son, again called Andrew and his wife Jessie took over the shop. They spent 52 years together serving the visitors and locals in Innerleithen. Today it is the third generation and, again, it's the Andrew Caldwell name at the helm with his wife Ann.

The present incumbents have been running the shop for 37 years. For the first 80 years Caldwell's sold just vanilla ice cream but today there are over 65 different flavours, which have won gold, silver and

bronze awards at the British Ice Cream Championships.

The Caldwells asked their son-in-law, Mike Todd, to look out for a number that would be good for their van. "I was browsing various websites when I discovered MR51 CES [Mrs Ices] and immediately bought it," he recalls. Andrew and Ann were delighted and, a couple of years later Mike found that MR11 CES [Mr Ices]. The plates are proudly displayed on the company van and Andrew's Range Rover.

The business uses two trailers to cover local events and weddings, which is where the idea for the numbers started. "To see the faces and hear the comments from customers when they see the numbers,

makes them a very worthwhile purchase," say 'Mr and Mrs Ices'.

The couple have two daughters, Jan and Angela and a son - yes, Andrew! - who opened a new ice-cream parlour in nearby Peebles, and two grand-daughters who both have personal registrations: Chloe has CH10 EWD and Jess has JE51 PYE on retention until she is old enough to drive.





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When Mike Oyston set off to his first personal registrations auction at Eastwood Hall in September 2016, he wasn't planning to make headlines in the next morning's papers.

"I'd been out by a factor of ten on my first telephone bid for PLA 80Y the day before," admits the retired IT specialist, who now spends his time analysing number plate facts, figures and trends. "I'd forecast the success of 25 O at the anniversary auction a couple of years ago," he says, "and I had spotted a couple of distinctive lots that caused me to dip into my pension pot. When the commission bidder dropped out at £50,000, I couldn't believe my luck. My bid of £51,000 for 5 UV was the highest of the auction."

What made his story interesting to the tabloids was the fact that Mike had neglected to mention his investment plan to his wife, Linda, who first heard about it on Manchester's Key 103 radio station.

"Linda has since been pacified by the promise of a new bathroom with the remains of my pension kitty," Mike assures us.

Mike has been a keen observer of the private registrations marketplace and his purchase of 5 UV was based upon his perception of the popularity of car-themed numbers. "As the industry struggles to keep

up with market demand for distinctive plates, over 30% of the top DVLA sales in the past three years have been car-related," he says. "911-related plates stand at number 3 in the list by sales volume over the 26 years of auctions and number 5 by total value. Only letter "O" and "Singh" plates have been more popular. Four of the 20 most expensive car-related plates have already been put on SUVs and I firmly believe 5 UV is worth many times more than the sum I paid."

The SUV (Sports Utility Vehicle) is the fastest growing sector of the vehicle market. Bentley and Lexus each produce their own versions and even Rolls-Royce reportedly have one in development.

"What better way to show off than to have the perfect SUV number plate on one?", says Mike. "My 5 UV number is short, it's car-related and it's distinctive. It's up there with F1 and 25 O in my view." And it is an informed view. Mike's website, www.5uvs.com, contains the auction analysis upon which the purchase decision was based.

Mike hopes that his registration number will pay for a house for his younger son. "After all, he helped me out with a sub until my cheque arrived. I'd maxed out most of my credit cards in the meantime."

Despite the emphasis on 5 UV, Mike is just as happy with his other big purchase - 111 VVV. "On a square plate, it's even more distinctive, as it looks like three arrows," he says.

If Mike's name seems familiar, that may be because we published a letter from him in our 35th issue, wherein he told us about the other registrations he owns: WH05 NXT, D1 PSO, G11 NDA, X5 ROD and X5 GAS.



Under the Hammer

It is now common practice to apply the word 'antique' to a collectible object at least 100 years old. By that definition, many vehicle registrations easily fall into that category.

Whether they qualify or are simply of great potential value because of their inherent desirability, their value on the open market continues to increase year upon year.

Both private and government-sponsored auctions have yielded spectacular prices over the last few years and the trend shows no sign of abating. Number plates are fast becoming an essential part of any investment portfolio.

Here are some examples of the prices achieved at recent events:

5 UV *	£66,176
675 M	£39,608
321 0	£37,644
KN15 HTS	£37,146
500 000	£32,480
150 XK	£31,184
8000 00	£28,592
10 SJM	£28,074
80 NDD	£27,296
918 P	£25,352
25 OGT	£22,112
181 M	£20,816
8 OV	£20,168

*Eastwood Hall
Nottingham
September 2016*

* See Mike Ouston's story opposite

110 A	£40,256
400 B	£38,182
1111 AS	£27,296
GG66 GGG	£14,595
ADS 911	£14,336
A488 GTB	£12,003

*Hanbury Manor Hotel
Ware, Herfordshire
November 2016*



Prices shown include fees and taxes



The Regtransfers Auction

Not to be outdone, we have successfully hosted our own online auction for many years.

It works just like a conventional auction, allowing you to bid on registrations or sell your own with the assurance of having us oversee the whole transaction.

It's a great alternative for buyers and sellers alike. So, why not take a look?
www.regtransfers.co.uk/auction





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Modern Life is Funny(ish)

On Tuesday 22nd November, the Regtransfers team settled down in their respective homes (no, we don't all house-share) and switched on their TVs. Those of us with a sense of humour flipped over to the Dave channel in time for *Dave Gorman's Modern Life is Goodish*. How Gorman got them to name a channel after him is beyond us. Anyway, for those who may not have seen the show, Dave Gorman's differs from most stand-up comedy shows in the same way that *Strictly* differs from most (allegedly) talent-based

reality shows – namely in that considerable preparatory work actually goes into the programme. In the case of Gorman's show, his trademark format is the use of a big screen upon which he projects the PowerPoint-style presentation that is his prop: an approach that has worked for him since his first TV series, *The Dave Gorman Collection* and probably before that.

So, there we all sat. The first section of the show was great, lulled us into a false sense of comfort. Then, out of nowhere, Dave Gorman insulted people who own personal number plates – including us and members of his own audience. As if that weren't bad enough, his audience laughed. As if that weren't bad enough we laughed. Gorman mocked personal plates. He made them into a game that took the mickey out of number plates and out of Bruce's *Play*

Your Cards Right. We didn't bat an eyelid when Dave had a laugh at Kanye West's expense – after all, if Snoop does it then it's cool – but to mock number plates, and to take the name of [Regtransfers.co.uk](http://www.regtransfers.co.uk) in vain? That's going too far.

We should have been miffed. We tried to be angry. We tried to build up a good head of outrage so we could complain to Dave (the channel and the comedian), but have you ever tried to make an irate phone call while you're laughing? It ruins the effect and your complaint loses all credibility.

Ah well, you know what they say: if you can't laugh at yourself, Dave Gorman will get everyone else to do it for you.

Dave Gorman's Modern Life is Goodish goes out on Dave at various times. See www.uktv.co.uk for details or follow [@DaveGorman](https://twitter.com/DaveGorman) on Twitter.





 **P666 GTB**

Firstly, genuine big thanks to the guys and girls in the Regtransfers office for a great fast friendly service, and the same plate was more expensive elsewhere.

I have always loved personal plates and used to own JAG 265 on a 1966 S-type Jaguar, 265 being the horsepower of the E-type engine I had fitted.

I chose P666 GTB as I did not particularly want to hide the age of the car. I think it still looks good and goes well for its age. I thought about 555 (as this is a Subaru associated race sponsor) and 999 (as I was in the fire service), but kinda liked the 666 as it's a bit of a devil in disguise.

The engine produces close to 300bhp with the few mods I have done and the 0-60 in the six second bracket. Not bad for a 15-year-old old estate car, though modern cars easily match that these days at a price.

It also doesn't attract a lot of attention like the Impreza, or didn't till we 'stickered it up' a week ago for a rally from the Ace cafe to Bournemouth!

GTB was easy as it's a Subaru Legacy GTB. My wife, Jackie, wants one now as well. A few options there!

I would have loved my Dad's old registration, which as it was the sixties was probably age-related not personal, 548 GBL but that seems to have disappeared, though I bet the Rolls hasn't.

Kelvin Daniels
Devon

“Big thanks to the guys and girls in the Regtransfers office for a great fast friendly service.”

What's the story?
Send YOUR photos to
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 **BW08 SLK**

Years ago, in the early seventies, I owned BW 80 and had it on a number of cars until I left England in 1980. Should have kept it but I had no intention of coming back to the UK. Fate had a different idea.

I am retired now having lived and worked in many places around the World. Alexa (pictured above) and I met after I went to live in The Dominican Republic. I had to return to England in 2012 after the banking crisis caused me to lose my fortune.

Brian Wales
Hertfordshire



 **KI YAK**

I race kayaks and have done so since 1967 - just about 50 years. I've been British, Irish and World Masters' Champion at various times over the past twenty years.

I bought the number plate a long time ago for £1000. I love it and it always attracts comments from passers-by when I have the kayak on the roof.

Andrew Morton
Clackmannanshire



 **A1 SCS**

A big thank you to all at Regtransfers for the smooth purchase and transfer. I agreed to purchase the number on Monday and by Wednesday afternoon the plates had arrived and were on my car. A1 SCS has gone onto my Fiat 500, which is 1.2 litres and puts out 69 BHP.

I bought the number to go with SCS 1, which I have owned for 46 years. It has been on numerous cars over the years, including a couple of Minis, two BMWs, a Jaguar and three Corvettes. It is now on my Corvette C6 Z06, which is 7.0 litres and 505 BHP so, as you can imagine, the driving experiences of the cars are quite different.

The Corvette is soon to be replaced by a C7 Corvette Z06, which is 6.2 litres with a supercharger and kicks out 659 BHP - nearly ten times the power of the Fiat 500!

Steve Saunders
Surrey

Steve's SCS 1 plate was featured in Issue 29 of this magazine. You can view the story online at:

www.regtransfers.co.uk/content/backissues



mail



My family and I live in Preston, Lancashire and I am the co-owner of a printing company based in Blackburn.

I have had a fascination with cherished plates as far back as I can remember. I was looking for a new cherished plate as an investment when Regtransfers emailed me G6 RTH. After a spell of indecisiveness, I decided that I couldn't justify the cost.

Then, whilst browsing the web, I had a what they call a lightbulb moment: My E-Class is a 64 registration so SR64 RTH would make 'S R GARTH'. Being a current style plate it was bound to have already been assigned. Anyway, I put it in the Regtransfers search box and, lo and behold, up it came a quick phone call it was mine.

I also have SRG 45Y, which has been on every car I've had since and is now on retention waiting to be put on a 'play thing' sooner or later.

When my wife Jacqui bought her first Mini Cooper S, I decided to buy her a plate for her birthday. So, again, just playing around CO05 JAX, (Cooper S Jack's). The plate is just on a normal Mini now - a Cooper S isn't half expensive to run, you know; she is saving up for a new one with lower running costs!

Stuart Roger Garth
Lancashire



I am so happy with my registration. I've been a professional DJ for 30 years now and it's a treat to myself for my work over those years.

It started as a hobby but it's now a full-time job, four nights a week. I am the resident DJ on Wednesdays and Sundays at The Pelican in Nottingham and do private functions on Fridays and Saturdays.

Tony Chaplin
Nottingham



What could be better than both two and three of my initials on a plate? My wife and I are both in our 70s and had run out of ideas for Christmas presents until we read your advert in *The Sunday Times*.

Nothing could be easier as all the administration is done by Regtransfers, making the plates and completing all the paperwork. Friendly staff make it quite simple and the prices are very reasonable, even for pensioners! Another happy customer.

Since I retired I have followed my interest in trains and now have over 400 videos on YouTube [search 'themikewilcock']. One of these was featured on BBC4's *Trainspotting Live* earlier this year.

Mike (Herbert) Wilcock
Glamorganshire

“Nothing could be easier as all the administration is done by Regtransfers.”



When Ford announced that they were going to make a new four-wheel drive RS for the first time since the RS Cosworth, I went to the nearest RS Ford Dealer to order one in September 2015. Seeing that this was going to be a special high-performance car, I decided it would deserve a unique registration number.

This turned out to be very easy; I searched Regtransfers, put in an offer which was accepted that day and the transaction went like clockwork. An excellent and efficient service that I would recommend to anyone looking to purchase a personalised number.

The car is all black, with black wheels and rear windows and, having super car performance, I thought the R5 BAD would suit it well. I took delivery of the car on the 21st of October 2016, a long wait but well worth it. As usual, the Registration Transfers process was flawless.

I work in Aberdeen, Scotland for Northern Offshore as the company's Technical Director. We own and operate offshore exploration drilling rigs which work worldwide, this keeps me and my team busy and involves travelling around the world.

Gary Stuart
Aberdeenshire

“An excellent and efficient service that I would recommend to anyone looking to purchase a personalised number.”

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Here is a selection of some great number plates that have been spotted by our followers.

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Social Media GALLERY



The World of Personal Number Plates Issue 41

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