

The World of *Personal Number Plates* Issue 47

Regtransfers



Classic Cars - www.rollsof434.co.uk 01707 642514



Regtransfers.co.uk
PERSONAL NUMBER PLATES





Rodger Dudding

'Mr Lockup', 'RD' — whatever you call him, you can trust Rodger Dudding to keep your valuables secure, in one of his many lock-ups and storage centres across the United Kingdom. With the money he has made through his lockups and other successful business ventures, he's amassed a collection of classic and high-performance cars second to none. We look at the man, his career, and of course, his many marvellous motors.

Veteran readers of this unique periodical may recall that we visited Rodger Dudding back in 2014. We were fascinated by Rodger's amazing collection of cars and fine cherished registrations, and we were intrigued by his unusual entrepreneurial interests.

As we mentioned in the earlier article, as a young man, Rodger joined the Royal Navy, where he trained as a mechanical engineer. Sadly, he suffered a fall in 1959, while serving on a Town-class light cruiser, and the back injury he sustained in the accident brought his naval career to an abrupt halt.

"I was determined to become self-sufficient and run my own business," Rodger recalls, "as the injury meant that I didn't know what the future may hold as far as work was concerned."

In the meantime, until he could find a way to achieve the independence, he wanted, Rodger found employment. Before long, his earlier engineering training equipped him to progress.

"I started my career with the Rembrandt/Rothmans cigarette group but was subsequently invited to join a vast American conglomerate, American Machine and Foundry, as deputy to the president of sales."

His work meant that Rodger travelled extensively in Europe, and it was during a period in Stockholm, Sweden, that he found inspiration for his first venture. At an establishment in that city, Rodger noticed a simple queuing system involving plastic tags that were issued to customers and returned as their turn came to be served. While the system itself was simple and effective, Rodger felt that several aspects left room for improvement: the potential hygiene issues posed by





the reused tags for a start. Disposable paper tags made much more sense.

Rodger christened his new company Lonsto — an amalgam of London and Stockholm — and the success of Lonsto Queue Management Systems enabled Rodger to look for new opportunities. His next venture was a foray into the world of commercial property ownership when he acquired a number of lockup garages in London. Although the business started out

very small, Rodger saw potential for real revenue if the operation were to be scaled up substantially. In this case, “substantially” meant increasing his portfolio of garages from the initial handful to the current 14,000.

“We believe our nearest competitor has about 800 garages,” says Rodger, “and we continue to grow our massive portfolio weekly.”

This second successful business provided a gateway into other areas, and Rodger now

has interests in residential property developments as well.

Reaping the rewards of his labours over the years has meant that Rodger Dudding has been able to pursue his interests and passions. His love of vintage cars led him to establish a breathtaking collection of classic vehicles. When we visited previously, the collection was housed at Rodger’s Studio 434 in Potters Bar, Hertfordshire. At that time, he expressed a desire to find larger premises





and to expand his collection further. In the intervening period he has done both and the collection, formerly 200 cars, has grown to more than 400. One facility proved insufficient for the scale of Rodger's collection and so the operation is now split across two huge warehouses designated Studio 434/1 and Studio 434/2. Studio 434/1 is home to Rodger's personal collection. At 40,000 square feet, it also contains offices and purpose-built storage for valuable vehicles.

Studio 434/2 is the new facility. With a floor area of 200,000 square feet, it is a colossal edifice containing more vehicle storage, offices, a film studio with production facilities, event spaces, kitchens, a luxury flat and more. A truly extraordinary location.

Studio 434 is a fairly diverse operation. In addition to housing Rodger's beloved cars and storing vehicles owned by clients, the business offers vehicles for hire — notably for movie and television productions. *The Darling Buds Of May*, *Peaky Blinders*, *Mr Selfridge* and *Downton Abbey* are just a few of many whose authentic period atmospheres have been enhanced by Rodger's classic cars.

Amongst the remarkable cars in his stable, Rodger has a whopping 24 Aston Martin Lagondas, 11 Ferraris, both classic and modern, Rolls-Royces of various vintages, 22 Bentleys and a number of



Mercedes. In addition to these, he also has a number of automotive oddities, such as a DeLorean, an early electric Zagato Zele and a Messerschmitt KR200. Hardly surprising that estimates for insurance purposes value the collection at approximately £150 million pounds.

With more than 400 cars to choose from, one might be excused for thinking that it would be nearly impossible to point to one and declare it the absolute favourite, but Rodger has absolutely no hesitation when asked to say which car means the most to him.

"It has to be my late father's split-wind-screen Morris Minor with its 803 cc engine. Father bought it new in 1952 and on his demise it came to me."

That personal connection trumps all other considerations. Studio 434 is home to cars



the number 8 is considered lucky by Chinese people. They find those two plates most interesting.”

Rodger’s vast collection of classic vehicles contains some rare examples as well as individual cars with unique histories. Some, as we’ve seen, were previously owned by famous and important people. Curated collections of this kind are very rare, and on this scale pretty much unprecedented. Surely the treasures of Studio 434 should be preserved.

“I am reviewing the situation to put the whole lot into a trust. I’d like to maintain the integrity of the collection for future generations, so that is being discussed with my legal and accountancy team. In a few short years, cars, as we know them today, will be superseded predominantly by electric vehicles. As our collection ranges from a 1904 Vulcan to the current RR Wraith, we feel that we have built something that should remain together for posterity.”

Interview: Angela Banh

Story: Rick Cadger

Photography: Stan Thompson

previously owned by the rich and famous, from Princess Diana to ‘5th Beatle’ Sir George Martin. It contains many vehicles individually worth hundreds of thousands of pounds, but the one that Rodger wouldn’t be parted from is his father’s modest Morris. Somehow that makes us happy.

Where there are spectacular cars there are cherished number plates, and Rodger Dudding is a devotee.

“Without equivocation, I can say that I consider personalised number plates a good

investment. The first plate I purchased was 76 D – the D being for Dudding. I now have numerous plates with the D suffix, such as 81 D which looks like ‘bid’ and so is ideal for auction houses. I also have many permutations of DHL, including DHL 1, DHL 2, DHL 3, et cetera. The DHL stands for Dudrich (Holdings) Limited, another company within our group.

“We have recently purchased 8888 RD and 8888 EM from Regtransfers. We have a lot to do with the Chinese community and



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:

Macdonald Kilhey Court Hotel Chorley Road, Standish Wigan WN1 2XN 19, 20 & 21 September 2018

Top prices achieved (including estimated fees and taxes):

29 O	£43,496
1 MYY	£38,960
365 P	£32,480
250 M	£26,778
200 PW	£26,000
1 LVH	£24,315
7 MAH	£20,557
DUL 44Y	£18,224
11 CEM	£16,669

Haycock Hotel Wansford, Peterborough PE8 6JA 21, 22 & 23 November 2018

Top prices achieved (including estimated fees and taxes):

11 USD	£42,848
80 OOO	£38,960
IG 8	£35,072
786 MO	£34,554
GUN 1T	£32,480
34 O	£29,629
1 LLH	£22,371
911 PC	£22,371
15 OPH	£21,464



Martin Moran is a retired company director who now lives with his wife, Geraldine, in Northern Ireland, where she hails from.

"I promised her that, upon our retirement, we would relocate back there," Martin recounts. "She took advantage of my retiring and did the same. As she tells everybody, it's a full-time occupation looking after me now that I am home all the time!"

Having worked in the retail trade, predominantly in England, Europe and

North America, for over 40 years, Martin now takes things a bit easier with golf, occasional travel and enjoying visits from children and grandchildren.

"I have a real love of cars," says Martin, "and find, in retirement, that I can afford some nice vehicles." Having always wanted an Aston Martin DB11, he managed to acquire one last year.

Martin's first personalised registration was 7 MPM, which his wife and kids got him, from Regtransfers, as a birthday present several years ago. The letters cleverly

include Martin's middle initial of 'P' for 'Phillip'.

"I then purchased 6 MPM, when I drove a Bentley. When I changed that, my wife conveniently borrowed that reg and, despite my best efforts, won't give it back to me," he jokes. As a result, he had to purchase 14 MPM for the Aston.

"Because we live in Northern Ireland, and they have a different registration system over here, you see a lot less personalised plates," Martin observes.





“So, those that are around, attract quite a bit of attention.”

Martin considers his plates to be, “a great investment,” and was recently offered a price for both 6 MPM and 7 MPM which would have shown a 30% mark-up on his original outlays.

“I see them as a great long-term attraction,” he states, “and would like to hand them down to my children and grandchildren, who I think would eventually make great use of them.”

Martin very kindly gives us the following glowing recommendation: “The experiences I have had with Regtransfers have been first-class. From the vast library of registrations that you carry to the very competitive prices. From the very speedy and knowledgeable response from all operators to the listening and response skills.

“Having shared what I was looking for, they came back quickly with potential opportunities and if they didn’t have it in their library they went and found it. They regularly make follow-up calls to see if there is anything else I am interested in or have any of my vehicle situations changed.

“I purchase from them with the knowledge that I am getting real value in terms of plates and service. I have tried various other companies and they fall short on one or more of the above areas.”

Thanks, Martin, we aim to please!

“The experiences I have had with Regtransfers have been first-class.”



Less Bugs, More Plates

“Thank you, Regtransfers, for helping us secure our perfect plate which looks fantastic on our new car. I will surely be purchasing further plates to add to our collection.”



Sanj Bhalla, from Surrey, is a busy man. In addition to owning his own pest control business, Less Bugs, in London, he also has a property portfolio there, that he manages as a landlord.

Looking to enjoy the fruits of his success, he had been looking for a number plate that related to his sons seven-year-old Veer (left) and two-year-old Vian (right), so when our sales advisors found 14

VV, it was ideal. “1 and 4 represent the months they were born (January and April, respectively),” explains Sanj, who has been collecting number plates for over 10 years.

“Another great thing about this plate,” says Sanj, “is that it can also be read as ‘LAW’ - appropriate as my wife, Sharon, is a lawyer.” Sanj’s first purchase from Regtransfers was 26 S in 2007 and he also owns two ‘Bhalla’ plates - B4 LLA and

BH11 LLA - in addition to a number of ‘VSB’ plates which represent both his sons’ initials including their joint middle name of ‘Singh’.

Looks like come age eighteen, they’ll have their pick of plates as new drivers - lucky lads!

www.lessbugs.co.uk

Photo Finish



This happy customer is Peter Lambert, a renowned property photographer working across Suffolk, Essex and Cambridge, with one of his prized plates.

"This is the second plate bought from Regtransfers," says Peter. "My first was PIL 3069, which is currently for sale on your website. This plate is an early 40th birthday present. It's my full initials - Peter Alan Lambert - and my birth year - 1979 - so it really is about as personal as I can get and I'm very happy to have acquired it."

The company Peter works for is called Nichecom, which is based in Wokingham, Surrey. Nichecom was set up in 1993

with just two employees and currently has around 90 photographers nationwide. They specialise in estate agency services for around 30,000 clients.

"I'm based in Suffolk," says Peter, "but cover Cambridge, Suffolk, Essex, Herts and Beds. So, it's a big area and I spend three to four hours a day on the road. Plenty of time for other drivers to get a look at my new plate."

We're happy you're getting such... exposure!

www.nichecom.co.uk





TAIL ORS
Souster and Hicks Bespoke Tailors



A Cut Above



G Geoff Souster knows how much appearance matters - he's a bespoke tailor, serving Bedfordshire and beyond for over fifty years. Therefore, it's little wonder he's purchased a number of plates to provide the finishing touch to his cars.

"The first was GSU 1T and I received wonderful press coverage for this plate in the local papers and business magazines, in fact, I remember working out that it was worth approximately three times more than what I paid for the plate than if I had paid for advertising in those magazines and papers.

"I clearly remember one of my best customers firstly seeing an article and photo of the number plate in Bedfordshire Business Magazine and he rang me and said "you've got to be some kind of a decent tailor to have that plate" and he came in and was a customer for over 20 years until he retired recently - it just goes to show you doesn't it?

"I also owned SEW 22 and did sell this for twice what I bought it which really helped at the time believe me, so it shows their worth!"

> > >

Geoff's Plate Wardrobe



S052 TER

TAII ORS

G5 OUS

W50 UST



L50 UST

S50 UST

K5 SOU

VI MEE



> > >

Souster and his wife, Laura, have run their family tailoring business since 1978, based in a stunning Georgian building located in the beautiful village of Woburn in Bedfordshire.

Geoff and Laura's eldest son, Scott, joined the company back in 1999 and younger son, Wes, joined in 2003. Both Scott and Wes are fully trained in the art of bespoke cutting and tailoring and will continue the future of the Souster name within the tailoring world.

In their time they have produced suits for a number of celebrities such as Eammon Holmes, Eric Morecambe, Lenny Henry, Russell Watson and Michael Bublé, giving them the confidence to perform in well-made, bespoke threads.

For more information about Souster & Hicks, or to arrange an appointment, please call the store on 01525 290862 and let them know what you require!

www.sousterandhicks.com



Souster & Hicks were the first ever bespoke tailors to feature on the BBC's *The Clothes Show* in 1988 when we were making suits for the world champion boxer, **Barry McGuigan**. Along with Barry, Souster & Hicks has been the tailor of choice for many other well-known celebrities, past and present, including:

EAMMON HOLMES
BOB MONKHOUSE
ERIC MORECAMBE
MATTHEW KELLY
LENNY HENRY
RUSSELL WATSON
MICHAEL BUBLÉ
JAMES MILNER
DANIEL RICCIARDO

During the late 80s Souster & Hicks also became one of the very first bespoke tailors to use a factory made-to-measure computer cutting system. This allowed them to produce a very competitively priced suit as well as the renowned fully bespoke garments.



It's a Keeper!



Richard Keeley from London bought this amazing plate from us.



Barry Holland tells us that he and his friend Barry (yes, another one!) Trimmer, once appeared as 'The Two Barrys' on the TV quiz show *Pointless*. "We got through to the 'head to head' round before 'The films of Keira Knightley' tripped us up," he recalls. "A fun day, though."

His quiz partner was the one who suggested contacting us about the BAR 2Y plate. "We've known each other

since 1968," says Barry, "when we both worked for the Rank Organisation in Park Royal and later in Brentford. I bullied him into applying for *Pointless*."

Over the years, Barry has competed in several quiz programmes, including *The Chase* and has applied for the new series of *Who Wants to Be a Millionaire*?

"Like most viewers," he admits, "I bellow out the answers from the safety of my sofa and wonder how such cretins get



www.hna.org.uk

on the programme. As several of those 'cretins' have said, it's a different ball game when you're there in the hot seat!"

Barry, who is a keen canal enthusiast and a trustee of Hillingdon Narrowboats Association, had tried to buy B4 RRY at auction some years ago but was outbid. "Regtransfers came up with my name, in a format that I hadn't considered before (BAR 2Y). For me, a personalised plate works if there is not a long, complicated explanation to go with it," he says. "It's not too hard to work out that it must be a 'Barry' driving it." Conversely, when on his narrowboat, its name, 'The Slowness of Cows,' is questioned, "about ten times a day" Apparently it's a long story . . .

Beside the Seaside

Sam Jones is a regular subscriber to this magazine and noticed that you can send a story in about your plates. So, “why not?” he thought, “as I’ve used Regtransfers over the last couple of years.”

His love of plates started when he was quite young. “My family own a number of private plates,” Sam tells us, “including 25 KJ, JJ 72, 43 HJ, 77 XJ, 2 BWT, 27 DMJ, E6 HLJ, 64 HLT, most reflecting their initials. My collection comprises E6 SDJ, 12 SDJ and most recently 11 SDJ.” This

impressive trio of ‘SDJ’ plates incorporates his middle initial of ‘D’ for David’.

Sam’s first plate, E6 SDJ, was bought for him by his dad when he was 18, together with E6 HLJ for his sister, Harriet.

In 2016, Sam took over Weymouth Beach Pedalos and Kayaks from his uncle. “The business has been in the family for 50 plus years,” he reveals. “I had to come up with a new business name, so I called it SDJ Seacraft Ltd.”

After a successful first season, Sam began to look for an appropriate plate for his van in

order to publicise the business as well as an investment. “In 2017 I bought 12 SDJ from Regtransfers,” he tells us. “A year later, I noticed that they were selling 11 SDJ. This really was special, as to own 11 and 12 would be a great advert for the business.”

So, at the end of the 2018 season, Sam secured 11 SDJ which is now on his girlfriend Juliette’s car.

“Regtransfers were more than helpful through the process of both 11 SDJ and 12 SDJ,” says Sam, “offering a quick and professional service.”



“Regtransfers were more than helpful through the process, offering a quick and professional service.”





Fit for Purpose

Richard Waywell, from Chesterfield in Derbyshire, purchased AS05 WWW a few years back. More recently, he got one for his son, Zac. Now that Waywell junior is "getting into cars," he has asked Dad to write to us and tell the story.

"It was quite late in life before I was lucky enough to have a child," Richard tells us, "and so I was always conscious of creating memories. Not that I intend to be going anywhere soon, you understand, but when I came across this number plate, I thought this was something I could purchase now that would be Zac's when he is old enough to transfer it across to his first car."

Zac's birthday is April the 11th and so AP11 ZAC was perfect. "Now, he loves getting into 'his' car," says Richard, "and he fully understands that this number will be with him forever."

"And if, in 50 years' time - when he gets into his flying car, hover car, or whatever is around then - he thinks of me and this gift from way back just once, it will have served its purpose."

The Plate Pays Off

Can you remember what you spent your first ever pay check on? Dakota Wrist can - a personalised plate from Regtransfers!

"9 is my lucky number and when I came across this plate, I knew I had to have it!" she says, explaining the reasoning behind her plate.

Speedy Dakota is pictured here about to take her Mini Cooper round the track at Goodwood, the home of British racing.

"This is my second Mini which has had my plate on it," she tells us. "It would be great to be featured in your magazine next to my pride and joy featuring my plate."

Happy to oblige, Dakota!





James Twyman, from Peterborough, came to Regtransfers because his wife, Kate, wanted to buy him a personal number plate for his 40th birthday.

"I spoke to your sales advisor, Brad," says James, "and explained the

situation and how I was desperate to get the plates by Saturday. He said to leave it with him and he would look into it. He gave me a call back within 30 minutes and said he could do it, and the plates arrived on time just two days later."

JET represents James' initials including his middle name of Edward.

"My wife's name is Kate," he says, "so we are reading K90 JET as "Kate and James Edward Twyman."



Starting from Scratch

Louis Howson was looking through some paperwork and came across a letter from Regtransfers asking about the story behind the registration he purchased from us.

"I purchased LUI 16 after winning £250,000 on a National Lottery

scratchcard," he tells us, "and decided on a plate which resembled my name."

Louis's youngest son is also called Louis and could not be left out of the charming picture.

The '16' was both the first number on the scratch card and the year they won.

So, concludes Louis, "LUI 16 seemed like the plate for me."

Simple enough for us, Louis - and best of luck with the scratchcards in future!



Where There's a Will, There's a Wayne

Wayne Hodgson is a recruitment professional and entrepreneur. He started his own recruitment agency in Kent in 2004 and a second recruitment business in 2013. As managing director of both businesses, he employs more than 40 people.

Wayne has always had a passion for cars and as a youngster always dreamt of owning a personalised number plate. "I got my first private plate about 12 years ago - WRH 839 (The R stands for Richard, my middle name) which I still own. I have used this on earlier cars I owned and more recently on my motorbikes. Around eight years ago I came across WRH 4 on the Regtransfers site and thought wow, the perfect plate for me."

He goes on to say, "It was a lot more prestigious, I got the plate and had this on two BMW M5s over a six-year period and, for a brief spell, on an Aston Martin DB9. I love the plate and it now proudly sits on my BMW 740 and looks great. More recently I went all out having seen the number plate WRH 1 for sale on Regtransfers.

"This was the ultimate plate for me and I'd been looking at it, pondering over the cost for some years. I finally went for it and obtained it on a certificate. A few months after I indulged myself with a 'weekend' car, a long term dream, a Lamborghini. The WRH 1 plate now impressively sits on the Gallardo and finishes the look of the car perfectly."

Both cars are always seen around Wayne's local town of Whitstable in Kent. "Regtransfers have always been my go-to site," he says, "having also purchased plates for my wife and business associates over the years."

You can learn more about Wayne's recruitment firm at www.redeagle.jobs



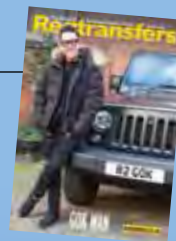
Who's Who?

In Issue 44 of *The World of Personal Number Plates*, we featured top airbrush artist Paul Karslake with his highly appropriate PK58 ART plate. Well, Paul now has another great registration, this time allied to his love of motor racing.

He has adorned his beloved SL-Class W Mercedes-Benz with an image of Formula One World Champion Lewis Hamilton. So what plate do you add to complete the picture? Well, "The 'W' is the Merc model," Paul explains. "The 44 is Hamilton's race number and the 'WHO' is, quite simply, because everyone asks who the picture is of!"

You can read all about Paul's fantastic artwork online in the **Gok Wan** issue (44) in our magazine back issues section at:

www.regtransfers.co.uk/backissues





Party On!

Surish Nath from Partymoods Events in West London can offer a range of services for all occasions, including weddings, christenings, birthdays and corporate events.

"Partymoods Events has been established for 10 years," he tells us, "and we have a wide range of experience and expertise in the party industry. We provide everything

from exclusive party supplies to creative balloon displays and amazing themed parties, to make your event unique."

And what could be a better advertisement for the business than Surish's unique P14 RTY number plate which we found for him?

www.partymoodsevents.com

A Word in Your Ear

Regtransfers have thousands of other 'word' registration which could be just right for your business. We have shown just a few examples below but check our website and see what you can find.

KEY 5

PAI5 LEY

TES 73R

D2I VER

BI2 AKE

ORA I16E

BUT 70N

COA 7S

M457 ERS

M455 AGE

COU 2T

B24 NCH

ORG 4N

G4 LES

P00 IS

R4II GER

JES 73R

BEE 3R

RU 6

SHO 2E

COM 8S

NEW 802N

MOU 55E

B00 7S

Tom Foster from South Humberside, has 4 TOM on his Nissan 370z Nismo and also purchased 24 TOM from Regtransfers.



Michael Ranaldi, West Lothian in Scotland, kindly sent us this great photo of his prize registration.



Social Media GALLERY



*Here is a selection of some great number plates that have been spotted by our followers.
To see more pictures, follow us on Facebook, Twitter and Instagram.*







Spot On

Gary Mitchell from Dundee is, "over the moon," with his purchase. "I had a cheaper version of my name on my Range Rover sport but, since I got 3 GAR, I can't wait to get out driving. I feel my car looks so much better now."

Gary was also impressed by our service and says, "I would recommend them to anyone."

Your sales advisor Amber was spot on. Two of my friends have bought from you and highly recommended you, so it proves that word of mouth is a strong selling tool. Keep up the good work."

“The service I got from Regtransfers was first class.”

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