

The World of Personal Number Plates

Issue 54

Regtransfers



40 YEARS



In 1982, a Vauxhall Motors engineering apprentice named Tony Brown decided that employment prospects at the end of his apprenticeship were not looking

too good, so he began to explore the possibility of starting a business of his own.

They say that time flies when you're having fun. Well, perhaps that explains why it seems like only yesterday that we were celebrating our 35th anniversary as a business. However young we may feel, the reality is that we've now reached our 40th birthday. What's that? We don't look a day over 39? You're too kind ...

Clearly the birth of our business was, to us, the most momentous event of 1982 but a few other things did happen as well. That was the year that Channel 4 and the Ford Sierra were launched. Michael Jackson released *Thriller* and Dexy's Midnight Runners released 'Come on, Eileen'. It marked the births of Prince William and Kate Middleton, now Duchess of Cambridge, and the deaths of *Steptoe* actor Harry H Corbett and British movie star Kenneth Moore. It was the year of *Gandhi*, *Blade Runner* and *ET*.

Looking back over the last four decades we are struck by two things: how much our company has

changed and how much our company has stayed the same. At the beginning of our story, there was one man making phone calls from his home and walking the streets putting leaflets under car windscreen wipers. 40 years later, Regtransfers employs more than 100 people.

While the telephone is still an important tool for any business, there is no longer any need for Tony Brown to take a pile of soggy leaflets out in torrential rain. The internet has transformed the way number plates are bought and sold, just as it has transformed everything else. Indeed, in 1982 when our business was founded, the World Wide Web hadn't even been invented.

Our industry has seen plenty of changes over the years: the closure of DVLA's local offices, the introduction of a new UK registrations format, the adoption of the EU's standard number plate style in 1998 and its later post-Brexit abandonment, the advent of the Covid-19 pandemic and its repercussions for business and much more. Our company, on the other hand, has enjoyed reassuring stability throughout interesting times.

Below: Tony Brown and his brother, Paul, in their first 'office'



Regtransfers
100
LIT

Timeline

- 1982** Tony Brown establishes Registration Transfers, operating from home with one telephone and a card index filing system
- 1984** The business purchases its first computer
- 1985** Registration Transfers expands and begins trading from offices in George Street, Dunstable
- 1989** The DVLA start selling private registrations in direct competition with the private sector
- 1992** Registration Transfers celebrates 10 years in business
- 1994** The business moves to current premises in High Street South, Dunstable
- 1996** Registration Transfers has 30 employees
- 1997** The Regtransfers.co.uk website is launched
- 1998** The Regtransfers domain name is adopted as branding for newspaper and magazine advertisements
- 2000** The company is incorporated as Registration Transfers Limited and now employs 50 people
- 2002** Regtransfers celebrates 20 years in business. Our first book, *Fanatical About Number Plates* by Ruby Speechley, is published. An evening sales team is established, greatly extending the company's trading hours
- 2003** The first issue of our magazine, *The World of Personal Number Plates*, is published. Businessman and former Reading FC chairman **John Madejski** features in our first celebrity interview
- 2004** The online purchase facility is introduced. Regtransfers employs 80 staff. Actress **Fiona Fullerton** is interviewed for the magazine
- 2005** A new 'state of the art' telephone system installed. Celebrity interviews in our magazine include actress and model **Linda Lusardi**, TV presenter **Liz Fuller** and actor **Noah Huntley**
- 2006** Our magazine features exclusive interviews with singer **Engelbert Humperdinck**, celebrity hairstylist **Nicky Clarke** and TV quizmaster **Chris Tarrant**
- 2007** Regtransfers celebrates 25 years in business. Our magazine features interviews with TV magician **Paul Daniels**, footballer and actor **Vinnie Jones**, boxer **Amir Khan**, DJ "Diddy" **David Hamilton**, Olympian **Tessa Sanderson CBE** and motor racing legend **Sir Stirling Moss**
- 2008** Our magazine features exclusive interviews with *Dragons' Den* entrepreneurs **Duncan Bannatyne** and **Theo Paphitis**, TV chef and car enthusiast **James Martin** and cricketer **Sir Ian Botham**

- 2009** Our magazine features exclusive interviews with **James Caan** from *Dragons' Den* and businessman and Birmingham City and West Ham chairman **David Gold**
- 2010** Our celebrity interview guests are violin virtuosa **Vanessa-Mae**, jockey **Frankie Dettori** and cricketer **Phil Tufnell**
- 2011** Regtransfers becomes PCI compliant, thus assuring customers of a certified secure purchase experience. Our celebrity interviews feature singers and TV personalities **Coleen Nolan** and **Stacey Solomon**
- 2012** Regtransfers celebrates 30 years in business. Our celebrity interview guests are tenor **Russell Watson** and *The Only Way Is Essex* star **Amy Childs**
- 2013** *The World of Personal Number Plates* magazine print run reaches 200,000 copies per issue. Celebrities featured are best selling author **Martina Cole** and *Dragons' Den*'s **Kelly Hoppen**
- 2014** Regtransfers advertises on London's streets with a wrapped and branded black taxi cab bearing the number plate CAB 11E. The company has 2000 followers on twitter. Celebrity interviews with *The Apprentice* runner-up **Luisa Zissman**, TV actor **Tyger Drew-Honey** and Olympic long jumper **Greg Rutherford MBE**
- 2015** The Regtransfers team reaches 100 employees. Celebrity interviews with footballer **Andros Townsend** and comedian **Russell Kane**
- 2016** The Regtransfers.co.uk website is completely redesigned, making it easier to search our database of millions of private registrations. Celebrity interviews with *The Inbetweeners* star **James Buckley**, snooker player **Ali Carter** and Olympian **Sir Steve Redgrave**
- 2017** Regtransfers celebrates 35 years in business. We sponsor Luton Town FC. Celebrity interviews with boxer **Conor Benn** and top supercar dealer **Tom Hartley Jnr**
- 2018** We reach our first 1000 instagram followers. Celebrity interviews include fashion guru **Gok Wan** and actress **Denise van Outen**
- 2019** We publish exclusive celebrity interviews with boxer **Chris Eubank Jr** and YouTube football star **Jeremy Lynch**
- 2020** We add a document upload facility to our website, saving time on postage and speeding up the registration transfer process. We now have 10,000 Trustpilot reviews. We publish the 50th Issue of *The World of Personal Number Plates* featuring Jamiroquai singer **Jay Kay** and supercar dealer **Carl Hartley**
- 2021** Regtransfers now has 10,000 instagram followers. We interview rugby legend and MND campaigner **Doddie Weir**
- 2022** **Regtransfers celebrates 40 years in business!**





Regtransfers is still actively run by our founder and managing director, Tony Brown. It remains a family firm, with other family members playing key roles. In fact, it can be difficult to wander through our offices without tripping over at least one Brown.

Regtransfers is a family firm in other ways too. Many of our staff have been with us for decades: some almost from the beginning. Some have moved on and then come back to rejoin the team, and a few have left and returned more than once. We also have parents and their offspring working side by side, so not just a family firm but one that has embraced more than one generation of more than one family. Is that not remarkable?

That continuity is reflected in our wonderful customers as well. Not only are we blessed with the loyalty of customers who have been with us for decades but we enjoy the additional

privilege of playing a part in their family stories too. In 2014 we received a letter from a young lady aged eight years, who told us about the personal number plate that her father had bought for her. On page 8 of this 40th anniversary issue, we are able to bring you an update we recently received from Aimée. Not only is Aimée now a young woman, she has a car of her own that proudly displays the number plates her dad bought for her all those years ago. It is hard to express how much things like that mean to us.

Regtransfers is a successful, industry-leading company but it is also much more. We hope and believe that is, and will continue to be, reflected in the way we conduct our business and in the experiences of the people we serve.

Happy birthday to us! And it is: we are very happy to be here, doing what we do.

Rick Cadger

Our Mission Statement

To continue to lead the UK's personal registrations industry by providing our customers with unbeatable choice, value and service.





The long-lasting appeal and proven investment potential of personal number plates are now well established. Over the past 40 years, Regtransfers has been pleased to provide personal registration transfer services for over half a million satisfied clients. Regtransfers is the company trusted by business people, celebrities and professionals, who want their personal number plate purchases conducted efficiently and with discretion.

We have access to virtually every number plate on the market, totalling over 45 million registrations, and our online database is

constantly updated. If customers sign up to our RegAlert service, we will notify them when their perfect registration becomes available. We offer free advice, a full transfer service, and we deal with all government documentation.

Our advisers will guide you through every stage, ensuring that the process is completed swiftly and smoothly. Customers can discuss their requirements with our highly trained, friendly and professional sales team on 01582 967777 between 9am and 9pm, 7 days a week, or search and buy securely online, anytime. We are always looking for innovative ways to stimulate customer interest and entice them to purchase personal registrations.

Over the years, our branding has appeared on a variety of promotional items: beer mats, mugs, clothing, stationery and umbrellas, to name but a few.

Even our fleet of Smart cars, adorned in our company livery, has proved effective in attracting customers' attention to produce extra sales and even a London taxicab 'wrapped' in a selection of number plates which is pretty hard to miss!

We also piloted the effectiveness of a Regtransfers kiosk stand for capturing customer data (by way of applying for magazines) at Toddington Services on the M1 and perimeter advertising boards at Luton Town FC.





Plate Update

In March 2014 we published issue 33 of *The World of Personal Number Plates*. Amongst the letters and photographs contributed to the issue by our readers and customers was the following message from a young correspondent:

Here is a picture of me with my personal number plate, 41 MEE, which my daddy bought for me from Regtransfers, four years ago. I am now eight years old and I only have another nine years before I can enjoy it properly!

Our family all display private plates on our cars including 22 ED, 23 ED and 1 BAV and I can't wait to join them.

Thank you.

*- Aimée Baverstock,
Droitwich, Worcestershire*

We loved the story and Aimée's picture but, to be honest, we didn't really expect to hear from her again. Imagine our surprise and delight when we received an email from Aimée in November 2021 bringing us up to date with all her news.



For her 17th birthday, grown-up Aimée finally received a car upon which to display the excellent 41 MEE registration that her dad, Ed, had bought for her when she was little Aimée. Her Fiat 500 is trimmed with Aimée's favourite colour, pink. Her name is emblazoned on the side of the car in a snazzy go-faster stripe, the door mirrors are pink and even the number plate border around her registration number is pink. You can probably guess what colour ribbon it sported on the bonnet when she got it.

There is just one, last formality to be attended to before Aimée is unleashed on the road in all her pink glory.

"I have passed my theory test and I am currently learning to drive in my car and having lessons with an instructor and my daddy," she says.

"I recently started a beauty course at college after passing all of my GCSEs and I also have two part-time jobs working in a restaurant and wedding venue. I enjoy

fashion and beauty and want to make a career out of that.”

Aimée is certainly keeping herself busy and her practical driving test is booked for May this year.

We asked Aimée for an update on the family number plate situation, as they owned several when we were last in contact.

“At my high school prom in July 2021, I wore a big pink dress and my daddy drove me in his Ferrari F430 which has a great number plate, F430 FER.

“He changes his cars quite often and has different number plates which he puts on his cars and bikes. He purchased his first personal number plate, A7 BAV, in about 1990, when he was 19 years old, which he put on his Lancia. He followed this with M2 BAV and bought his first dateless plate, 1 BAV, in 1995. He has been collecting number plates ever since.

“My dad has 22 ED and 23 ED on his motorbikes and 1 BAV on his daily driver. He also has M3 BAV, which was on his BMW M3. My stepmum Linda has ED11 NDA (Ed Linda) on her car, which is quite funny, and my stepbrothers and sister also all have number plates waiting for them when they pass their driving tests. Even my uncles, Richard and Nicholas, have R1 BAV and N1 BAV on their cars to go with our 1 BAV.

“We really enjoy the way that number plates can personalise a vehicle and are easily recognisable. My daddy tells me they are an appreciating asset... Not that I think we will ever decide to sell them!”

We're grateful to Aimée for the updates about her life and her family's love of personal registrations. We feel almost as if we had watched her grow up, so we hope Aimée will consider herself part of the Regtransfers family too.



Bon Voyage



In 1964 Norman Seddon purchased a 1954, 803cc Morris Minor from a family friend, paying the princely sum of £100. The lady had owned the car from new and Norman jumped at the chance.

"I am not sure when the photo was taken," Norman says of the picture on this page, "but it must have been shortly after I got the car because I replaced the flapping arm indicators with an orange light indicator in the same place, which is not in the photo."

Norman was in the Royal Navy at that time, based in Portsmouth. He subsequently left the service in November 1967 having served eleven years. He got a job as a rep for the confectionery manufacturer Cadbury's and, as the job came with a car, Norman sold the Morris on.

By a quirk of fate, although it is unknown what ultimately became of Norman's Morris Minor when it left him, its VFC 7 registration number survived and at the time of writing is for sale on the Regtransfers website!

During the 1980s, Norman first saw NTS 7 for sale. It would have been a fine initials registration for Norman Terrence Seddon but, unfortunately, someone beat him to it and so Norman settled for NTS 31 instead. As second choices go, NTS 31 was a pretty good one as it incorporated his door number as well as his initials. He also purchased BAB 1S from a local man for his wife, Barbara. The family has always said that the registration is short for 'Bab is wonderful'!

The couple owned a large convenience store for thirteen years and, when they sold that business, Barbara started a children's day nursery. As BAB 1S also looks very like "babies", her number plate became even more appropriate.

Once the nursery was up and running, Norman purchased a run-down newsagents which he built into another successful convenience store. That business was sold after ten years and Norman retired at the age of sixty.

"We also sold the nursery in 2005," Norman says, "and went travelling in my 110 Defender Land Rover camper van. We shipped the vehicle to Buenos Aires and then travelled round South and Central America for eighteen months. In 2010 we decided to travel around the world."

Their adventure was, indeed, a global one and the couple visited Australia, the United States and Canada. After two and a half years Norman and Barbara returned to the UK in late 2012."

Sadly, Barbara passed away some years ago but her BAB 1S registration remains in the family and is now on her grandson's car.

In 2020, Norman acquired N31 NTS and Regtransfers was recently able to unite him with the NTS 7 plate he first wanted all those years ago.

"Buying the plate from Regtransfers was painless, apart from parting with my cash!" He very kindly describes our service as efficient, with no pressure.

"I now have a 130 Defender camper van," says Norman. "I hope next year to ship it to Cape Town in a container with my friend's 110 Land Rover and then to travel round Africa for six to twelve months."

We wish him bon voyage.



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 October 2021:

LSK I	£205,520
99 O	£103,403
I NHS	£102,813
3 CEO	£55,318
I LVL	£46,355
54I S	£41,373
313 M	£36,687
511 AM	£36,032
CR11 PTO	£35,377
I MXG	£32,899
VKS I	£32,334
54 EF	£32,321
I JVN	£32,193
I55 L	£30,909
3 TDF	£30,370
7 XP	£30,267
2 USK	£29,625
20 MJS	£28,842
360 S	£27,057
0C70 PUS	£25,773
VEY I	£25,773
68 XX	£25,773
LOR 4A	£25,760
I LUS	£25,298
I99 Y	£25,259
4 FFS	£24,489
8070 X	£24,489
789 G	£23,860
5555 O	£23,860
TA71 ANA	£23,205
5 NJR	£22,948
IG I4	£22,897
1188 Y	£22,653
BAS IJ	£22,011
CEO IA	£21,934
800 OST	£21,921
111 JSD	£21,921
VVV 8	£21,728
786 TA	£21,279
I VLN	£21,150

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



Join the Club



Peter Critchell bought his first private registration back in 1973. TOY 14 was assigned to his yellow Ferrari 246 GT, thus

dooming Peter to life as a personal number plates enthusiast.

"Since then," says Peter, "various other private plates have been transferred onto a vast number of cars and vans that I, and family members, have owned."

Peter also owns a cleaning company and has equipped two of his vans with PC11 NOV, representing his initials and birthday, and the highly appropriate V12 MOP.

Regtransfers has enjoyed the privilege of supplying Peter with many registrations over the years, the most recent being 10 FOC which is displayed on a Smart car, but not just any Smart car. The initials on the registration stand for Ferrari Owners' Club, an institution for which Peter has been the Kent area organiser for over 30 years.





Peter meets one of our previous cover stars, Jay Kay of Jamiroquai, at The Gumball rally in Waterloo Place, London some years ago, where he was asked to put a display of Ferrari's at the start.



The Smart car in question is appropriately emblazoned with the club logo but we still particularly enjoy the fact that a registration containing a Ferrari reference is, in fact, displayed on a Smart car!

Of course, Peter does own a Ferrari, a yellow F430 Spider bearing the registration F5 TAR (also purchased from Regtransfers). Peter's wife, Sally, owns 99 SCX and the couple's daughter, Charley Victoria, has H1 CVC which was an 18th birthday present. Although Charley has since married and has children of her own, her number plate remains relevant to her. The children in the photograph are Charley's son and daughter, Alfie and Ivy and aged 3 and 5 respectively.

In his capacity of organiser for the Ferrari Owners' Club, Peter has been involved in fundraising for a large number of charities and good causes, including Kent Air Ambulance, Headfirst (with singer and TV personality Cheryl Baker), Save the Children, The Royal Marsden Hospital, Dorton House, Abigail's Footsteps, Darent Valley Hospital, Tadworth Hospital in Surrey, the Henry Surtees Foundation and more.

We should say that Peter himself did not dwell on this aspect of his activities during our correspondence with him, so we are grateful to his friend, David Marsh, for "snitching" on him. David also took the fine photos accompanying this article.

"Regtransfers are our preferred agent for both buying and selling numbers," Peter says in closing. "You are always more than helpful and see the transactions through to the end."

www.ferrariownersclub.co.uk

www.davidjmarsh.co.uk

Kids' Stuff

Gordon MacDonald, from Strathaven in Lanarkshire, is pictured here with the two fantastic plates he bought for his children.

Ellie, on the right, is currently reading maths and accountancy at Glasgow and, when she is not studying hard, she loves horse riding. Ellie has just started driving after passing her test, fault-free, at the first attempt, as she keeps reminding Gordon.

"I wanted to purchase a private plate for her first car," says Gordon, "so I decided on 979 E after seeing it on the Regtransfers website."

Gordon, who works as a store manager for Sainsbury's, also decided to buy a similar plate for his son, even though Ethan is only 14. "Whilst the numbers have no significant meaning, there is a huge potential future investment increase for this style of plate," says Gordon. "E could represent a first name or surname, and could be linked to E for electric vehicles in the future."

Ethan is in his third year at secondary school. He loves football and plays for a local team. 801 E is being held on Gordon's car for now but he will pass it on when Ethan gets his first car.



"I've been into private plates for many years as an investor," says Gordon.

"It's a hobby which I love. I've sourced a number of plates through Regtransfers over the years and been successful with buying and selling. I don't purchase for myself, I just look at what's a potential investment and watch the market very carefully.

"You could say I've turned into a number plate nerd. I love the old original issue plates that were issued from 1903 onwards and have a collection of books on the subject. I have a small collection of plates at the moment and two original issues from over 100 years ago. I see a huge opportunity for investment by choosing wisely and think the market will continue to grow."

The pictures above show Gordon's 1981 Mercedes with BX 27 and CX 65, which he currently holds on retention certificates.



Something Different

Stuart Rodger looks for something a little different in his private registrations. Whereas the majority of our customers seem to prefer direct personalisation with name or initials plates, Stuart, and quite a few others, prefer their number plates to reflect their pride in the vehicle that displays them. They choose numbers that refer to the brand or model of car that they own.

Take, for example, Stuart's Jaguar XKR and his Jaguar F-Pace which currently bear J222 XKR and J222 FPS respectively. Numbers like this provide a great alternative to more personalised examples, offering a degree of anonymity while still catching the eye and drawing attention to a nice car.

"I previously also had J222 XJS on an XJS and J222 XJR on an XJR," says Stuart.

A similar scheme has been applied to Stuart's Ferraris. Stuart purchased

PFH 430 ("Prancing Ferrari Horse"!) from Regtransfers for his Ferrari F430: a car with which he has, reluctantly, had to part ways after buying one Ferrari too many.

"I had the plate on my Ferrari F430 for five years," he says, "and have had it on a retention certificate since I sold the car."

The F430's downfall was the addition of a Ferrari California to the stable.

"I originally intended to keep both Ferraris, however my 'wise' wife, Lorraine, pointed out that I only had garage space for two cars. At that point we had two Ferraris and two Jaguars. My suggestion to build another double garage extension did not go down well so, sadly, the 430 had to go."

Stuart consoled himself to a degree by purchasing FR55 CAL from Regtransfers to put on the Ferrari California.

"The California T is much more practical," he concedes, "and can be used every day



with the added bonus of a folding hard top. Another advantage is the addition of a turbo to the V8 engine, adding an extra 70bhp.

"The picture shows me kilted up for my daughter Suzanne's wedding, four years ago. I was ready to take her to the reception in my Ferrari F430 but, alas, she didn't like the idea: something to do with a long white dress not fitting in the car."

PFH 430 is currently available through www.regtransfers.co.uk



Back to Being Me

Amanda Lubrani has been self-employed since leaving school. She had three jobs as a 14-year-old schoolgirl and has run her own businesses since the age of 16. Amanda's career has been diverse and her ventures have encompassed fashion, advertising, telecommunications, furniture and, her favourite, property.

"21 years ago, I decided to cash up my properties and my main business

with its 18 staff, and to leave London to concentrate purely on property development where I now live, in Devon's beautiful The South Hams.

"Devon has always been a success for me. The Salcombe-Kingsbridge estuary dominates the amazing views and provides an incredibly special lifestyle. I built a 16-property complex perched on a clifftop a few years ago and it sold very quickly, I believe, because of the breathtaking scenery.

"The community is very close-knit and yet, in the summer seasons, it swells with new people who choose to take their holidays here. I love the contrasting dynamic from

winter to the summer. Many of those people have been visiting every year for generations."

Amanda purchased 1 LUB when she first moved to Devon. "I could never change it because, being such a small community, it is almost like my brand. I get told all the time where I have been spotted, and people wave or toot as they know it's me.

"I remember being very impressed with the service from Regtransfers. I would never buy a plate from anyone else.

"I have always owned great cars and boats but I decided to get sensible a few years ago, so I bought my Mercedes. I was doing a lot of mileage and it was



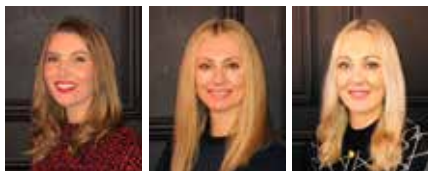
better than my Range Rover, which only managed 18 miles to the gallon. And it didn't look so bad with 1 LUB on it!

"I decided last year it was time to go back to being me. Having a beautiful fast car gives me so much joy so I purchased my Porsche Taycan, which I absolutely love. I was a bit nervous because it is completely electric, so I decided to keep the Merc for a while in case I ran out of charge!

"I couldn't bear that I didn't have my plate on it so I found 11 LUB. The two plates look so good together and, once again, the people at Regtransfers were brilliant and they took care of all of it for me."



The Bond Girls



Larissa • Georgina • Charlotte

Sisters Charlotte Bond and Georgina Bond-Kelly had a shared dream. Their vision became reality in 1997 when they founded their salon, Bonds Beauty: a brave endeavour for two young women of just 18 and 19 years. Once the business was up and running, a third member joined the team: Larissa Warren isn't related to Charlotte and Georgina but the three have,

nevertheless, become known locally as "the Bond girls".

"We offer exquisite services located in elegant and luxurious settings," says Charlotte. "We are in a Grade 2 listed, historical building in Northampton town centre. Our focus is on high-end and quantifiable results-driven treatments in skin needling, CACI treatments, Germaine De Capuccini facials and skin peels, advanced intimate waxing, cryosurgery and wellness treatments."

During her quest for an appropriate personal number plate, Charlotte was directed to Regtransfers. "To my surprise,



my ideal plate, CH13 OND (Charlotte Bond) was available," she says. "The whole process was brilliant and I would definitely recommend Regtransfers to all my clients, friends and family."

www.bondsbeauty.com





Standing Out from the Crowd

Scott Gage has run Ecosse Joinery Ltd in Inverclyde for over 20 years. The company has an ever-growing fleet of corporate vehicles and Scott has adopted private number plates as a tool to brand those vehicles and make them more memorable to existing and potential customers.

"We only use Regtransfers," says Scott, "and we have developed a good

relationship. Sara always provides us with a great one-to-one service."

The Ecosse private registrations collection is an enviable one and a great example to other businesses who may consider a similar enhancement to their marketing strategy. Amongst the plates so far acquired are EE20 SSE, E200 SSE, E200 OSE, EC02 SEE, E20 SEE, E20 OSE and E20 SSE.

"We always have people commenting on the fleet and how the plates allow us to stand out from the crowd," says Scott.

Scott and his wife, Stacey, also have personal number plates. Mr Gage has SCO 77G and SCO 11G, while Mrs Gage has SC06 AGE. Additionally, there are a couple of numbers tucked away on retention for future use by Scott's sons: SCO 777G for Scott Jnr (17) and SE66 AGE for Sebastian (5).

We're delighted to see the Gage private plates tradition is set to continue with a new generation!

www.ecossejoineryltd.co.uk



Fascinated

Mark Evans, from Southampton, has been fascinated by personal number plates since he was about 10 years old. In fact, his early interest was so strong that Mark purchased his first registration when he was just 15. That first number was M333 MLE, bearing the initials for Mark Lawrence Evans.

Having first encountered Regtransfers in 2018, Mark has become a loyal and valued customer, picking up a diverse collection including ME 161, XXX 500, 11 GXW, 9999 E, 9999 D, E 1390, E 7875,

T 7369, NNR 9, DL 1001, WCT 4, V 318, FUN 333Y and many more. He still has his original M333 MLE number, which was joined by two more initials plates: ME 161 and M888 MLE, which was recently sold through Regtransfers.

Apart from these registrations which include his own initials. Mark is mostly interested in sequences and repeated characters and considers them to be excellent investments, "when you choose the right ones." Mark says. "I have become more passionate

about my registrations over the years. I've had a number of cars and motorcycles and I have always enjoyed decorating them, usually with a dateless plate. I love original issues along with single-letter registrations. I think personalised registrations look great on any vehicle, particularly motorcycles.

"I often deal with Giles at Regtransfers and he has been amazing in helping me to source some amazing registrations. I am sure I'll be buying many more over the years to come."



“Thanks, Regtransfers for, the wide variety of registrations available and excellent service.”



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



from Andy Cooper • Xtreme Trout Fishing



from Christopher Martin



from David Marcus



from Paolo Conlon



from Chris Capron



from Abbie Irvine



from Trevor Thompson



from Terry Thurston



from Philip Lewis Jones



from Julian Patrick



from Will Pluse



from Trevor Hepburn



from Jim Ayling



from Patrick Foster



from Paul Godden



from Harvey Clegg



from John Street



from Nigel Baylin



from Richard Putland



from Michael Gordon



from Stephen Lawrenson



from Chris Cox



from Deepak Chanrai



from Peter Finch



from Colin Smith



from Philip Brown



from Ruby Corion



from David Grant



from Nigel 'Nidge' O'Brien



from Arjoo Miah



from Ollie Wakefield www.cleansegrp.co.uk



from Ronnie Hay



from Stuart Baker



Photo:www.bailliephoto.co.uk

Kevin Smithers, from Dumfries and Galloway is clearly proud of his Scottish heritage and so he dressed accordingly for his wedding to Laura in 2016. Running a distant second to his love for his bride, Kevin's other passion is private number plates: an interest he shared with Laura when he gave her LS 8555 as a gift on their wedding day. It takes a brave man to risk such a wedding present but, by the look on Laura's face in the wonderful photo above, it seems that Kevin got away with it.

"I received my first registration, S27 KEV, from my mum and dad for my birthday in 2003." The present from his parents led to a growing enthusiasm for personal registrations and Kevin went on to purchase his first dateless plate, KS 6957, in 2015 for his Range Rover Sport and other numbers soon followed. "So far in my collection, I've had S27 LOG, KEV 555Y, 51 KL, 56 KS and OXS 6."

Kevin and Laura have one slightly unusual initials plate: KLS 6 combines both their first initials and their shared last initial on one plate - a nice idea for a couple.



The Happy Couple

That number was displayed on Laura's Audi Q3 (pictured here), but they upgraded to a VW Touareg 3.0 v6 for towing Laura's horse trailer. S27 KEV is on Kevin's daily runabout. Three other numbers, KS 6957, LS 8555 and OXS 6 are currently on retention.

Kevin works in the forestry industry and so understands the importance of having the right vehicle for the terrain. Travelling rough roads for work has given him an appreciation of 4x4s, hence the Range Rover, but the rugged Scottish geography is something Kevin embraces.

"My hobby is hillwalking here in the Galloway hills and Munro bagging [climbing mountains over 3000 feet in height] in the north of the country."





Top Drawer

Kim Nightingale, from Belper in Derbyshire, bought her fine initials registration in 2021.

"I purchased 11 KN from Regtransfers after changing my surname to my

partner, Carl's. I had been looking for a personal registration to match my new initials and after a few years of retirement, and becoming a grandma, I decided to treat myself. I contacted

your sales team who brokered the sale and I found the service provided by the Regtransfers team top-drawer. They assisted me with any questions I had."



Mohammed Ukil Miah from Birmingham has been buying cherished private registrations since 2004 when he passed his driving test. He always had passion for cherished

private registrations because all his family and friends brought them.

He spends most of the time as a private-hire driver and notices lots of private plates on his travels. He always wanted

to invest in one and recently brought P27 NCE (Prince), which he believes is going to represent a great investment.



Safe and Sound Fire Ltd
 Fire Protection Engineers & Consultants

John Noble, from Motherwell in Scotland, is the managing director of Safe and Sound Fire Limited, an independent, family-run fire protection company based in Glasgow. Safe and Sound provide a range of services including alarms, extinguishers, door-entry, emergency lighting, CCTV and risk assessment.

John began his working life at the age of 13, selling household products for a local soap manufacturer. He entered his

engineering apprenticeship at 16 before finally starting his own business in 1980.

"I still enjoy working," John says, "and still get a buzz when our clients recommend us to others. My motto is, 'say what you do and do what you say.'"

John was a karate instructor for around 16 years and currently enjoys playing golf. He also has a very evident interest in cars.

"I am a prolific car buyer," he says, "and have had 63 cars since passing my driving



test back in 1977. I recently sold my private plate, 2 WDA, on an Aston Martin Vanquish."

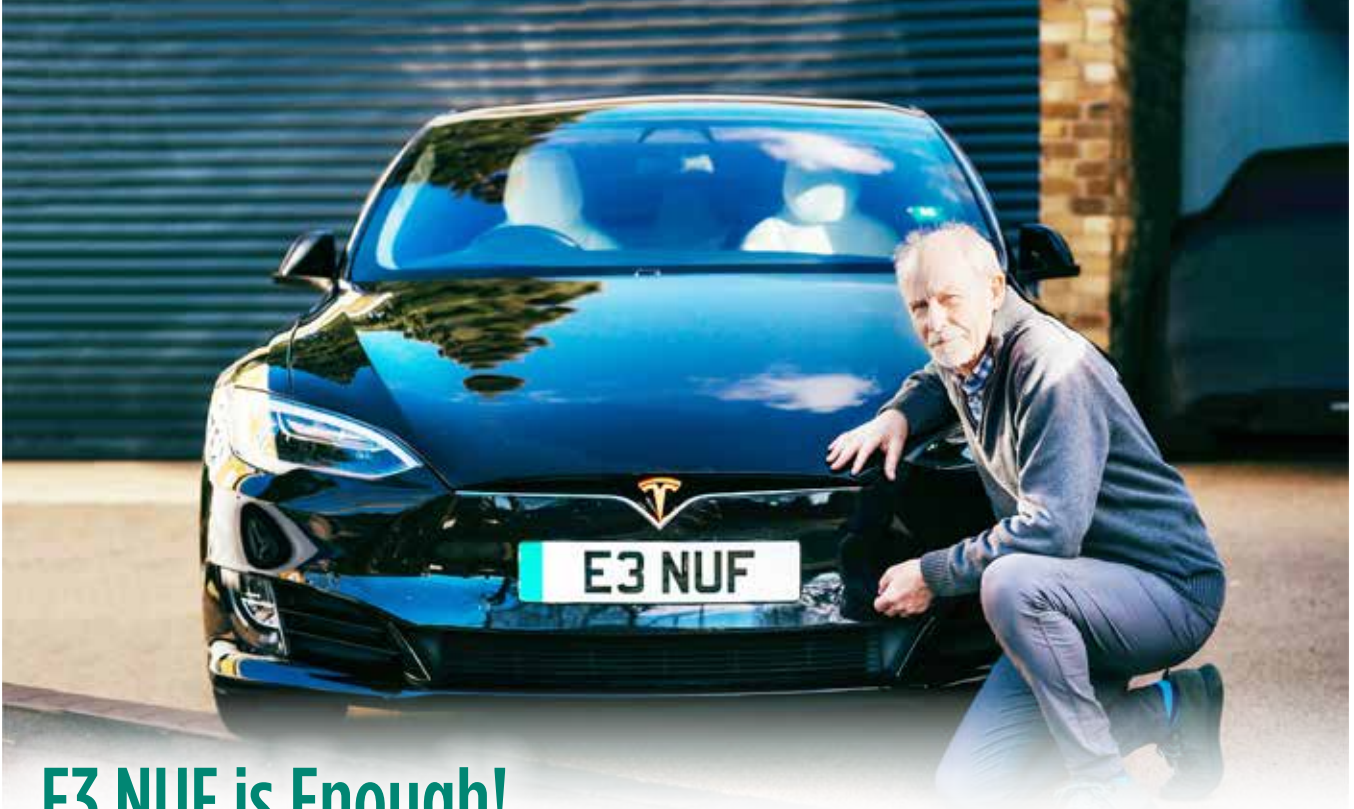
John ended up at the Regtransfers website while trying to find a replacement registration. "I purchased a new Mercedes 500L S Class in September 2021 and I was looking for a plate that was more personal to me than 2 WDA, which had no meaning."

The plate that caught John's eye was 63 JN, which currently resides on his Bentley Continental GT, pictured above.

John tells us that his wife also displays a nice private plate on her car. "Gillian, has the registration G11 NOB (Gill Noble), which we also purchased from Regtransfers some time ago. I would highly recommend Regtransfers for a hassle-free experience in purchasing a cherished plate."

www.safeandsoundfireltd.com





E3 NUF is Enough!

Peter and Anne Lawrence are enthusiastic champions of electric vehicles. The couple both drive Tesla Model S electric cars, and both have private number plates that reflect their choice.

Anne's registration is a particularly amusing one. At first sight it appears to contain her initials followed by additional characters that may or may not contain some cryptic message. However, should one glance at Anne's number plate in a rear view mirror, the name TESLA is instantly apparent. Brilliant.

Peter is an excellent advertisement for the sheer practicality of electric cars. "I use my Model S for my gardening," he says. "Piling all sorts of plants and sacks of earth in it for numerous trips to the dump."

Peter's private plates have two meanings. Firstly, E3 NUF is a timely statement that enough is indeed enough. We must act *now* to reduce carbon emissions or we will have missed our opportunity to halt, and hopefully reverse the damage we have done. The second meaning sums up his experience of using his Tesla on a daily basis for both household odd jobs and

long trips. A good electric vehicle is 'enough' for all this and more.

Peter owns a holiday cottage in Denmark and has driven his Tesla up through Northern Europe on many occasions. He often meets other long-distance EV drivers along the way. There is a certain camaraderie amongst them, a kind of shared contentment in the knowledge that their long journeys are having less of an impact on the environment than equivalent trips in petrol or diesel-guzzling vehicles.

"Collectively, we can make a massive difference," Peter says.





What's It All About . . . ?

Eighteen-year-old Londoner, Alfie Jones, has loved supercars since he was a toddler. He spent much of his early teens car-spotting, taking photos for Instagram [[@aj.spots](#)] and teaching himself everything he could fit into his head about cars. At the age of just 15, after a chance meeting at the airport after the Geneva Motorshow, Alfie landed his very first Saturday job at Lamborghini and now works as a host at the company's prestigious showroom in South Kensington – the start of what he hopes will be a long and exciting career in the industry.

Alfie's parents, Amanda and Mike, surprised him with a personalised registration plate for his long-awaited seventeenth birthday, when he could finally drive. Alfie had always enjoyed seeing and photographing private plates and his parents knew that a personal registration of his own would make a perfect gift for the family's car enthusiast.

Alfie lives at home with his parents. Mike is a plumber and Amanda works as a Health

and Safety manager in the family-owned glass processing company started by her great-grandfather. Their home backs on to the Grand Union Canal, where Alfie enjoys relaxing with a spot of carp fishing. He goes to the gym twice a week and has been known to cycle 40 miles in a day with ease.

When he isn't in the gym, at the showroom or behind the wheel, Alfie can be found gaming, or spending time with his girlfriend, Bella. He also loves to travel. He has visited the USA, Egypt, Japan, France, Malta, Italy and Jamaica. His favourite trip was a journey across Japan with his elder sister, Samantha, which ended with a visit to a car showroom in Tokyo. Samantha is a New York Times bestselling author.

Alfie's enthusiasm for cars began at a very young age, when he used to watch *Top Gear* with his dad every week, and he started car spotting in his early teens. The rather cool Porsche Go-Kart that Alfie had when he was two may also have led to a yearning for bigger, faster wheels! By the time he reached his early teens, he had

“Our experience with Regtransfers was very positive. The team were extremely informative and helpful.”

a fascination with private plates and was quick to spot them when he was out and about.

Amanda and Mike spent months searching for the right plate for Alfie's birthday present. Eventually they found ALF 1J at [Regtransfers.co.uk](#). It was perfect.

Alfie's parents placed ALF 1J on his car on his birthday as a surprise. He didn't notice it the first time he walked past and when he finally spotted it Alfie assumed the plate was a fake. When he realised it was a real number plate with his name on, he was surprised to say the least. Amanda and Mike's choice was spot-on and Alfie gets complimentary comments about his registration all the time.

“Our experience with Regtransfers was very positive,” says Amanda. “The team were extremely informative and helpful.”

Getting it Wight

Elliot Tyler works as a prison service contractor but is also studying law as a postgraduate at Portsmouth University. Elliot is also a private plates enthusiast who has come up with a great way of celebrating his Isle of Wight home with a number plate. The usual indicators of a registration issued in IOW are the character codes DL or HW but Elliot, from Bembridge, Isle of Wight, recently acquired the registration plate ELT 10W: a neat combination of his initials (for Elliot Lawrence Tyler) and those of the island.

"Many residents sport references to the island on their number plates," says Elliot, "including my father, John, also a Peugeot, fan. He likes to display DL plates, the code assigned to the island under the early registration systems. His main plate is DL 38: a piece of Isle of Wight history dating back to 1903."

John previously owned the Isle of Wight plates DL 1001 and 4 EDL. His current personal registrations include JT 995 and 72 ET.

"My Dad has been a customer of Regtransfers for longer than any of us can remember!" says Elliot.

Prior to acquiring ELT 10W, which resides on his Peugeot 308 Allure, Elliot owned 333 TT, which he says he bought for a great price through Regtransfers. He also has another nice initials plate, OO07 ELT, which is currently on retention.

"I first got into personalised number plates after realising their investment potential. Nowadays I buy them because I want my car to look its best, and a personalised plate always stands out. My number plates are always a big talking point."

Elliot also enjoys collecting art, watches, and wine that he buys at auctions but he still keeps an eye open for possible private plate acquisitions. "My next purchase may feature the initials MGM - not because it's a major film company, but because those are the initials of my girlfriend, Molly Grace Mitchell."





Not a Lot of People Know That

Roger Harris is a retired lawyer and justices' legal adviser, formerly at Herefordshire Magistrates' Court where his friend, Chris Hillyard, is still the longest-serving magistrate

"I have always been keen on personal number plates," says Roger. "I had my first one for my 30th birthday back in 1995. It was J30 RJH, which was on my J reg Astra." Roger stuck to the same formula when he acquired an 'R' registration Astra by matching it with R30 RJH.

Roger owns his own name number plate, ER06 GER, and for his daughter Amy's 18th birthday, Roger bought YM60 AMY. Amy's number plate is a real novelty: not only does it spell her name when read forwards in the usual way, but it also represents her name when read in a rear-view mirror [YMA 00AMY].

When not pondering cunning personal registrations, Roger has an interest in a number of celebrities and has built many fan websites in tribute to them, including:

www.stevemcqueen.org.uk
www.iandury.com
www.petercushing.com

and the three 'doctors':

www.williamhartnell.com
www.patricktroughton.com
www.jonpertwee.com

One of Roger's first fansites was entitled 'My Domain is Michael Caine', which resided at www.michaelcaine.org. The site was created in honour of the eponymous actor but is, sadly, no longer maintained.

"Around April 2001," Roger says, "I was contacted by Michael's son-in-law, Tim Scott, who asked me if I wanted to buy Michael's Mercedes SEL 500. It had been custom altered to include 'script tables' in the back and had a special paint job to Michael's own specification.

"There was no way I could afford to buy the car myself but my friend [and aforementioned former colleague], Chris, offered to put up the money. We drove down to Michael's flat in Chelsea to buy the car from Tim and Natasha, Michael's daughter. Michael was away in Vietnam filming *The Quiet American* at the time so, unfortunately, we didn't get to meet him."

Having acquired the car, Roger thought it deserved a better plate than its nondescript 'B' registration. Shortly afterwards, 2 ULU came up for auction.

"Zulu was probably Michael Caine's most famous film," Roger says. "Certainly his first starring role and the film that launched him on the road to superstardom."

ULU registrations were originally issued by the London County Council in 1957



In 1997 Michael Caine was filming at Hereford Cathedral for the film *Shadow Run* and Roger not only got to meet him, but got a photo together with him, which Michael Caine later signed for him.

as ULU 1, ULU 2 etc. The reverse series, beginning with 1 ULU, was released in September 1997 and 2 ULU in June 2001.

"2 ULU was auctioned almost at the very end of the day," Roger recalls, "so most of the dealers had already spent out and gone home. It was still a very expensive number plate to buy, but we put it on the Mercedes and it looked really good."

Roger's website caught the attention of Channel 4 TV and, in 2001, he and Chris were featured in a documentary about Michael Caine fans called *Film Fever*.

The Mercedes was eventually sold on but Roger and Chris kept the 2 ULU plate. It did a stint on Chris's Rolls-Royce at one point but now resides on Roger's black Mazda CX3.

Editor's note: No bl**dy doors were blown off during the writing of this article.

The headquarters of PRS Distribution Ltd, situated near both Heathrow Airport and a selection of key motorways, is ideally located for a transport, distribution and logistics company. Like most businesses, PRS has its own take on branding, marketing and generally promoting their name and, like an increasing number of firms, one of the innovations they have adopted in

style is the use of private number plates on their fleet vehicles.

Phil Coombs of the PRS team realised what a great collection they had acquired and suggested to his boss,

Paul Sawdon, that they should contact Regtransfers and tell us about their enviable array of plates.

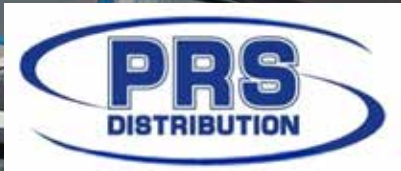
"We have 1 PRS, 2 PRS, 3 PRS and 4 PRS on our fleet of Volvo tractor units," Phil told us, "and other vehicles

display 8 PRS, 9 PRS, 10 PRS, 14 PRS, 15 PRS, 16 PRS and 17 PRS."

PRS also owns a number of HGV plates, including 1 HGV, plus a series of current-style PR51 (PRS 1) registrations: PR51 VAN, PR51 DAF, PR51 JCB and PR51 HGV, all of which are displayed on vehicles. And there are more that space doesn't permit us to include!

Regtransfers has been waving the banner of private plates as promotional tools for a while now. To us, this extensive stable of themed plates being put to work is a joy to behold.

www.prsdistribution.com



We love to see private plates used effectively to promote businesses, and we like it even more when someone comes up with an angle we haven't seen before.

Perry Saunders of PFS Security Systems has branded his company's fleet of vehicles with a complete series of initials plates running from 1 PFS right through to 9 PFS. It has to be one of the neatest collections we've seen. Perry's extra dimension is to make each registration number a functioning link address to his company website. Just add '.co.uk' to any of the PFS registrations and it will take you to the PFS Security site. Try it with 1PFS.co.uk - or any of the others - it works!

Perry also owns a brilliant call-to-action number: CA11 PFS should certainly prompt people to call PFS!

Last, but certainly not least, is P6 RRY, a great name plate that is currently displayed on Perry's Bentley. As well as great marketing for his company, we think Perry's collection is great advertising for private number plates!



- 1pfs.co.uk
- 2pfs.co.uk
- 3pfs.co.uk
- 4pfs.co.uk
- 5pfs.co.uk
- 6pfs.co.uk
- 7pfs.co.uk
- 8pfs.co.uk
- 9pfs.co.uk

pfs-securitysystems.co.uk



Marketing on a Plate

Marketing and advertising are evolving arts. The advent of the internet provided a new and unfamiliar environment but the sharp-eyed were not slow to recognise opportunities. Before long, banner adverts and sponsored links became major sources of leads and business, and companies realised the importance of domain names to their brands.

Despite the explosive growth of the internet, there is still room for offline innovation in marketing and brand promotion. In recent years, Regtransfers has noticed, and encouraged, the increasing use of private vehicle registrations in this context.

Whether it is the raising of personal profile, as achieved by Lord Sugar's famous AMS 1 registration, or the novel promotion of a brand like Theo Paphitis's stationery chain, Ryman, with the number RYM 4N, personal – or corporate – registrations are big business.

An increasing number of companies and entrepreneurs have seen the value of private and corporate vehicle number plates.

Some have invested in single, outstanding examples that are guaranteed to make an impact. Others, such as Pimlico Plumbers, have bought a whole series of imaginatively themed registrations. Many of those featured are regularly returning customers of Regtransfers.

Regtransfers is the UK's largest private dealer in personal vehicle registrations. The company was established in 1982 and is widely recognised as the leading source of authoritative information on the subject.

Regtransfers has the largest private stock of exclusive, top-quality registrations in the UK. Our website offers a range of easy to use search options, and our sales advisors are available to assist you from 9am to 9pm, 7 days a week.

If you would like to discover how this exciting and entertaining medium could work for you, please visit:

www.regtransfers.co.uk

or call us on:

01582 967777



FunWhenYouDrum.com



Junction 26 Bed Shop



One Traveller Holidays



Souster & Hicks Bespoke Tailors



Dowson Blades



The Bowgie Inn



SolarFrame



Phillip Evans Estates



Overfinch.com



Muck and Mulch Compost



Task Security Services



Yellow Investments



VAT may be reclaimed if your plate is deemed to have been purchased for business use.

Depending on the price paid, the purchase may also qualify as a capital allowance or be offset against corporation tax.

Abdul G



In a previous issue, Haji Abdul Aziz described his 997 BE plate as, “the cherry on the cake.” The cake, in this instance, being his nice Porsche Carrera 997 Black Edition.

Abdul also has another very interesting plate which he is currently selling through Regtransfers.

“When any Muslim goes on the Haj pilgrimage to Mecca that person becomes a Haji,” he explains.

When Abdul returned from his own Haj in 2003, he looked through the number plate listings in *The World of Personal Number Plates* in search of a plate that had a connection to his pilgrimage.

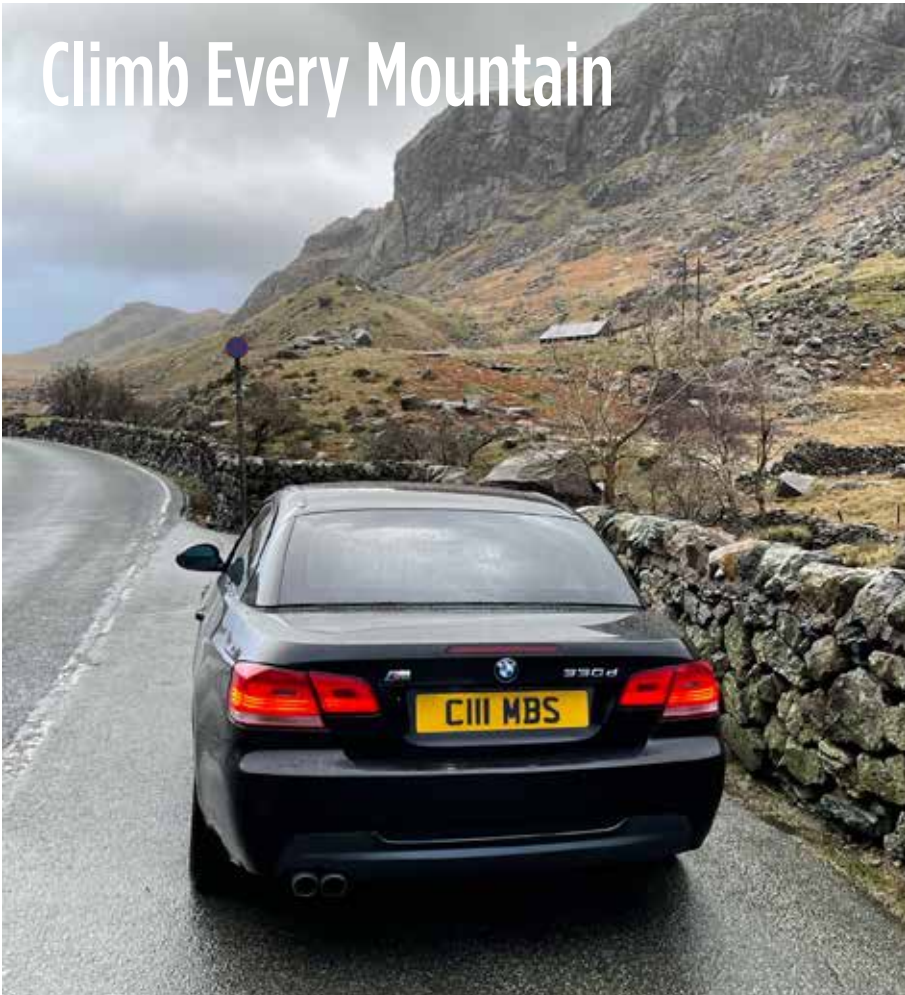
“I couldn’t believe it when I saw HAJ 1G,” says Abdul. “I called straight away and bought it.

“In Asian culture, if we want to address someone with respect, we call them by name and say ‘Ji’, which is pronounced just like the G in Ali G. Haji is often used as a title. HAJ 1G cleverly combines the two elements ‘Haji’ and ‘G’.

“I have lost count of how many people have commented on the plate,” he says, “and I have loved every minute of ownership, but I feel that now is the right time to part with it.”

If you would like to enquire about HAJ 1G, please call Regtransfers on **01582 967777**

Climb Every Mountain



Martin England, from Hinckley, Leicestershire, recently purchased the registration C111 MBS from Regtransfers.

“Ben, the nice chap I dealt with, said that, if I could take a photo of the plate and give a description of why I bought it, it might be able to go into the Regtransfers magazine.

“I bought this plate as a nod to my five-year plan to climb Mount Everest,” he explains. “It’s like a symbol of that on my car. I also think it’s a great plate to have when I’m visiting places like Snowdonia, the Lake District or the highlands of Scotland.”

Although we would be proud to have supplied the first private number plate to reach the summit of the legendary Himalayan peak, we assume that, when he sets out for the ascent, Martin will probably decide to leave the car at the bottom. Probably for the best.

We wish Martin the very best of luck with the venture and we are delighted to include his contribution here. We hope he will let us know how he gets on so we can publish an update.

School of Thought

Rob Jelves and his wife Joanne work at Ridgeway Primary School in Burntwood, Staffordshire, where Joanne is the headteacher and Rob the site supervisor.

The seed of Rob's enthusiasm for private number plates was planted by his uncle, Michael J Hipkiss, who had purchased his own initials registration, MJH 873, some years earlier. When the 11 plate series was due to be released, Michael told Rob about the great Jelves registration he'd spotted amongst them. JE11 VES was an almost perfect representation of the name.

Sadly, the timing just wasn't right for Rob. "We had two young children and

an older car, which I wouldn't have been able to use a new registration on.

"I followed the plate for many years and had many a discussion with Uncle Mick. Then, one day, I decided to give Regtransfers a ring about it. I spoke to the very helpful Ben and we had a chat about costs etc.

"Later that week, I was over at my dad's house and I mentioned the plate. My dad had been included in many of the conversations over the years and he knew how much I really wanted it. He asked me why I didn't just buy it and my reply was that it was a lot of money for a number

plate. The next day my dad phoned me and asked me if I'd checked my bank account. When I did check I found that he had transferred me the money to buy the plate! I got straight on the phone to Ben to make sure I could secure the JE11 VES registration and after a few short days I had the plates I had always dreamed of owning.

"Everyone comments on the plates and some people even ask if they are real. I'm hoping to get many years of enjoyment out of them."





Code of Practice

The Highway Code in 2022

You know how the British public just loves to be divided over issues. Well, the government has, very obligingly, provided us with a whole new reason to get into heated arguments: changes to the Highway Code have come into effect from 29th January 2022. While, as before, some rules in the code are advisory, others are direct instructions backed up by the law. Even the parts that are discretionary are not to be taken lightly as non-compliance with the Highway Code can be taken into account by courts deciding issues such as liability in case of accidents.

As personal number plates owners and our vehicles are, by definition, more recognisable than those unfortunate souls who are still stuck with the default registrations assigned to them by DVLA, it is wise for us to be familiar with the rules. It isn't practical to cover all the changes in depth here but we can highlight some key points and link to the full Highway Code for your reference.

Safety First

As one would expect, the primary aim of the revision is to improve road safety. The code sets out a hierarchy of vulnerability with pedestrians (considered those most likely to be injured in the event of a collision) at one end of a spectrum that progresses through cyclists, horse riders, and motorcyclists up to drivers of cars, vans and trucks at the other end. So far, so sensible: if a lorry and a pedestrian were to collide, few would expect the lorry to suffer the most damage. Few people would argue with the intent but many have already expressed concern that the revised

Highway Code may actually make things worse and increase danger rather than reduce it.

One of the most contentious changes is in the priorities at road junctions. Previously, vehicles had priority over pedestrians at intersections: people crossing the road on foot had to give way to cars turning into the junction. The new version reverses that, requiring drivers to give way to pedestrians crossing the road and even to those waiting to cross the road. As has been pointed out by many, in busy locations such as London, where there is a constant flow of pedestrians, it is quite possible that vehicular traffic could be brought to a standstill as roads become blocked by drivers waiting for a lull in the stream of walkers so they can turn into junctions. Frayed tempers and increased incidence of road rage have been predicted.

Friction

Other changes seem destined to aggravate the traditional rivalry between drivers and cyclists. For example, where the previous version grudgingly allowed cyclists to ride side by side so long as they "never ride more than two abreast", the updated wording actually encourages them to double up at times: "You can ride two abreast and it can be safer to do so, particularly in larger groups or when accompanying children or less experienced riders." Drivers who have been frustrated in the past by groups of cyclists on narrow roads will be hoping that pedal pushers also take on board the next passage in the code: "Be aware of drivers behind you and allow them to overtake (for example, by moving into single file or stopping) when you feel it is safe to let them do so."

Don't panic

Apparently, the noises of uncertainty and discontent haven't yet reached a dramatic enough level for some of the sensationalist press. Recent Evening Standard hyperbole claimed that the "New Highway Code rule will fine drivers £1,000 for opening door with wrong hand", which is a significant misrepresentation of the real situation. The code actually says "Where you are able to do so, you should open the door using your hand on the opposite side to the door you are opening; for example, use your left hand to open a door on your right-hand side. This will make you turn your head to look over your shoulder. You are then more likely to avoid causing injury to cyclists or motor cyclists passing you on the road, or to people on the pavement."

The potential £1000 penalty alluded to in the Standard's headline is the one that can be applied for injuring someone by opening a door without sufficient care. It is not a fine for opening a door with the wrong hand.

So, as you can see, the new Highway Code has caused a bit of a kerfuffle. While it's hardly our idea of a relaxing read at bedtime, we do recommend that everyone take a look at the revised code as many of us probably haven't so much as glanced at it since we learned to drive.

Whatever your opinions on the updated rules, drive carefully and stay safe.

Rick Cadger

Wayne McCarthy has businesses in Sonning, Berkshire, but hails from Eire and currently lives in Cork. That is one of the reasons why he wanted an Irish plate for his VW Beetle Oval Ragtop. Also, the car was built in 1956, which equates closely to the original issue of the ZU series of registrations by Dublin County Borough Council.

The Beetle was, "restored to factory 100-point correct in Polar Silver," Wayne tells us. "It also has a period-tuned OKRASA motor, which would be similar to a Porsche 356."

The car was bought new from VW London and exported in 1959 to Fort Worth in Texas where Simon found it and brought it back to the UK for restoration by his friend, Simon Fox.



When Leigh Thompson, from Newcastle, decided that she wanted a personal registration for her birthday in September 2019, she knew where to look. Before long Leigh found LE11 GHT (Leigh T) on the Regtransfers website.

"I knew that was the perfect plate for me," she says, "and I wasn't going to get any better. Unfortunately, it was a bit out of our price range so I settled for S77 LPT."

Despite her purchase, Leigh couldn't forget the perfect plate she had found, and so she kept checking back every few weeks.

"LE11 GHT was still available," Leigh says. "It went to auction and I thought someone was sure to buy it. But, nope, it didn't sell! In July of 2020, I made an offer, which was accepted, and I got my perfect plate!"

LE11 GHT is proudly displayed on Leigh's Lexus RC 300h and she is delighted with it. "I think it looks great!"





oohyes

www.oohyes.co.uk

When George Rossides received his first copy of *The World of Personal Number Plates*, he noticed that we featured photos and stories of our customers' personal registrations. It occurred to him that we might like to include his plate too.

George set up his own out-of-home advertising business in 2016. Out of home, or OOH, advertising comprises basically all the promotional material presented to consumers while they are out and about,

including billboards, advertising on public transport, posters, illuminated and animated displays and more. George's venture, which he christened OOHyes, proved so successful that George was able to treat himself to a nice Range Rover Sport Supercharged V8.

"It was fantastic," says George, "but it wasn't complete without a personal registration plate so I looked around online to find the best supplier. That happened to

“I looked around online to find the best supplier. That happened to be Regtransfers, which also came highly recommended by a few clients of mine.”

be Regtransfers, which also came highly recommended by a few clients of mine.

"After searching, I felt I had found the perfect plate in B055 OOH, standing for 'boss of OOH'," laughs George. "Everyone in my industry would know what it meant and it brought a huge smile to my face when I bought it. I have been showing it off ever since!

"Thanks again," he says. "I've always found Regtransfers very helpful."

Top Sales of 2021



It's been another great year for personal number plates. To our constant delight and relief, despite challenging times, demand for number plates remains as strong as ever. Whether it is businesses investing in branding and PR or individuals investing in quality cherished plates or amusing themselves with a quirky private registration, our fantastic customers have enabled Regtransfers to continue providing employment for 100+ local people at our Dunstable offices.

What makes a great plate

Analysing what drives sales of a product like ours has to involve a bit of educated guesswork. It is very hard to make generalisations about something that sells for such a wide range of prices and which appeals to all sectors and levels of society. Although a lot of our business seems to be much as usual, with good registrations sought by business people and celebrities, and great bargains sought by those on more modest budgets, we suspect that variables such as the supply problems in the motor industry must play a part. With new cars harder to find and used cars commanding extraordinary prices, it's not surprising that some people opt to keep their existing vehicle and give it a facelift instead - and what better way to spruce up a car than an eye-catching plate?

The last 12 months

When we take a look at our own top sales from the last 12 months, and at some of the great plates sold at DVLA auctions throughout the year, the resilience of the private registrations market is

clearly evident. Between us and DVLA's auctions there were 26 registrations that commanded prices of over £100,000 and six registrations that achieved a quarter of a million pounds or more. Unsurprisingly, this has meant we've had to revise our chart of the most expensive plates sold in the UK.

There was quite a range of plates that made the big money, but some things are pretty much guaranteed to perform well. The majority of the top-ranked sales were of number 1 registrations, with other two-letter-single-digit combinations also proving popular. We've noticed a few substantial sales in the last 12 months that have contained probable references to cryptocurrencies, and one of these, 3 XRP, earns a place amongst this year's £100k+ achievers.

The top performers

One of the most notable in our top five was DEV 1L, a plate with wide potential appeal to some very different buyers. As well as its obvious reference to Lucifer himself, this is the registration that appeared on Cruella De Vil's iconic car in both the 2016 live-action movie *101 Dalmatians* and its sequel, *102 Dalmatians*. It's not every day we see a private plate that is coveted by both Disney fans and devil worshippers.

Anyway, here's our chart of the top numbers sold by Regtransfers and DVLA. Remember, some of the smaller dealers will also have made some excellent sales, so these may be the tip of the metaphorical iceberg.

Rick Cadger

	Total Paid*	Seller
RH 1	£390,000	Regtransfers
X 7	£309,872	Regtransfers
DEV 1L	£308,253	DVLA
1 AA	£250,000	Regtransfers
KO 1	£250,000	Regtransfers
3 E	£230,000	Regtransfers
LSK 1	£205,520	DVLA
1 RG	£200,000	Regtransfers
TB 2	£180,000	Regtransfers
1 JU	£165,600	Regtransfers
77 O	£161,235	DVLA
DSK 1	£154,173	DVLA
CB 4	£140,000	Regtransfers
9 MS	£120,000	Regtransfers
1 HE	£120,000	Regtransfers
1 DON	£120,000	Regtransfers
JAC 1	£119,994	Regtransfers
6 BB	£110,984	Regtransfers
1 JON	£110,000	Regtransfers
3 XRP	£107,949	DVLA
99 O	£103,403	DVLA
1 NHS	£102,813	DVLA
SB 7	£100,000	Regtransfers
GOB 1G	£94,916	DVLA

* Including fees and taxes



Ted Tapner from Wallington in Surrey tells us that he has taken an interest in vehicle registrations since his childhood in the late 60s and early 70s when he would while away many hours trying to complete the spotting challenges in the *I-Spy* car numbers books.

“Back then,” he recalls, “my mum had a Ford Prefect with the registration UYN 559 followed by a Wolseley 1500

registration 30 VFM. I'd love to know if these two registrations are still on a vehicle somewhere and the approximate value of these ageless plates if only we'd thought to keep them.”

Ted's first car in 1979 was a 1966 Mk 1 Ford Cortina which, he says, “is something else I wish I had kept. I always had a love of cars and lorries and passed my HGV Class 1 driving

test in 1989 and have now worked in the transport industry for over 30 years, driving HGVs and working my way up to Transport Manager for metal recycling business, EMR Group.”

Ever since he started driving, Ted looked at the possibility of a TED number plate, browsing newspapers and car magazines in the 70s and 80s. “I couldn't justify the expense,” he admits, “as there were more important things on my list. More recently when I searched online, I was a little disappointed with the lack of relevance with the remaining letters and numbers. This is when I decided to contact Regtransfers and received a call back from your sales advisor Ella. She was really helpful and asked questions including my initials and the year I was born to help her find a personal plate for me within my budget. Ella then struck gold when she came up with my perfect number plate, TT62 TED”

“Ella then struck gold when she came up with my perfect number plate, TT62 TED.”

Eyes Off!

Dianne Stelling from Mansfield in the East Midlands, chose her distinctive number plate because she wanted something that was easily recognisable. “My car gets a lot of attention due to its unique green paintwork and blacked-out features,” she says, “and this registration makes it stand out even more.

“I decided to go with Regtransfers as you had more options and unique plate ideas than other websites. Also, I was able to sort the documents and plate transfer out easily and without hassle.”





The Registration Numbers Club is the only traditional UK based club catering for enthusiasts of personalised vehicle

registration numbers. Joining us costs very little and the benefits could be substantial.

We were originally founded in 1977 and currently produce a quarterly newsletter, RNC News, which is the original independent club publication and is available free to subscribing members.

For further information, please contact:

Steve Waldenberg

RNC News - Editor

2a Far Moss, Alwoodley, Leeds LS17 7NR
Tel: **0113 267 8193** • Mob: **07774 808444**
Email: editor@TheRNC.co.uk

Dominic Chandler

Membership Secretary

11 Grassington Drive, Whitestone,
Nuneaton, Warwickshire CV11 6WE
Tel: **024 7635 3091** • Mob: **07951 595306**
Email: membership@TheRNC.co.uk

Rod Lomax

Publicity Officer

5 Bank Top, Baldingstone, Bury, Lancs BL9 6RY
Tel: **0161 764 8180** • Fax: **0700 345 1177**
Email: pr@TheRNC.co.uk

John Harrison

Archivist & Advisor

175 Hillyfields, Loughton, Essex IG10 2PW
Tel: **020 8508 8851** (evenings/weekends only)

A word from the RNC

by Rod Lomax

One change that has pleased many drivers due to Britain no longer being part of the European Union following Brexit, is the change from the old EU logo with GB underneath it, to a Union Jack flag with UK underneath it. Failing to display number plates correctly can also result in a hefty fine.

Saudi custom plate auction raises millions



In Jeddah, an online Saudi government auction for custom license plates has attracted hundreds of bidders and raised millions. The event raised funds for the General Directorate of Traffic, which operates under the ministry and is responsible for certifying license plates. The four-category auction began on 1 December 2021 and has helped dozens of Saudi drivers mark their vehicles with exclusive VIP plates. Following several high-profile sales, millions of riyals (Saudi currency) have been raised. The diamond-category '9999 DDD' plate sold for SR620,000 (£124,000) and was the highest-priced plate in the third section of the online auction, which all concluded on 2 January 2022.

The auction page on the Saudi government online portal, Absher, displayed 24 registration plates within three categories and 15 bidders competed to win the silver-category '11 H1H' plate. The portal provides more than 300 services and enables citizens and residents to bid on license plates for private cars and motorcycles. New license plate owners have to visit a traffic department site to register their plates to their vehicle within 30 days after winning an auction. Auction winners receive their plates through the Saudi Post service. Every bidder pays a registration fee of SR1,000 before making a bid for a license plate. Custom plates are common among the wealthy in the oil-rich region and high bidders often pay thousands of riyals to personalise their high-end vehicles with special plates.



Save money renewing driving licence online

The DVLA says that drivers have missed out on £2.3 million of savings by not renewing their photocard driving licences online. Almost 23% of the 2 million renewal applications received by the agency annually were sent in by post or via the Post Office despite the online service being cheaper and much faster.

Renewing online costs £14.00 and the driver will receive their new licence usually within 5 days. Making an application by post costs £17.00 and takes much longer. Drivers are legally required to renew photocard driving licences every 10 years until aged 70 when it is every 3 years. They also receive a reminder from the DVLA before their current licence expires.

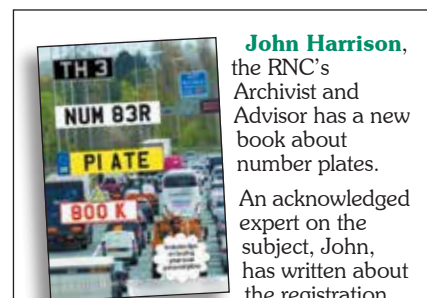
Believe it or not, DVLA figures show that last Christmas day 548 drivers over the age of 70 went online to renew their driving licence, more than 2400 said they'd sold a vehicle and 580 people renewed their photocard licence. On this New Year's Day, 1559 drivers over the age of 70 renewed their driving licence online, 7775 advised the DVLA of a vehicle sale and 2697 customers renewed their photocard licence. You can easily renew at www.gov.uk/renew-driving-licence

'22' plates



The new '22' registration plates were issued from 1 March this year and they now have to incorporate some additional features. As well as showing the name of the plate manufacturer, they also have to show the business name and postcode of the supplier along with the new standard - BS AU 145e - which shows they meet the new British Standard for Retroreflective Number Plates.

The material of their manufacture is now tougher and more durable and will not be as easily damaged by salt and grit and other road debris. The registration can only be shown in solid black lettering, as two-tone plates using different shades to create a 3D effect are banned. Perspex or acrylic lettering can still be used provided it meets all the requirements. The changes have been made to make it easier for Automatic Number Plate Recognition (ANPR) cameras to read the plate, although the changes have prompted fears of cars being tracked without permission.



John Harrison, the RNC's Archivist and Advisor has a new book about number plates.

An acknowledged expert on the subject, John, has written about the registration system history

and the book includes some interesting stories such as this:

"Nowadays it is not unusual for a celebrity to have a personal plate. The first to have one is thought to have been the famous music hall comedian, Harry Tate, who had T 8. It might be thought the paparazzi is a modern phenomenon. In 1935, however, Tate's car was followed by two journalists who recognised its T 8 number plate. They realised he was driving erratically and signalled a police car. Mr Tate was charged with drunk driving and dangerous driving. He was acquitted on the first charge, but fined for driving dangerously."

The Number Plate Book by John Harrison is available through www.ghsmithbookshop.com and other online outlets.

Paperback 152 Pages £7.95

