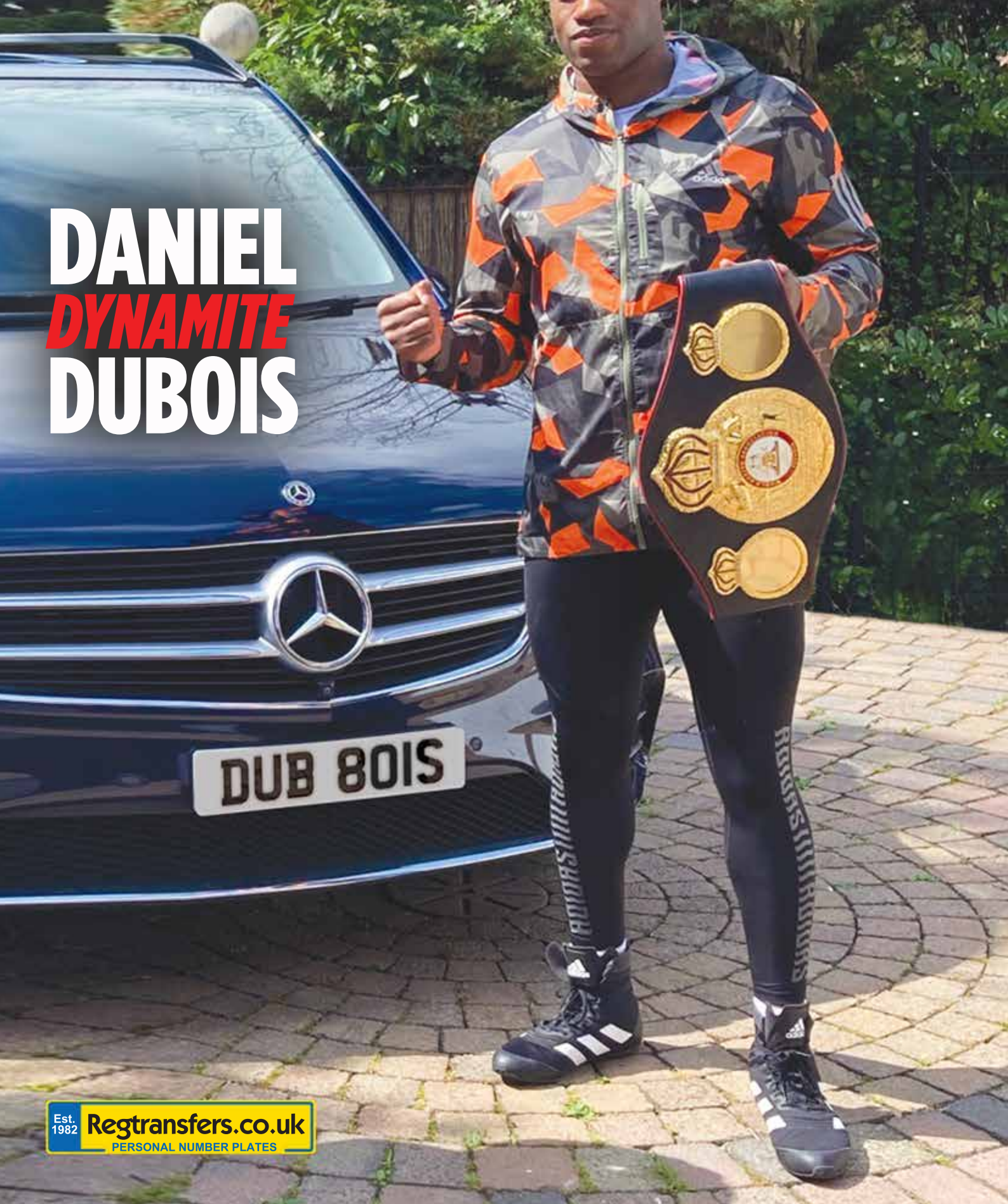


The World of Personal Number Plates

Issue 53

Regtransfers

DANIEL
DYNAMITE
DUBOIS



Number Plates as an Investment

You may be buying your personal number plate to personalise your car, to hide its age or simply as a bit of fun, but did you know that you may also be investing in something that will bring you a nice profit should you decide to sell it in the future?

A healthy market

Private number plates, once an elitist flourish seen only on the luxury cars of the rich and famous, have become a universally popular way for car owners to personalise their vehicles.

There is still exclusivity at the high end of the market but people now realise that there is a wide choice available, with something to suit every budget.

This growing popularity has driven the growth of a multimillion-pound industry around the buying and selling of car registrations. Astronomical sale prices frequently make the news and every number plate auction seems to produce at least one record-breaking or headline-grabbing sale.

Since it began selling personalised registrations in 1989, The DVLA has sold a staggering 6 million registrations.

Recent data shows that the British public owns a staggering £4.3bn worth of private

number plates and personalised plates are now taken into account as assets when bodies such as the Office for National Statistics calculate the UK's national wealth.

Who buys?

There is no shortage of millionaire and entrepreneur owners of private car registrations. These astute people earned their reputations and their fortunes by investing wisely. Illustrated at the foot of this page are just a few of the successful people who have come to Regtransfers for their private registrations: you will know their names.



The bottom line

Unlike a car, a private registration holds its value very well indeed. Furthermore, a well-chosen registration may bring a genuine investment benefit and, ultimately, a very tidy profit!

Let's find yours!

Our sales advisors are available to help you find your perfect number plate. And they are rather good at finding great combinations that you've never thought of.

Call us on 01582 967777
9am-9pm • 7 days a week

The hidden value in your private plates purchase

In recent years, alternative investments such as classic cars, wine, jewellery etc have consistently gone up in value and have often outperformed traditional stocks and bonds.

The value of private registrations over the same period has shown a similar trend. Actually, in percentage appreciation terms, top quality private registrations have performed even better than classic cars, antique furniture, watches, wine, art or jewellery. Here are just a few examples showing how much the value of good registrations can grow:

REGISTRATION	ORIGINAL SALE	LATEST SALE	OVERALL INCREASE
2 TL	£3,500 (1995)	£48,200 (2020)	1,277%
JAM 3S	£9,200 (1998)	£95,000 (2021)	933%
1 AJT	£8,800 (2001)	£72,000 (2021)	718%
AY55 HAA	£1,500 (2015)	£9,800 (2019)	553%
97 J	£9,000 (2011)	£55,000 (2018)	511%
80 WES	£4,700 (2012)	£25,000 (2021)	432%
CAS 51N	£2,400 (2019)	£12,500 (2021)	421%
BLA 6K	£3,500 (2007)	£17,000 (2019)	386%
P14 STA	£3,250 (2018)	£7,750 (2020)	138%

Sources: www.bbc.com/news/uk-48759591 and www.ons.gov.uk • For the purpose of this analysis we examined all sales of private number plates in the formats ranging from single-letter/single number combinations to three-letter/three number combinations. This group includes the vast majority of categorisable private registrations. Source for all other assets: Knightfrank.com Luxury Investment Index



Duncan Bannatyne
of *Dragons' Den*



Theo Paphitis
of *Dragons' Den*



James Caan
of *Dragons' Den*



David Gold
Co-chairman of West Ham United and owner of GGI and Ann Summers



Kelly Hoppen
of *Dragons' Den*



Sir John Madejski
Founder of *Autotrader*

DANIEL *DYNAMITE* DUBOIS

As regular readers will know, top boxers and top number plates go together like fists and boxing gloves. When the time came to find a great number for Daniel “Dynamite” Dubois, we knew we had to find something special: something direct and to the point. In the end, DUB 801S seemed to fit the bill perfectly.

What is the appeal of a personal number plate for Daniel Dubois? “I like the way they can tell a story about who you are.”

While not a full biography, we think Daniel’s new registration is at least a decent introduction as it provides the best possible representation of his name on a plate.

And what a name it is. Daniel’s success, and that of younger sister Caroline, have prompted the press to refer to them as “the fighting Dubois family” - or perhaps that should all be given initial capitals: “The Fighting Dubois Family”.

Early days

Daniel has his father (mostly known as Dave, despite his birth name actually being Stan) to thank for initiating his boxing career. Dave raised his seven youngest offspring as a single parent and when he first took his eight-year-old son to a London gym, the plan was partly to occupy young Daniel’s time with something that would keep him out of trouble. The precaution paid off: not only did Daniel immerse himself in the sport but he soon showed real aptitude and ability, just as his dad had hoped.

“I enjoyed it so much,” Daniel told Regtransfers, “he just kept bringing me back.”

Rise of a powerhouse

Daniel spent the next few years doing the foundation work as an amateur. His strength and ability saw him safely through more than 70 amateur bouts that netted him a decent haul of titles and medals. Despite a place in the Olympic squad for 2020, the young heavyweight decided to turn professional at the beginning of 2017, when he signed with promoter





Daniel's sister, Caroline, and little brother, Solomon

Frank Warren. His career trajectory seemed to be fixed when fifteen opponents fell like dominoes, all but one knocked out by the extraordinary power of his punches.

Reset

Then, in November 2020, came the first real setback, when Daniel suffered a serious eye injury which stopped his fight against fellow Brit Joe Joyce in the 10th round. At the time, his withdrawal from the bout attracted some harsh criticism from some boxers and pundits. However, there were plenty of people who supported his decision and, when doctors revealed the seriousness of the injuries (which included an orbital fracture), many of Dubois's critics seemed to wish they hadn't been quite so quick with their jibes.

Super-middleweight Billy Joe Saunders was one who had cause to reconsider his criticism. After Dubois's injury, Saunders said "Fighters get in that ring and we know what's on the line. Before I go on one knee I'd like to go out on my back with my pulse stopped."

In May 2021, Saunders had to withdraw in round eight of his match against Mexican Canelo Álvarez, after suffering eye injuries similar to those sustained by Daniel Dubois in the earlier incident. Like Dubois, Saunders experienced the only defeat of his professional career to date as a result of the damage.

The long term consequences of head injuries in sports in general are only now becoming apparent. It is to be hoped that this new awareness will soon eliminate irresponsible and reckless objections to sports people taking action to preserve their lives and health.

Daniel says that the Joyce fight and its consequences made a very powerful impression on him. "It took me to a dark place," he says. "I had to find myself again but it brought out the best of me."

Back in the fight

It did indeed. After taking the time needed to heal, Daniel stepped back into the ring in June 2021 and delivered a second-round knockout against Romanian Bogdan Dinu, thus demonstrating that his enforced break had not made him any less formidable as a fighter. If further confirmation were needed in some minds, it was supplied emphatically with the first-round TKO of USA's Joe Cusumano in August 2021. Normal service had been resumed and Dynamite Dubois was back on track.

The Joyce bout has not been forgotten, nor have the lessons learned from the experience, but the two comeback fights have re-established the direction of travel and Daniel's sights are set onward and upward. His mission statement echoes the dream his father has had for him from the outset.

"My ambition is to be the best that I can possibly be, and to win and defend the

world title." The next step on that road? "Hopefully, the world title against Trevor Bryant, Don King's fighter. They're trying to make that fight right now."

The man behind the punch

While many boxers deliver as much in the way of trash-talking and soap-opera controversy as they do in punches, Daniel is known as a man of few words: he's a genial chap who seems happy enough to answer questions and the impression he gives in interviews is a blend of modesty and confidence. His laconic nature doesn't denote a reluctance to engage, just a tendency not to waste unnecessary words.

Despite his ability, and tendency, to end a fight quickly, his boxing style, like his speech, is measured and unrushed. Daniel lists his influences as Muhammad Ali, Mike Tyson and Lennox Lewis and he manages to combine the best traits of his heroes into his technique: he is both athletic and devastating. But despite his own numerous merits as a boxer, Daniel Dubois is perhaps more vocal about the talent of other family members than he is about his own. He has declared his sister, former Olympic boxer Caroline Dubois, to be "pound for pound" the best boxer in the family. He has posted jubilantly to social media celebrating the boxing victories of younger brother Prince and has said that he believes youngest brother Solomon to be the most talented of the siblings and the one with the most potential.

Caroline has become a household name in her own right and is seen as a real prospect. The BBC's Mike Costello is on record as saying "I am tempted to call Caroline Dubois the best female boxer I have seen."

After narrowly missing out on a medal in Tokyo, Caroline decided to follow in her brother's footsteps and turn professional. Just as Daniel has always been able to rely



on the family to support him all the way, his sister also has the fighting Dubois clan firmly in her corner.

As a child, Caroline was inspired by Daniel's performances in the ring. She decided that she too wanted to box and, of course, Dave helped her to make it happen. As girls were not permitted to spar or fight in most gyms, Caroline's early boxing was done in disguise... as a boy named "Colin"!

"Now she's turned pro," Daniel says, "she wants to win world titles in many weight divisions. "We train together from time to time and we go for runs together sometimes."

Outside the ring

Apart from his family, there are few things outside of boxing that really stand a

chance of competing for Daniel's attention. He likes his music - classic soul, rare groove, a bit of pop and jazz - and is also fond of travelling and seeing new people and new cultures. He likes his cars, but isn't extravagant about it. Daniel does own a lovely Bentley GTC convertible but his other car is a more practical Mercedes V Class people carrier. He tells us that his dream car would be a Lamborghini but he shows no desperate need to rush out and buy one.

No, these aren't obsessions - all of these are just footnotes. Daniel Dubois is really all about one passion. "To be honest, I don't have too much time outside of boxing ..."

by Rick Cadger

Date	Opponent	Location	Result
29 Aug 2021	Joe Cusumano	Rocket Mortgage Field House, Cleveland, Ohio, US	Win
05 Jun 2021	Bogdan Dinu	Telford International Centre, Telford	Win
28 Nov 2020	Joe Joyce	Church House, London	Loss
29 Aug 2020	Ricardo Snijders	BT Sport Studios, London	Win
21 Dec 2019	Kyotaro Fujimoto	Copper Box Arena, London	Win
27 Sep 2019	Ebenezer Tetteh	Royal Albert Hall, London	Win
13 Jul 2019	Nathan Gorman	The O2 Arena, London	Win
27 Apr 2019	Richard Lartey	The SSE Arena, London	Win
08 Mar 2019	Răzvan Cojanu	Royal Albert Hall, London	Win
06 Oct 2018	Kevin Johnson	Leicester Arena, Leicester	Win
23 Jun 2018	Tom Little	The O2 Arena, London	Win
24 Feb 2018	DL Jones	York Hall, London	Win
09 Dec 2017	Dorian Darch	Copper Box Arena, London	Win
16 Sep 2017	AJ Carter	Copper Box Arena, London	Win
08 Jul 2017	Mauricio Barragan	Copper Box Arena, London	Win
20 May 2017	David Howe	Copper Box Arena, London	Win
22 Apr 2017	Blaise Mendouo	Leicester Arena, Leicester	Win

Source: Wikipedia



Pugilist Plates Punch Above Their Weight!

We've interviewed a lot of sports stars during the years we have been publishing *The World of Personal Number Plates*: footballers, track and field athletes, cricketers, assorted Olympians... But the sport most strongly represented in our pages has been boxing. That's not through any conscious effort on our part, it just seems that boxers really like their private number plates. Perhaps that's not too surprising: showmanship is part of the job for many boxers. This theatrical inclination is by no means found in all boxers but many wear flamboyant robes as they enter the ring, have aspirational or intimidating nicknames and adopt theme tunes to add impact to their entrances into the ring. One might expect these

larger than life personalities to display personalised number plates on their cars, don't you think?

Well, this is where things get a little counter-intuitive. The fighters we have provided number plates to, and whom we have interviewed, have mostly rather undermined the stereotype of the brash, aggressive braggart. The people we've met have turned out to be friendly, good humoured, patient individuals who really didn't scare us at all - so long as they didn't make any sudden movements.

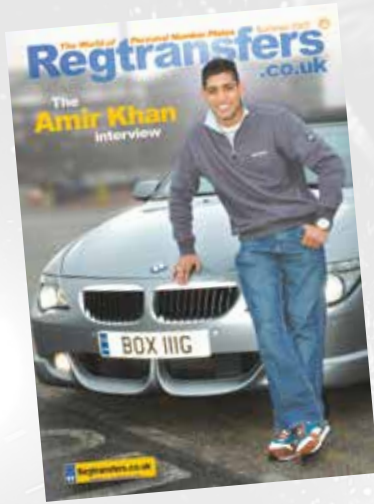
Regtransfers has supplied some terrific personal plates to many of the biggest names in UK boxing, including Tyson Fury, Frank Bruno, Herbie Hide, Prince Naseem

Hamed and promoter Frank Warren. Some, such as Chris Eubank Jr, have had plates bearing their names while others have gone for boxing themed numbers like Amir Khan's excellent BOX 111G. There are still plenty of fine boxing numbers to be had: Regtransfers recently sold KO 1 and KO 2, a brace of unbeatable heavyweight plates!

Boxers always make great interview guests. They always have interesting stories to tell and usually amazing number plates to show off. We look forward to bringing you more knockout interviews in the near future.

Read our interviews online at:
www.regtransfers.co.uk

Amir Khan



In 2007 we published an interview with Amir Khan. Amir started boxing at the age of 11 and, after a successful stint as an amateur, he came to wider attention when he won a silver medal at the 2003 Olympic Games in Athens. Amir made his pro debut in 2005.

We visited Amir and his dad, Shajaad, when we delivered Amir's fantastic BOX 111G plates. As it turned out, Amir was already a confirmed private plates fan by that time. In addition to BOX 111G he owned V60 XER, A180 XER, and R6 KKO. Amir's dad and uncle also owned personal registrations!



FI66 GHT

SU51 BOX

RO11 NDS

DI2 BOX

WE16 GHT

BOX 77T

CO12 NER

KNO 6K

CL11 NCH

GLO 12Y

II OOK

ATH 137E

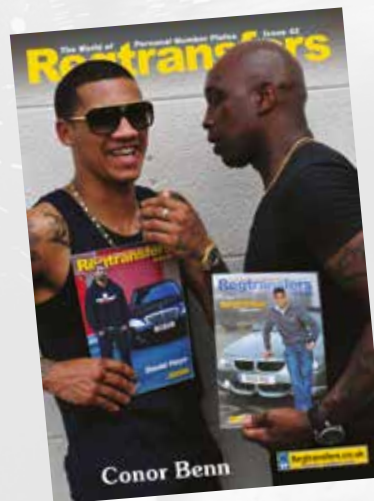
PR11 ZES

LEG 311D

Available exclusively from www.regtransfers.co.uk

Our next two representatives from the ring also served as examples of second-generation sports stars. Conor Benn and Chris Eubank Jr are, obviously, the sons of two of the UK's most famous boxers. The rivalry between Chris Eubank and Nigel Benn was legendary and, overall, the two were pretty evenly matched so their two bouts against each other were occasions of great national excitement. It seems unlikely that Conor and Chris Jr will ever meet in a professional match as they fight in different weight classes. There is also greater separation between their ages than between those of their fathers:

Conor Benn



Conor appeared in our June 2017 issue showing off his new KO13 ENN (KO Benn) registration plates. We were lucky that the interview took place in the presence of both Conor and Nigel so we were treated to a first-hand glimpse of the relationship between father and son.

We also found a great plate for Conor's wife, Victoria. V13 ENN looks fantastic on her Range Rover.

Chris Eubank Jr



We visited Chris Eubank Jr at his Brighton home when we interviewed him for the July 2019 issue of *The World of Personal Number Plates*.

Chris is building a solid professional scorecard with 29 wins to two losses at the time of writing. He has held a number of championship titles.

Chris's private number plates bear what must be the perfect Eubank registration: EU13 ANK. The name springs out at you immediately, exactly as it should on a top-notch registration plate. By the time we delivered Chris's plates he was already a personal plates convert, having driven a car bearing 1 KO, a fantastic plate that had been in the family for a while. We were not remotely surprised when Chris told us that his flamboyant father, Chris Sr, was also a private registration owner, having another great boxing themed number in 111 KO.



Chris Eubank's splendid 1 KO plate.

Photo: @eeganphotography



In the Can



It was more than 40 years ago that Malcolm Dennis Roberts, from Prescot, Merseyside, first saw his perfect initials registration. He was riding his BSA motorcycle over Runcorn Bridge when he spotted a car displaying the number MDR 1. "I think it was on a Lotus 7 or a Caterham," he recalls, "and I said to myself 'one day I will own that mark'."

Malcolm was an apprentice toolmaker at the time and he knew that there was no way he could afford such an outstanding personal number plate. However, MDR 1 had made a lasting impression and harsh

economic reality couldn't extinguish the dream.

Some 20 years later, Malcolm's company, Canlines, was enjoying success as a manufacturer of machine parts for the canning industry. In fact, the business had grown to the extent that it could reward Malcolm's hard work with a bonus. He had never forgotten that glimpse of MDR 1, and so Malcolm started to look for a cherished number.

In those days, before the rise of specialist personal plate websites, private registrations were mostly advertised in newspaper and magazine adverts or offered in fax-back lists to people who enquired. Malcolm began scouring these media and, to his surprise, 1 MDR popped up so he promptly acquired it. It wasn't quite the coveted MDR 1 to which he aspired, but it was a cracking number and Malcolm was happy.

Over the years, Malcolm heard rumours that MDR 1 had been spotted locally. "I periodically surfed the net to see if it had

become available," he says, "and then one day, whilst looking for a cherished number for my son's 21st birthday, what popped up but MDR 1!"

"I am now the proud owner of both MDR 1 and 1 MDR," he proudly proclaims. Then, as an afterthought, he adds, "I might start looking for the twos now!"



Canlines Limited are currently celebrating 30 years as a manufacturer of machine parts for the two-piece can industry. All of their products are manufactured in their factory in Cheshire, United Kingdom, but their global connections and innovations have given them an unrivalled worldwide platform in can-making.

www.canlines.co.uk

Under the Hammer

The continuing spectacular prices achieved at auction demonstrate the resilience of personal number plates as solid investments in uncertain times.

The values of top quality cherished registrations are growing, worldwide. It might be hard to believe, but eight of the ten most expensive UK number plates have been purchased since the onset of the 2007/2008 financial crisis. Despite uncertain times, people are confident that wisely selected private plates will hold or increase their value.

The competitive environment of a car registrations auction seems to be especially good at delivering spectacular sale prices. Sums paid in the UK have been amazing enough, with outstanding examples achieving prices in excess of half a million pounds, but in some parts of the world, a single registration may sell for millions of pounds.

Spending a few hundred pounds on a personalised number plate is something most people are quite comfortable with; the increasing number of private registrations sold in the UK each year demonstrates the fact. That shouldn't surprise us; a good registration can do more to personalise a vehicle than any other change. A flashy spoiler or custom paint job may be eye-catching, but no one can guarantee it will be unique. With a private registration, that is exactly what is guaranteed: uniqueness, forever.

The table opposite lists the top 40 prices (including fees and taxes) paid for plates at auction since May 2021:

77 0	£161,235
DSK I	£154,173
3 XRP	£107,949
GOB IG	£94,916
770 S	£89,960
95 0	£83,553
300 0	£70,713
BTC 500X	£65,577
I MYY	£56,576
4 MUD	£54,021
ESK I	£51,453
39 0	£46,972
FA7I MAH	£46,445
300 000	£45,020
50I L	£41,181
I VSD	£40,667
78 RSD	£38,613
700 000	£38,613
22 OMG	£34,941
I WUW	£34,761
MA7I LDA	£34,761
KII ANS	£34,132
15 UKY	£33,477
70 OX	£33,015
TSB II	£29,625
12I M	£28,983
6 SAK	£28,842
365 S	£28,816
200 H	£28,598
I VJW	£28,469
9 XM	£28,469
250 A	£28,341
755 S	£28,341
9 UO	£27,314
I VLH	£27,198
19 WO	£27,095
IG I6	£26,094
99I S	£26,042
AYA 6N	£26,030
II MHS	£25,965

The Regtransfers Auction

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

What is the number plate auction?

The number plate auction is a premium online service that provides customers the opportunity to list their plates in an online auction for others to bid on. It also offers buyers an excellent opportunity to purchase registration marks securely in an online auction environment. Our auction differs from many other online auctions in that we specialise in selling registration marks and draw on over 35 years experience in the marketplace to ensure that the transfer process is overseen securely and legally by Regtransfers staff.

If you have any questions, or need any help, please remember that we have staff here every day, who will be happy to speak to you.

Why you should sell with us

Regtransfers have been trading since 1982 and draw upon this immense industry experience to deliver a safe and secure service. We understand that, with the rules and regulations governing the transfer of registrations, it can be a daunting experience for customers unfamiliar with the industry. We aim to offer the most straightforward, most secure and best overall online auction facility for buying and selling registration marks in the UK.

www.regtransfers.co.uk/auction





Neil John Kerr, from Liverpool, bought 9483 NK from Regtransfers many years ago for his red Porsche 944. Neil certainly likes

his initials plates, for he has recently returned to us in order to purchase NJK 3 for his Subaru BRZ. Neil also purchased 5 NK at auction but later sold it through Regtransfers.

"I have always been interested in car registrations," Neil says. "From the age of three, I knew every registration number of the many cars my Dad owned."



Toby St George from Farnham in Surrey runs a mobility company. LITH-TECH Mobility supplies wheelchair users with a range of electric chairs and accessories including the world's first compact, carbon-fibre folding wheelchair.

"It's the fastest growing company in the mobility sector," says Toby, proudly,

"with a million pounds in sales in 2020 alone."

Toby decided to reward himself for a successful year of hard work with a couple of great initials number plates from Regtransfers: TSG 95 for his BMW 3L M Sport and TSG 69 for his Audi R8 V10 Spyder. But it seems that Toby may soon be transferring his numbers

onto new host vehicles as he is already thinking in terms of more purchases.

"My next cars would probably be the new BMW X5X and a new Audi R8 or Lamborghini Huracán."

Whatever his choice, we are confident that his excellent initials plates are going to look fantastic on the cars.

www.lith-tech.com

“I have been a huge fan of Regtransfers since I discovered it back in 2005.”



Bespoke Estates, Bespoke Plates

Property developer Edward Wellington is a longstanding Regtransfers customer and he tells us he has been a fan of the company since he first encountered us back in 2005. Since then, Edward has bought and sold a number of registrations with us. Amongst his acquisitions have been 1 CKW, bought in 2013 as a gift for his wife upon the birth of the couple's first child, and his most recent purchase, 1 WEL. Edward's new number, displayed on his new Land Rover Defender, stands out in several ways: it is a great number one plate, it references his company, Wellington Estates (Group) Ltd and, of course, is an abbreviation of his surname.

"I have been after a WEL number plate for some time," Edward says, "and this plate was not only a sound investment but

is great for advertising. My experiences purchasing this, and previous plates, from you were very smooth and professional, with excellent service."

In addition to an impressive portfolio of completed domestic projects, Edward is currently developing a luxury hotel resort on the Caribbean island of Saint Lucia. 'Lucia by Bespoke' is a complex of 92 luxury apartments, developed in association with the UK's largest independent hotel operator, Bespoke Hotels. The project offers buyers the choice of studio, one and two bedroom apartments to own outright for their leisure. The additional option for owners to rent their unit out via the hotel when they are not using it means that each apartment also represents an attractive investment

opportunity. The appeal is evidently clear to potential buyers as many units were sold even before the launch of an advertising campaign.

"If the Lucia project continues to do as well as it is, then I look forward to getting a new number plate from Regtransfers for my dream car, the Mercedes SLS," says Edward.



WELLINGTON ESTATES

New Additions



We featured pharmacist Nik Patel in Issue 51 of this magazine. At that time we were delighted to be able to feature the fine array of cars and personal number plates Nik has

assembled for his family, including his signature plate, 29 NP.

It seems that Nik wasn't finished, and his number plate collection just got a little larger! His most recent acquisitions are a great addition to the initials category,

with 42 NP and a perfect match for his Porsche Twin Turbo 911 in the shape of 997 TT.

At this rate it wouldn't surprise us at all to bring you more Patels family plate news in the future!



from **SolarFrame Ltd**



the car were obliged to give it the shortest of numbers as physically there was little room on the Stingray for any number, front or back!"

Over the years, people began to show significant interest in the registration, and Daniel began to receive offers for it, the first being £500. "Of course, this was quite a handsome amount in those days but, in any case, I had no intention of selling."

That decision has remained unchanged and Daniel has kept 7 F for the last 52 years, despite any offers that came his way. The number has graced a white Rolls Royce, three S-class Mercedes, a Jaguar Mk10, two BMWs and a Range Rover. It now provides the perfect finishing touch to Daniel's Bentley Continental GTS.

"I must not sound too cocky," Daniel says, "but quite a few people have said this is the best car and number plate combination they have ever seen, and I won't argue with that!"

No Argument

Daniel Beckett acquired his terrific 7 F registration way back in 1969.

"It was attached to a gorgeous bright red 1963 Corvette Stingray," says Daniel. "The car had previously belonged to two world champion motorcyclists: the first was an Italian who later passed it on to a well known local lad from Maidstone called Bill Ivy. Sadly, Bill died during practice at the

Sachsenring in East Germany. We were all very shocked."

Soon after the tragedy, Daniel saw the Stingray for sale and decided to buy it, not realising until much later that it had belonged to Bill Ivy.

The Stingray bore the 7 F registration and, at that time, no one gave much thought to changing it.

"Number plates had no value then," says Daniel, "and in any case, the garage selling



The 1963 Corvette Stingray



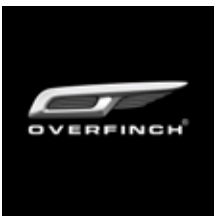


macho engines, so today's Overfinch has evolved accordingly and now focuses its team's talents on transforming the SUV's body and cabin. With the optional exception of Overfinch's unique take on the classic Defender, engine replacements are no longer on the menu.

Overfinch's focus in recent years has been the premium Range Rover and Range Rover Sport models but they offer upgrades for all Land Rover vehicles, including the classic Range Rover and Defender and, most recently, the controversial new version of the Land Rover Defender.

Blending new and old

Although the mechanical side may now be beyond Overfinch's remit, the paintwork, wheels, bumpers, spoilers, grilles, side skirts, exhaust pipe trim, mirrors, interior and upholstery are all fair game. The development of carbon fibre technology and technique has provided a superior alternative for parts that would previously have had to be fashioned from fibreglass



No matter how good a car, it seems as if there is always room for improvement. There's the obvious facelift that a good private number

plate offers and that's still one of the easiest and least expensive changes one can make. However, for some people, only tinkering with the actual fabric of the vehicle can deliver the effect they're looking for. That tinkering may take the form of DIY modifications such as spoilers and body kits or, for the mechanically minded, engine or suspension upgrades. Manufacturers themselves have occasionally joined in the fun by collaborating with third-party partners to produce souped-up versions of existing production vehicles such as Ford's Sierra RS Cosworth and Vauxhall's controversial Lotus Carlton, which generated a fair bit of excitement in the late 1980s and early 1990s.

Many well-known mass-production cars have become renowned for their suitability as platforms for modification and tuning: classic Mini, VW Golf, Toyota Supra and Mazda MX5 all have the potential for dramatic transformation. This is what most people think of when they hear about modding and customising but there is a whole other level of automotive makeover: another world where the pre-facelift vehicle

is already a fine and expensive specimen in its own right. In this alternative world, where some people would cry "sacrilege!" at the very thought of marring their beloved luxury ride, the SUV is king and the dominant brand is Land Rover.

Transformers

Although they won't register on the radar of your average motorist, a growing number of specialist companies focus their creative energies on transforming Land Rovers and Range Rovers. Project Kahn, Urban Automotive, Kingsmen Editions, Fantom Styling are just a few of the names seen replacing the manufacturer's branding emblazoned across the front of high-end Land Rover and Range Rover SUVs, but mention Range Rover styling to anyone in the know and the first name that springs to mind will probably be Overfinch.

In its early incarnation, Overfinch reshaped not only the factory cosmetics of Land Rover's finest but also interfered under the bonnet, replacing stock engines and transmissions with beefier offerings that turned robust but refined high-end SUVs into mean machines of borderline-preposterous power.

The brand was bought in 2010 by current CEO Kevin Sloane, who had previously been the UK's sole distributor of Overfinch products. These days, the prevailing sentiment seems to be that Land Rover now equips its vehicles with sufficiently

OVERFINCH®

or plastic. Indeed, the structural weave of carbon fibre has its own distinctive, classy appeal that makes it a feature in its own right rather than something to be masked with paint and Overfinch has embraced this contemporary aesthetic in the themes it applies to its range of vehicles.

Other aspects of the transformations still reflect the demand for traditional materials such as leather and occasionally wood in upholstery and trim, but Overfinch tries to balance this with today's ethical concerns by taking care that leather is sourced responsibly and any woods used are FSC certified and fully traceable. The company is also willing to provide non-animal upholstery alternatives should a client request it.

Total personalisation

Now veterans of four decades blazing the Land Rover modification trail, Overfinch have been Regtransfers customers since 2008 and have purchased a range of fine registrations from us. Amongst those numbers are four superb Overfinch branding combinations, 2 OF, 100 OF, 200 OF and OFD 365, which are used for promotional events, photographs and videos. Overfinch will also arrange to have a private registration assigned to clients' vehicles where required.

Overfinch's Holly Guest told Regtransfers, "Private plates enhance the exclusivity of a vehicle and allow clients to go the extra mile with their personalisation journey. They

not only enhance the exclusivity of the vehicle but allow clients to inject a touch of their unique character.

"Many of our clients own more than one vehicle, so they tend to have a family of themed plates which ties a car collection together very nicely."

Dream team

Overfinch's UK company has around 50 employees and the US subsidiary plans to grow its current team from 20 to 50 to match the UK operation very soon. As demand increases the company still has to maintain its challenging delivery schedule and all departments, from leather trimmers to the body workshop, contribute equally to that effort.

Generating that all-important demand is the design department that works closely with the sales team to turn customers' concepts and dreams into reality. This part of the business works around the calendar of Land Rover model updates to refresh Overfinch's designs accordingly.

Of course, a custom or bespoke edition of an already pricey car is not something for the shallow of pocket and the Overfinch magic commands an eye-watering price tag. That said, as we have seen with the frequent breaking of private registration price records, people who have the resources are more than willing to pay for exclusivity and near perfection. For most of us, the Overfinch Range Rover resides in



the same dreamland as yachts, helicopters and beach houses. But if, by some twist of chance, those elusive lottery numbers were to fall right... Well, it couldn't hurt to browse the Overfinch portfolio, could it?

www.overfinch.com





Robert Nicholson, from Manchester, loves his cars and motorbikes. The current stable comprises a BMW M5, a Range Rover Velar P300S, a 1972 Jaguar E-Type V12 Roadster, a VW Caddy Van, a BMW RT LE and a Honda Goldwing Tour DCT. A nice, varied collection.

Robert also owns a fine assortment of initials registrations. The Range Rover currently displays 22 BN, which Robert has had for more than 25 years. His BMW M5 bears 44 BN, which was

added to the collection about 15 years ago. Both were supplied by Regtransfers and Robert describes the experience as “very smooth and easy.”

Robert and wife Shirley previously owned two more matching plates: OO06 RSN (Robert Stewart Nicholson) and OO06 SAN (Shirley Anne Nicholson).

There’s little point in owning nice cars unless you drive them, and Robert enjoys doing just that. In fact, he enjoys some success in the 4X4

‘Desert Raid’, an international amateur rally held annually in the Middle East, where he worked as a scaffolder for nearly 40 years. Based on his experience of the industry, Robert later established his own company, which diversified over the years to include construction and cathodic protection.

We confess that we had to Google “cathodic protection”, which is a vital anti-corrosion technology. So now you know.

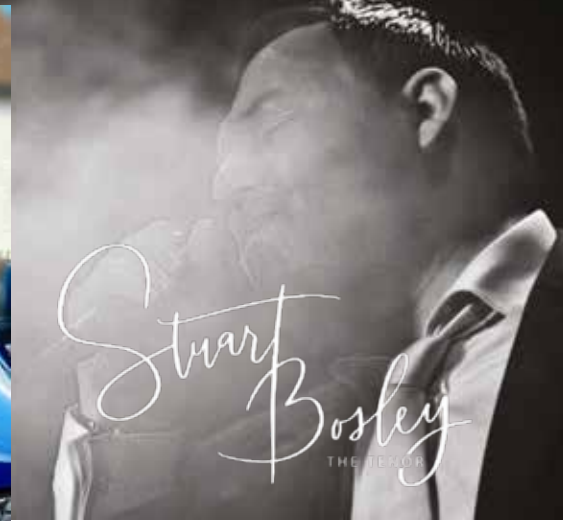


Roy Bonney from Sevenoaks in Kent sent us these photos of a fine set of personalised number plates on a fine pair of Mercedes cars.

BO11 NEY is surely the perfect rendering of Roy’s family name, and the number already seems destined to become something of a family heirloom as Roy has passed it on to his son.

ROY 13, for Roy B, is Roy’s own private registration and harks back to his days as director of a small print factory. As the company had another director with the same first name, Roy became known as Roy B and that slight, distinguishing embellishment found its way onto his number plate. It seems that Roy has found his perfect personal registration because, whenever he is asked if he would like to sell it, his response is the same: “No chance.”





The Tenor

Stuart Bosley grew up in a family of car lovers. "My father and I would be at the car auctions most Fridays," says Stuart. "We'd buy cars that needed a spruce up - which usually included adding a new cherished plate. All done just for the love of doing it."

That appreciation of personal plates ran deep. "Having a cherished plate was always a must: if you joined the family you would be given a 'BOS' plate!"

Throughout his teenage years, Stuart watched the cherished plate market grow. "I was aware that Regtransfers have always been the leading trusted provider. As a young man, I would always aspire to own a specialist plate one day and then, as I flicked through your advert in a magazine, I saw the perfect registration: BOS 13Y! I just had to have it, and for years I would tell my father that I would buy it one day. He laughed, but he always told me that if I worked hard enough I would get it."

The problem with Stuart's plan at that time was that he had just finished school and was off to university. He was simply not in a position to make the purchase.

"After getting my degree I was inspired and motivated to start my own business and to

pursue my passion for music," Stuart says. Success meant that he was finally able to seek out the number plate he had coveted for so long. "Sadly, my father passed away in 2015 so he wasn't able to see the big smile on my face when I finally bought the ultimate family plate, but I am sure he is looking down and that he is very proud."

As a tenor, trained in Los Angeles and London, Stuart is continually travelling to

performances and recording sessions. His private plate has had benefits that he never considered when he bought it.

"It's perfect for me," he says. "I recently recorded at Abbey Road Studios. They knew I'd arrived just from my plate, so I was guided straight to a parking spot!"

In addition to his career as a musician, Stuart has recently established his own clothing brand, Bosley Apparel, which offers clothing made from organic cotton and printing done in a factory powered completely by renewable energy. Stuart considers BOS 13Y to be an excellent branding tool for all his ventures.

www.stuartbosley.co.uk
www.bosleyapparel.com



TOM HARTLEY

THE ULIMATE NAME IN LUXURY, PERFORMANCE & CLASSIC CARS

Top supercar dealer Tom Hartley and his family are familiar faces to readers of *The World of Personal Number Plates* - or, at least Tom Snr, Tom Jnr and Carl will be. In this issue, we are pleased to introduce the Hartley ladies and their very own selection of quality personal registrations. From left to right in our photo, we would like you to

meet Mitzi Hartley, Carl's wife; Stephanie and Cilla Hartley, daughters of Tom Snr and sisters to Carl and Tom Jnr and Priscilla Hartley, wife of Tom Snr and mother to the four next-generation Hartley siblings.

We have previously published articles describing the Tom Hartley dealership's

amazing new showroom facility, and we have also told you about Tom Snr's autobiography, *Tom Hartley: The Dealmaker*. This well-received book is a must for aspiring entrepreneurs and it provides a valuable insight into Tom's path to success as the UK's top luxury and performance car dealer. We were

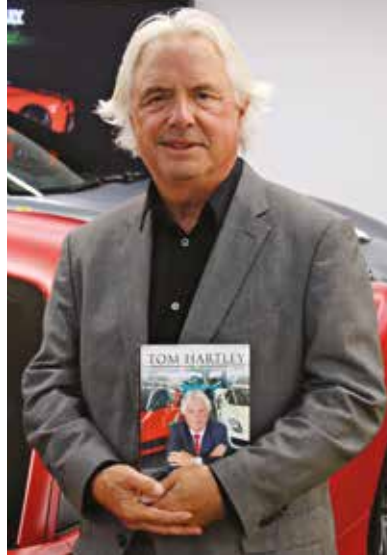
“My husband Carl surprised me 10 years ago when he gave me my registration M1 TSY. I absolutely love it and just as an outfit needs accessories so does a car!” • Mitzi Hartley

“I recently received 1 SVH from my mum and dad for my birthday which I was so excited about. It is the second private registration I have personally had from Regtransfers. The sales team always treat me as a special customer though I believe they do this with all of their clients.” • Stephanie Hartley



particularly flattered by the great things Tom said about Regtransfers in his book.

The Hartleys have always made us very welcome whenever we have visited, and a trip to their amazing showroom is a real experience. Great people and amazing cars: we're already looking forward to our next visit.



“One in five cars sold in the UK now has a personalised plate. It's big business in the car world, the DVLA (Driver Vehicle Licensing Agency) has sold five million private plates since 1989 at a total value of £3 billion. Close to 50 per cent of our sales now include a cherished plate; it has become part of the service we offer. We have a great working relationship with Regtransfers, the biggest personalised plate firm in the UK; its founder, Tony Brown, is also a customer of ours. I have a lot of time and respect for the way he operates his business; he has similar values to me.”

Tom Hartley: The Dealmaker
Veloce Publishing, August 18 2020

“My mum and dad bought me C1 LLA for Christmas many years ago and I would feel lost driving a car without it and always read the Regtransfers magazine.” • Cilla Hartley

“We have known Tony Brown, the founder of Regtransfers, for many years and our family have had many dealings with the company. My husband, Tom, bought 1 PPH from them for my birthday about 20 years ago and I cherish it.” • Priscilla Hartley





Photo by Gary's fiancée, Joanne Allen

It's Fun when you Drum



Even if one didn't know that Gary Marshall from North Oxfordshire was a drummer, it wouldn't take Sherlock Holmes to deduce the fact from his personal number plates. Gary, a professional musician and music educator, snapped up what must be the ultimate registration for any car-loving percussionist: D12 UMS.

While the Regtransfers editorial team is made up mostly of guitarists, we know a number of drummers who would give their right arms for such a great plate. No, wait... That wouldn't really work, would it?

Gary's percussive passion started when he was a child. By the time he was 15 it had become clear that years of stick-inflicted wear and tear were taking a toll on the arms of the family's sofa so, in a bid to save the furniture, Gary was finally given a full drum kit to hit instead.

His professional drumming career began in 1989 and since then Gary has performed throughout Europe and contributed to countless recording sessions. His work has led him to play across a very broad range of musical styles for an equally diverse range of clients, from Beatles legend Ringo Starr to members of the Royal Philharmonic Orchestra. Despite the demands on his time as a performer and session drummer, Gary has still found the time to teach a large number of students the joys of playing drums.

Gary has taught drumming to racing drivers, surgeons, artists, chefs, journalists and accountants, as well as countless students at schools and universities. While many enjoy drumming just for fun, some

have earned entry into institutions such as the Bristol Institute of Modern Music, and the Academy of Contemporary Music. Others have played at events such as Fairport Convention's legendary Cropredy Festival and the Cornbury Festival. In 2000, one of Gary's students reached the first national final of Young Drummer Of The Year, joining the last 12 out of more than 400 entrants.

Gary performs at drum clinics and promotional sessions for The Zildjian Cymbal Company and he is proud that this world-famous manufacturer has endorsed him since 1994. He also enjoys a long-standing relationship with Sonor Drums.

Outside of the music business, Gary's interests include Audi cars and Formula One motor racing, and he counts Christian

Horner, Team Principal of the Red Bull Racing Formula One team, amongst his students.

That love of motor sports prompted Gary to purchase the registration R9 CER (racer) from Regtransfers but the even greater love of drumming eventually prevailed and R9 CER was replaced by D12 UMS.

"When I found D12 UMS on the Regtransfers website," Gary says, "it seemed perfect for me. I fell in love and had to have it. The buying process was super smooth and hassle-free, and nothing was too much trouble. It was soon on my car and has certainly been good for business."

www.funwhenyoudrum.com



Readers Gallery

Here is a selection of some great photos that have been submitted by our readers. Do you have a great plate photo? Please send it to editorial@regtransfers.co.uk.





S1 DOL for daughter Claudia Sidoli and FM51 DOL for daughter Francesca Maria Sidoli.

Mirko has recently bought an electric Tesla Model S, which he says is perfect for London journeys. Like his Maserati, Mirko's Tesla has its own Instagram!

"I was browsing the Regtransfers site and stumbled across the FR13 NDS plate for sale so I snapped it up," he says. "I soon noticed that the plate was getting a lot of positive attention, mostly due to the TV show *Friends*, and that sparked an idea for a private hire/chauffeur service; the idea being that FR13 NDS will come and pick you up and get you back home safely." Mirko envisages customers using an app to track the movement of the vehicle and to check the driver's name and number plate for reassurance and security.

"How cool would it be to know that FR13 NDS is coming to collect you?" says Mirko.

www.fr13nds.co.uk

Instagram:

@TeslaFR13NDS

@MaseratiM11RKO



The One Where Mirko Buys a Number Plate

Mirko Sidoli lives in London but his family hails from Parma, in northern Italy. Mirko is proud of his heritage and, unsurprisingly, cheered the Italian team on during the UEFA Euro final on 11th July - but we forgive him.

"I put the Italian Tricolore on the front of my car to support Italy, which proved a lucky charm."

Yes, Mirko, we know. Don't rub it in!

In addition to football, Mirko is a fan of Formula 1 motor racing and fast cars in general. Considering his Italian link and that love of automotive speed, it is fitting that his M11 RKO personal number plate should be displayed on a lively Maserati GranTurismo.

"I have driven my Maserati across Europe down to Monaco several times," says Mirko, "and I was lucky enough to be able to drive the F1 Grand Prix street circuit on the Friday before the Grand Prix so I

took the opportunity to park in front of the famous Monaco tunnel."

The European trip continued to the small Italian village of Rugarlo in the Apennine Mountains, where Mirko's father was born. In celebration of his dad's village of origin, Mirko's parents bought a private plate from Regtransfers.

"My mum and dad bought RU64 RLO and my mum is about to transfer it to her new Fiat 500 Electric."

Mirko has had an interest in private registrations since the 1980s when he noticed a relative's Mercedes with its GF 1 plate.

"In July 1994 I spent two whole days trying to secure M1 RKO upon its release," Mirko says. "With five minutes to go before the lines closed on the second day, I finally got through and secured M11 RKO, as M1 RKO had already been snapped up. M11 RKO has proudly been displayed on four of my Alfa Romeos over the years".

As mentioned above, M11 RKO currently lives on Mirko's Maserati GranTurismo. The car itself has become something of a social media star, and has more than 100k Instagram followers.

"I also bought E19 HTC from Regtransfers," says Mirko, "as I hope to buy an Alfa Romeo 8C one day in the future."

Mirko's other purchases include LOR 377A which he bought for his wife, Loretta,



Buy Some Curtains!

In 2015, we were delighted to be able to provide John Bannon, from Abergavenny in Gwent, with his family name on a plate in the form of BA11 NON. His wife, Judith, has another plate bearing her initials represented by JBO 163.

John has been in the soft furnishings business for nearly 40 years, since leaving Cardiff University as a 20-year-

old with an accountancy degree. "I used to tell people years ago, as it was then unusual to see a graduate shopkeeper, that the B.Sc. stood for 'buy some curtains,' he says. "We have a successful business supplying quality soft furnishings around south-east Wales and beyond and are still supplying many customers who we supplied goods to when we started."

John has four grown up children and two granddaughters. "My eldest son got

engaged last weekend," he says, "so hopefully the grandchildren count will increase in the future."

John's business, Jaybee Soft Furnishings, will be passed over in a few years to the couple's daughter Pippa and son-in-law, Matthew Prosser. "A few years ago," says John, "when they were first married, I bought them the number plate PRO 55R, which looks good on their BMW."

www.facebook.com/jaybeesoftfurnishings



from Task Security Services



Task Security Services originally started buying personalised plates as a way to get the company name on to their vehicles as signwriting wasn't permitted at the time by some

of their military clients. "That has since changed," says Danny Bourke of the company's Technical Services Department, "and the plates look great along with the signwriting."





An Offer We Can't Refuse

Restaurant owner Haris Hussain always liked the look of a short, snappy number plate, but his own 65 HH personal registration is a fairly recent acquisition. "I feel it gives a car impact and a facelift," he says.

Haris's friend, Imran Khan, is another addition to the private plates family. Imran



bought his private number, 7 KN (an abbreviation of 'Khan') from Regtransfers as well.

Haris said "Thank you for your assistance and great service, guys. I look forward to dealing with you in the future."

Haris, who owns the Ambala Chowdneys Restaurant on Great Horton Road, also

extended a kind invitation for our team to visit his restaurant if we should ever be in Bradford. A nice curry and the chance to check out a customer's great registration? We're certainly tempted!

www.lovechowdneys.com



Car Pool

Steve Martin inherited a love of cars from his father.

“Over the decades, when I was growing up, my dad changed his car every two years. From Cortinas and Granadas for the family, he moved on to RS Turbos, Capri 2.8 injections, Jaguar XJS, Mercedes SL and others as we got older, so I was always involved with cars.

“My dad wanted to buy an Aston Martin back in the 1970s and ‘80s but he could never justify or afford it but I remember going with him to see DB4s and DB5s when I was a young boy.

“My own portfolio of cars started with an XR2, then an RS Turbo, a BMW 325i Sport, a BMW 330i Sport and then a 440i M Sport, but I always wanted an Aston Martin and



for my 50th birthday I decided to treat myself.

“I’d been looking for a couple of years and then, while sitting around the pool on holiday in Croatia, I saw the Vantage in a picture on a website. It was three years old, had done just 1900 miles since new, and the specification was as high as you could get, especially with the sandstone beige leather interior. That was it: it was a no-brainer.

“I phoned the showroom in Edinburgh and asked them to send a video of the car. Once I’d seen that I put down a deposit on the car. You can imagine the discussion I had with my wife, Sarah, who was sitting with me by the pool!”

The purchase may have been a big one, but Steve has certainly taken good care of his investment. “The car only comes out in dry weather,” he says, “and, even today, it has only 3400 miles on it.

“I had a personal plate, 7847 SM, which started life on my BMWs over twenty years ago but then went onto Sarah’s car. When I got the Aston Martin, I transferred the plate off my wife’s car and onto the Aston, which left my Sarah’s car a bit bare!

“I decided to get another plate for my wife, which led me to Regtransfers to source 787 SRM (Sarah Rachel Martin) for her BMW X3 M40i. Then I wondered if there was something similar to match it,

so I asked Regtransfers to see if 787 SM existed, which it did.”

787 SM now adorns Steve’s Aston Martin but he retained his original 7847 SM and has recently placed it on his latest acquisition - a 911 Carrera GTS.



“It’s really nice to have the matching plates,” says Steve. “The service provided by Regtransfers was excellent, especially in sourcing the two unreleased registrations.”

“The service provided by Regtransfers was excellent and efficient especially sourcing two unreleased plates.”

The customer, three men and a **true** story...

Jonny Appleton was browsing *The World of Personal Number Plates*, when he suddenly realised that he had a great plate of his own that really should appear in our pages. Jonny bought 13 JA from us a few years ago and we think it looks fantastic on his Porsche.

"The 13 is the year Charlotte and I were married," Jonny says, "so I won't be forgetting the anniversary, thank goodness. I've had loads of comments about my number plate. I think a car looks amazing with a nice, short registration number."

Jonny describes himself as a "self-confessed nontrepreneur" but he doesn't specify which sense of that ambiguous title he has in mind when he applies it to himself. His current project is 'True',

a customer service approach that Jonny and his business partners, Jim and Mitch, declare will change the face of the industry for the better by integrating all customer service functions and interactions into a single platform that will serve the interests of both customers and businesses.

The idea sprang from the personal experiences of Jonny and his partners. Jonny and Jim had founded and grown successful businesses in the past but, of course, business people are also customers, and we have all experienced poor service at one time or another.

True will enable disappointed customers to raise issues using an app. The feedback created will alert the business operator, giving an opportunity to visibly



provide great service and transform a flawed experience into a great one. As we at Regtransfers know, good customer experiences bring good reviews and a boost to a business's reputation. Everyone wins! We like the idea behind True and look forward to seeing it develop.





King of the Jungle

When Mel Reed, from East Dean in East Sussex, bought his new VW T-Roc R, it was with the firm intention of purchasing a very special number plate to put on it: something that would make a real difference.

"I did hours of research on the internet," Mel says, "and I found that the best website was Regtransfers.co.uk."

As he wanted something other than his name or initials, Mel turned to astrology. Being a Leo, I found the perfect plate 'Lion' plate, 1111 ON. My new car also roars like a lion when in R mode!"

Mel asked us about the origin of his highly distinctive plate and we were able to tell him that the 'ON' letters represent the Birmingham County Borough Council licensing authority. The first 'ON' plates date back to 1925, "The year my mother was born," Mel observes. 1111 ON was, however, not part of the original series and was not issued until offered at auction in 2018.

In closing, Mel kindly says that, "I would highly recommend Regtransfers, the staff were so friendly, efficient and helpful."



An Impressive Package

Mike Morley from Harpenden in Hertfordshire is no stranger to *The World of Personal Number Plates*: we featured Mike and his job-related CAD 551Y registration in issue 51 of the magazine.

Mike has kindly sent us this great photo of his latest acquisition, a rare Audi TT ABT with its excellent TT02 ABT

registration. The ABT version of the TT has received a serious upgrade by the German motor racing and auto tuning company ABT Sportsline, based in Kempten im Allgäu.

ABT mainly deals with Audi and the related primary Volkswagen Group brands - Volkswagen, Škoda, and SEAT.

The company specialises in upgrading these vehicles with sports-type suspensions, engine power upgrades, lightweight wheels, aerodynamic components and more.

We think it's an impressive package.



The Writing on the Plate

Carol-Anne Mason is a woman of many talents: singer songwriter, painter, dancer - and that's just her creative side. Carol-Anne is similarly versatile when it comes to career matters and over the years she has run a nightclub, been a hair and beauty tutor and even dabbled in antiques. Her most recent achievement has been to become a published novelist.

No one can accuse Carol-Anne of rushing into such a substantial undertaking: she was 61 years old when she decided to pen her literary long-form debut. Two things motivated her: the conviction that one is never too old to tackle something new, and a lifelong interest in matters paranormal. So, two years later, her 90,000-word book, *The Accidental Psychic*, was complete.

Carol-Anne lives in rural Hampshire and the New Forest with her husband, whom she describes as "eccentric" and her beloved Maltese terriers. When she's not writing or gardening, she spends much of her time with her grown children, Frankie and Harry, their partners and a wonderful new grandson, Frank.

Tim, the eccentric spouse mentioned above, was so impressed by his wife's achievement that he decided to recognise her grit and determination by buying her a personal number plate. He contacted Regtransfers for a suitable registration and before long a perfect match had been found in the shape of WR11 TEN. The new number was covertly placed on Carol's beloved Range Rover Sport.

From her early teens, Carol-Anne always had a strong belief in spiritualism. Then, when she realised her propensity for premonitions and intuitiveness was a family trait going back many generations, she immersed herself in the paranormal world, researching all its aspects. This innate fascination with the subject, her awareness of her family history of psychic gifts and her love of horror stories by the likes of Stephen King and James Herbert, combined to shape her first novel.

That family link is manifest in Carol-Anne's work. She has used the names of her ancestors as characters, including her great aunt, Annie Prior, as the main protagonist. Carol-Anne has used the face of her own daughter, Frankie, on the book's front cover and aspects of her persona to develop the character of Annie.

Carol-Anne is currently working on a sequel, entitled *The Eternal Psychic*.

The Accidental Psychic has recently been awarded four Five Star reviewers awards from Readers Choice in America and is available from Amazon, priced £9.99

Better by Design



Stephen Mead owns and runs designRED, a graphic and web design company, in partnership with his brother, Paul. The company

specialises in visually perfect websites, infographics, social media content and high-level Powerpoint presentations.

Stephen is no stranger to *The World of Personal Number Plates*: he provided the excellent snow-scene photograph of the Regtransfers offices that appeared on page 9 of issue 52 of this magazine. We are happy to welcome him back with another great photo and the story behind it.

He describes himself as a long term car fan and the cars he's owned are certainly indicative of someone who drives for fun rather than because he has to: Renault Clio 172, Clio 200, Ford Focus RS and now a BMW M2. Despite his penchant for nippy cars with a sporty edge, Stephen hadn't really thought about finishing his cars off with nice personal number plates - until the arrival of that BMW.

"I noticed lots of M2 owners had them," Stephen says. "In fact, I found that there was quite a good choice out there, such



as the M2 XXX series of numbers. In the end though, quite by chance, I was looking on the Regtransfers website one evening and I discovered all the FA57 XXX plates. Then I saw FA57 BLU - the perfect plate for a Long Beach Blue M2, and a plate that doesn't need illegal mis-spacing to read correctly. I just knew that was the plate for me, and I immediately made an enquiry about buying it. Luckily for me, it had just come on to the market and I felt that I was getting it for a really good price. I couldn't wait to get it on the car."

A few months after his own plate purchase, Stephen started searching for a personal registration for his partner, Carolin. Carolin has a blue Mini so Stephen set out to find an appropriate BLU plate to match his own. Eventually he found SL04 BLU and

cheekily asked Carolin if she would like it. To his surprise she said yes.

"It turned out she didn't mind having a 'slow' plate at all," says Stephen, "as she prefers a more leisurely trip anyway.

"FA57 BLU always attracts positive attention and is great fun to own," he says. "It also hides the fact that the car is now 5 years old, which is a bonus, as the BMW M2 is so good that I wouldn't want to sell it for a few years yet. As for selling the *plate*? I can't imagine doing that! It'd take a really generous offer to get me to sign it over.

"The only down side is that every car I buy from now on will have to be blue to accommodate it, but I can live with that!"

www.designred.co.uk





Mark Wealthy, from Rothwell in Northamptonshire, drives a Vauxhall Zafira Elite.

"It is ideal for shifting my drums about," says Mark. We applied our comprehensive powers of deduction to his comment and came to the conclusion that he may be a drummer. Impressed? Just call us Sherlock.

As you'll see from the photograph, Mark came to Regtransfers during his quest for a great name number plate and we think his W341 THY registration looks fantastic.

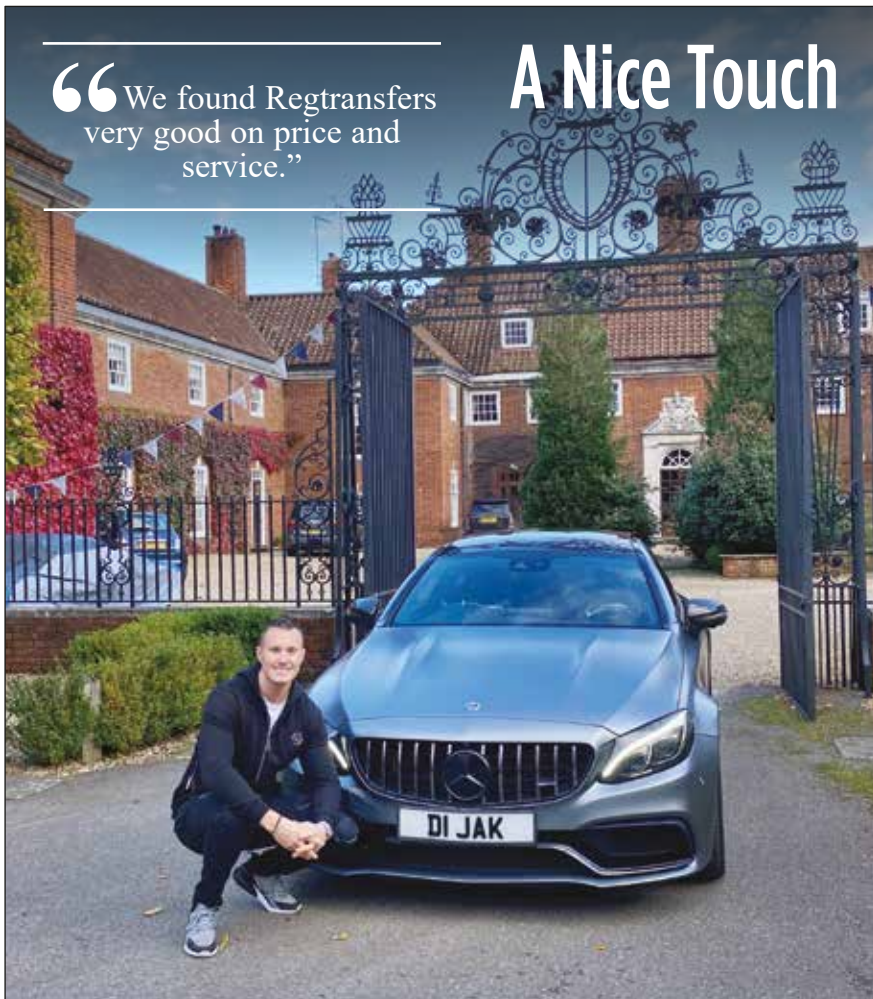
"Thanks to Regtransfers for sourcing this plate for me," says Mark. "It will be passed down to my eldest son in the future."



MY OWNER, TERRY BOGGIS FROM SHEFFIELD, SAYS HE IS VERY PLEASED WITH HIS NEW PLATE. IT'S THE FOURTH ONE HE HAS PURCHASED FROM REGTRANSFERS. THE STAFF MAKE IT SO EASY TO MAKE A PURCHASE AND I AM PROUD TO HAVE MY 'NAME' PLATE ON MY DAD'S BERLINGO VAN.

“We found Regtransfers very good on price and service.”

A Nice Touch



The Sharrett family has run General Mechanical Services Ltd in Eaton Bray, Bedfordshire for more than 30 years. As Eaton Bray is just a few short miles from the Regtransfers offices in Dunstable, that kind of makes us neighbours. General Mechanical Services Ltd does pretty much what it says on the tin, providing MOT tests, services, repairs and maintenance work on all manner of vehicles. So, with engine oil virtually running in the family veins, it isn't surprising that Jack Sharrett is a car enthusiast and a private plates fan.

“Not only is a private plate a nice touch to have on your pride and joy but it can also be an asset and an investment,” says Jack. “I believe that a personalised plate finishing it off nicely just makes the vehicle complete,” says Jack, “especially if that plate actually means something personal to you.”

“I purchased D1 JAK, from Regtransfers over 10 years ago for the Audi A3 I had back then. It's now on my Mercedes C63s AMG. It was nice to be dealing with a company that was local. Not only is a private plate a nice touch to have on your pride and joy but it can also be an asset and an investment.”

www.general-mechanical-services.co.uk



Mike Burns and his family, from Cardiff, love exploring new places in their camper van, which they have christened ExploreVan.

In 2018, Mike decided that the Iveco Daily van conversion needed a final flourish to make it complete, so the family began to hunt for a suitable personal number plate. They found EX02 ORE at Regtransfers and it seemed like the perfect combination.

“We wanted something to make our van extra special and we love the finishing touch that the plate gives to our home on wheels,” says Mike. “It always gets mentions when we are travelling, especially at events and festivals across the UK.”

Over the past ten years the intrepid explorers have travelled throughout Europe, visiting France, Spain, Belgium, Holland, Austria, Germany, Denmark, Slovenia and Croatia.

“We share our travels, tips, reviews and experiences on our YouTube Channel,” says Mike. “The number plate helps to promote our channel, as well as hiding the fact that ExploreVan is now over 15 years old. But we wouldn't change it for the world.”

www.youtube.com/explorevanuk



Stand Out

Pardeep Padda tells us that he first became interested in car registration plates when he was a young boy and his father, Mohinder S Padda, bought C5 MSP from Regtransfers.

"Since then, I've managed to purchase a few registrations," says Pardeep.

"Having a passion for dentistry, I wanted a plate which we could use to advertise our lovely private practice in Shepperton, Surrey, and DE17 TST fitted the bill perfectly."

Pardeep's dental team thinks the plate really stands out and that it has certainly attracted new patients to register at the practice.



Shepperton Dental Care

Smile & more...



The best thing since...

We always love to see imaginative use of private registrations for marketing, branding and advertising so we were delighted to receive this fantastic pic from Pam Critchley and Robin Duckitt.

Pam and Robin own Dowson Blades, an engineering company in Workington, Cumbria, that specialises in

manufacturing blades for slicing bread. Now that's what we call a speciality!

"SL11 CES and SL11 CED work really well on our limited edition Land Rover Defenders," says Pam. "They are great plates on great cars." We absolutely agree.

Pam also owns the cheeky SN06 PAM ('Snog Pam'),

while Robin has the slightly more reserved 4 RJD, the initials of his full name, Robin James Duckitt.

Dowson
Blades Ltd





She Doesn't Sit Still

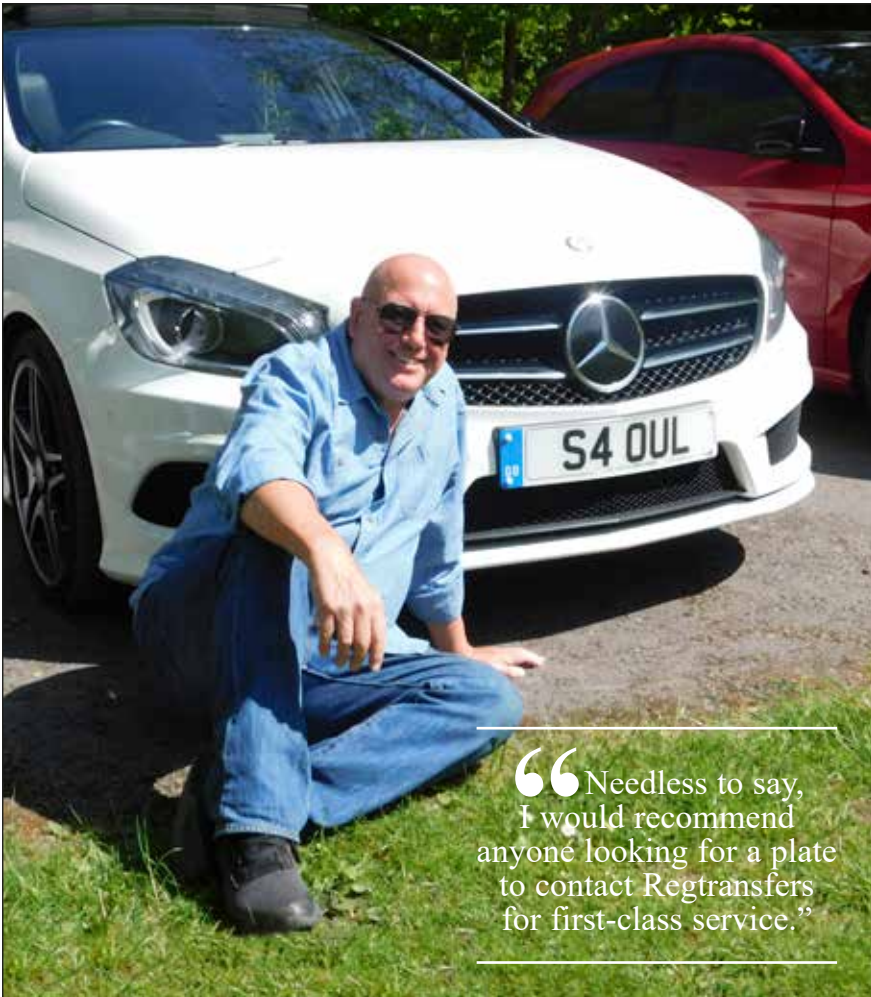
“A seamless transaction,”

Jacqui Sando always introduces herself as 'Jax'. So, what better birthday gift could her boyfriend Paul Rose choose than the number plate XX10 JAX?

“It's her first personal number plate and her first brand new car,” Paul tells us.

Jacqui, from Chigwell in Essex, is a community protection officer in London and was very much involved in arranging supplies for the homeless following the Grenfell Tower tragedy. Her hobbies include Bikram Hot Yoga.

“She is a keen gym-goer, runner and grandmother to ten,” Paul tells us. “She doesn't sit still!”



“Needless to say, I would recommend anyone looking for a plate to contact Regtransfers for first-class service.”

Glyn Wheat and his wife were on their way to a northern soul all-nighter one evening back in the 1990s, when the sharp-eyed Mrs W spotted a Jeep in the car park of King George's Hall, Stoke-on-Trent. The vehicle had an additional USA number plate bearing the legend SOUL, which made Glyn wonder if he could find a UK equivalent.

“I knew, from reading the Regtransfers adverts in *The Sunday Times* each weekend, that my first call would be to them,” says Glyn, “and the response was first-rate.” Gary soon found an excellent contender in the shape of S4 OUL, and he decided to go for it. “Regtransfers talked me through each stage of the process until the plate was secure on my Vauxhall Astra. Needless to say, I would recommend anyone looking for a plate to contact Regtransfers for first-class service.”

Glyn, a devoted soul music fan since his youth in the 1970s, has always collected vinyl records. “I thought it would be great to buy some kit and to see if anyone was interested in listening to soul and disco music played on decks with vinyl like back in the day,” he says. “Demand has been huge and since once I played one venue I have been re-booked to appear each month.”

Where there's muck...



George Wilson of specialist compost supplier Muck and Mulch is a big private plates fan. George has been a Regtransfers customer for over 20 years and during that period he has bought both personal and business plates from us. Amongst his purchases are some great initials plates, 7 GW and 5 GW, and a couple of really excellent themed plates for the business in the form of ECO 501L (ECO SOIL), COM 905T (COMPOST) and M11 LCH (MULCH).

"COM 905T is perfect," George says, "and most of my customers comment on it."

George represents the fourth generation of his family to run Muck and Mulch and a fifth-generation is currently growing up to take its rightful place when the time is right. The business was started in the 1950s by George's grandfather and its longevity means that Muck and Mulch benefits from the family's extraordinary depth of knowledge and experience. That wealth of expertise has attracted a broad and diverse customer base including landscapers, allotments, golf courses and private gardens and estates.

Muck and Mulch prides itself on providing a British-produced, organic product free of unnecessary added contaminants and



artificial ingredients such as chemical colourings or preservatives. Another benefit is the company's flexible delivery service. As well as being very accommodating and willing to make the effort to meet customers' individual delivery needs, Muck and Mulch is able to service a large part of the south of England and some of the Midlands from its several storage depots located in Wiltshire, Oxfordshire, Leicestershire, Somerset, Dorset and Thames Valley.

"Regtransfers is amazing," says George. "I have been dealing with you for over 20 years. You offer good service and are very friendly and helpful." Coming from

a businessman who understands the importance of satisfied customers, that means a lot.

www.muckandmulch.co.uk

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Good Mileage

Martyn Paul Gerrard from North London certainly gets good mileage out of his number plates. His impressive collection of MPG initials registrations are displayed on a very nice selection of cars: a Bentley Turbo RL, a Rolls Royce

Shadow, a Jeep Cherokee Sport and a Jaguar XJ6.

Martyn acquired 30 MPG and 40 MPG in 1976, with P30 MPG and P40 MPG joining the group in recent years. In addition to Martyn's MPG plates, the

Gerrards also own a fifth plate. "My wife's first name is Valerie," Martyn tells us, "but I have always called her 'Vowie'. Some 20 years ago I purchased VOW 1E for her, which she now has on her Mini Cooper."

Gary Hales, from Leeds, is a man of many roles: property developer, chauffeur business owner and qualified close protection officer. His company, GFH Executive Travel, provides transport and personal protection services to businesses, high net-worth individuals and celebrities.

Gary purchased his Ferrari 550 Maranello in 2008 as an investment and

then promptly began the search for a perfect private plate as this model was appreciating in value and was predicted to carry on doing so for several years to come.

"I stumbled upon F1 SSO," he says. "It was the perfect plate and completely transformed the look of the car. The attention and interest the registration and car received as a result was

amazing especially for my three sons who thrived on the attention!"

In addition to his personal registration, Gary has adorned his business vehicles with a selection of matching plates including R9 GFH and Y2 GFH.

www.gfhexecutivetravel.co.uk





“Thank you for all your valuable help and assistance.”
- Tony Downer

Made Up

Tony Downer knew he could rely on Regtransfers when he came to us for his daughter's birthday present. Tony was an existing customer, having previously purchased two private plates from us: SAL 11E for a black Mustang and T1 HUM for an H2 Hummer. This time he had decided to treat his daughter, Emma, to her own personal registration, and his choice of EMM 4X ensured that Emma would receive

the best! When Emma's number plates arrived, they were carefully gift-wrapped so she had no idea what to expect as she opened her present.

Emma is manageress of an Estée Lauder store in Worcester but aspires to work as a makeup artist in the entertainment industry. In her quest to expand her repertoire of relevant skills, Emma recently added wedding makeup to her list of specialities.

In her leisure time, Emma enjoys cycling, keeping fit and playing piano. Her natural

inclination is towards jazz and blues but her piano teacher thinks that those styles should wait and insists that Emma should prioritise the more formal material that she will need in order to complete her grade exams!

Dad Tony is clearly very proud of his talented daughter and we are glad that we were able to help him deliver the perfect gift.

“Thank you for all of your valuable assistance, Regtransfers,” says Tony. “You have helped in the purchase of all of our plates in the most professional and courteous manner.”



D GIBSON FINANCIAL SERVICES
www.dg18son.com

from Darren Gibson and family

Painless

“Thanks to your sales adviser, Ben, who made the whole deal painless.”

When Patrick Oliver Patterson was on the hunt for a nice number plate with his initials, he got in contact with Regtransfers and soon spotted MR02 POP.

“When my five-year-old son Joseph saw the plate,” says Patrick, “he decided

he had to have his own, MR02 JOP for Joseph Oliver Patterson.”

Joseph is nine now and still loves his plate, as do all his schoolmates. “People always comment and they look great when the two cars are sitting together,” says Patrick. “Thanks to your sales adviser, Ben, who made the whole deal painless.”



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