

The World of Personal Number Plates

Regtransfers

Issue 56



Jodie

Kidd

Est.
1982

[Regtransfers.co.uk](https://www.Regtransfers.co.uk)
PERSONAL NUMBER PLATES



Jodie



A Sporty Model

We have featured an amazingly diverse range of celebrity guests in the pages of our 55 issues. We've spoken with actors, musicians, entrepreneurs, TV presenters, singers, musicians, racing drivers, footballers, boxers and more. Jodie Kidd's portfolio of roles and careers comprises almost as long a list: model, racing driver, mother, TV presenter, publican, social media star and more.

Although the current focus of Jodie's attention is her automotive YouTube channel, *Kidd in a Sweet Shop*, she originally found fame as one of the UK's top models. Jodie was spotted by her mother's friend, Laraine Ashton, a model agency executive, and her then boyfriend and later husband, the famous photographer Terry O'Neill. At the time, Jodie was on holiday in Barbados and, as a confirmed tomboy who wanted to ride horses for a living, a career in modelling was the last thing on her mind. She found Ashton and O'Neill's suggestion quite absurd.

Strike a pose

In the end, Jodie's decision to try modelling was motivated not by a desire for fame, or an interest in high fashion, but by the need to fund a trailer for her new horse. She thought there was a possibility

that modelling might pay enough to cover the cost, so she agreed to give it a go. She soon discovered that modelling did, indeed, pay enough, and then some.

Jodie was one of a generation of models who shared certain physical traits: they were in high demand for their tall and very slender appearance. The aesthetic has been described variously as “waifish” (a term earlier used in the 1960s to describe the image popularised by models such as Twiggy) and by the less complimentary label, “heroin chic”. Whatever one chose to call it, the major brands wanted it and they beat an eager path to Jodie’s proverbial door.

Before long, Jodie was earning thousands of pounds for each show she did and full campaigns for brands such as Chanel, Moschino, Lagerfeld, YSL and M&S would be even more lucrative. But with high earnings came high pressure and Jodie began to feel its effects. The advent of panic attacks prompted her eventual

retirement from the industry, although she has occasionally accepted modelling jobs since - but on her terms.

From catwalk to race track

Soon after her departure from the world of modelling, Jodie decided to become a racing driver. On the face of it, this may seem to be something of a bizarre career *non sequitur* but Jodie is, by nature, competitive. Furthermore, she has said that she is always particularly eager to “give the boys a run for their money” whenever she participates in male-dominated sport, be it golf, polo or driving. That “competitive gene”, as she calls it, coupled with a love of fast cars,

means that the career shift was really not as random as it first appears.

Jodie had already driven in the famous Gumball Rally when she first appeared on the BBC’s *Top Gear* in 2003. The show’s then-host, Jeremy Clarkson, revealed that Jodie had set the fastest ever lap time driving a Suzuki Liana in *Top Gear*’s ‘Star in Reasonably Priced Car’ challenge, beating Clarkson himself and a host of other celebs including Jamiroquai singer and fast-car fanatic Jay Kay.

The portents were there but many were still taken by surprise when Jodie won her first major race - a Maserati pro-am event - the following year. Despite terrible weather, Jodie and her co-driver were first across the finish line, thus earning her racing nickname, ‘Queen of the Rain’. It was just her third race in a career that saw her continue as a Maserati driver.

Much of Jodie’s subsequent activity has involved cars and driving. In January 2015 she appeared alongside Quentin







Willson as a presenter of Channel 5's *The Classic Car Show*. Around the same time, speculation was rife that Jodie was in the running for the spot as Chris Evans's co-presenter on *Top Gear*. As a car enthusiast and popular guest on the show, the speculation was natural but Jodie soon went on the record to debunk the rumours.

A change of medium

These days, Jodie's four-wheeled obsession has found a home online. Her YouTube channel, *Kidd in a Sweet Shop*, has accumulated over 100,000 subscribers and 9.3 million views since its join-date of March 2021.

"After *The Classic Car Show*, around eight years ago, I always wanted to do more in front of the camera involving cars," says Jodie. "The best way to combine them both was using the YouTube platform so I got together with a great friend, who is a big petrol head and also a tech genius, to help me set up my dream of *Kidd in a Sweet Shop*."

It is easy to see why the idea appealed. The channel (which also goes by the more compact, abbreviated name *KiaSS*) gives Jodie a robust excuse to thoroughly indulge her love of all things automotive.

"I get to drive the most incredible cars in the world and interview the most famous faces in Motorsport."

That summary barely hints at the shenanigans awaiting the unsuspecting viewer. There's the time when Jodie drove the world's fastest production car while she chatted to the world's fastest test driver - who was sitting in the passenger seat. Then there's the time she visited Take That's Howard Donald to see his collection of supercars and the time she told celebrity chef and petrolhead James Martin to shut up after he'd called her car "a skip with a BMW badge on it". That's before we even get to the times she hung out with motor



racing legends Nigel Mansell and Derek Bell, or the times she hung out with the CEOs of Ford and McLaren. How could anyone forget the episode when Jodie's friend, AC/DC singer Brian Johnson, described how the immaculately dressed mayor of an Italian town fought and literally punched his way through a crowd in order to speak with him?

What's not to love? Surely this isn't her actual job ...

We mentioned James Martin above. James was our interview guest back in issue 18 of *The World of Personal Number Plates* (July 2008), when we featured his 6 HEF (Chef) number plates. If one presses Jodie for a favourite guest on her channel, it is James's name that crops up.

"He's a wonderful friend to *Kidd in a Sweet Shop*."

Greener machines

In 2022, Jodie took part in the Cash & Rocket driving event. This annual outing is a charity fundraiser that supports women and children's charities around the world. The 2022 drive marked the event's 10th anniversary and Jodie, already a veteran participant, was accompanied by her elder sister, Jemma. As always, the drivers were exclusively women and the four-day jaunt takes the fleet across Europe, visiting a number of cities on the way.

Perhaps contrary to expectations, events such as this do not have to be exercises in accelerating ecological harm. Jodie and Jemma's steed for the journey was a hybrid Ferrari 296 GTB. The acceptance of cleaner vehicles in organised events can only be good news, especially if the hardcore petrol heads begin to embrace alternatives to traditional petroleum.

"It is very exciting to see what Porsche are doing with the new eFuel, synthetic fuel with zero fuel emissions," Jodie says.

Fitting it all in

All in all, it is difficult to see how Jodie finds the time for anything but cars these days and the coming year looks set to be as hectic as ever.

"We have such an exciting year ahead of us," she says. "We are creating something incredible around the Le Mans 100 year celebration. There's the British Racing Greats event, launching an incredible opportunity with The Car Crowd Kidd

Collection, the Monaco Grand Prix, as well as attending the annual SCD Secret Meet. Those are just a few.

"I have an amazing team around me, my fiancé, they help me organise my chaotic wonderful crazy life I lead."

That's just as well because Jodie still finds time for normal, family things.

"My son, Indi, is an avid footballer so that keeps me busy attending his training and matches. Then there's my fiancé and my pub in Kirdford."

Motherhood is always a game-changer in terms of perspective and that is as true for models and racing drivers as for anyone. Jodie is a patron of the Chestnut Tree House children's hospice, a charity that is entirely funded by donations.

"As a mother, it is very important to me to support the incredible work they do. They are the only children's hospice in the whole of Sussex and what they do is extraordinary."



And what does Jodie Kidd do to relax - apart from speeding around in rockets on wheels?

"A good movie, a roaring fire, a glass of red wine and great food with friends."

Yet another hat

Food and drink are something else that Jodie Kidd has become very involved with over the years. In 2014 she took part in *Celebrity Masterchef* and made it to the final. Although she ultimately lost out to actor Sophie Thompson in the final, Jodie impressed everyone with her competitiveness, determination and hard work.

In 2017, Jodie and a couple of friends bought themselves a pub, as you do. The Half Moon in Kirdford, Sussex is a lovely, Grade II listed building dating from the 15th Century. It is tucked comfortably at one end of a picturesque, country village about six and a half miles from the town of Petworth, surely many people's dream.

Of course, in early 2020, the hospitality industry, like most others, was dealt a cruel blow by Covid-19 and the ensuing lockdown. Dreams seemed destined to turn into nightmares and businesses struggled to find ways to survive the unprecedented emergency. For The Half Moon those measures included providing food and wine delivery and a takeaway service while patrons were unable to use the pub itself. Fortunately, the establishment was, eventually, able to reopen and is now welcoming drinkers and diners back for the full country pub experience.

From dinner plates to number plates

Sorry about that heading but we needed a link back to our own area of obsession.

Jodie's own cars are unexpectedly practical. We had prepared ourselves for Bugattis, Ferraris and the like but reality takes the shapes of a Ford Ranger Raptor and an Audi RS6.



"I love them both," Jodie says, "but I am looking to get a classic next."

Whatever she decides to buy, Jodie's new JEK 100 number plates will look great on it. Her friends prefer to go incognito, so most have yet to be converted, but Jodie has owned personal registrations before.

"I think it adds personalisation and uniqueness," she says.

We agree.





Mr Tov

Mr Tov's content is a mixture of random family moments, gags, reactions, pranks and the like. Some of the best videos are those in which the couple shine the spotlight on little Leo. Their son is a cute and incredibly bright lad who, even as a 10-month-old baby, was able to correctly identify a large number of animal species when his dad asked him to pick out the corresponding toy. You want a lion? a shark? a moose? a turtle? Leo's your man. As he's grown, he seems to have developed a strong character too and he isn't afraid to tell his parents off if they don't behave.

Ola recently decided that his own private number plate would fit nicely with his image and achievements.

"I love personalisation so much," he said. "I see it as a symbol of success to be

able to have my name displayed in public. I want people to see my reg and be like 'OMG is that Mr Tov's car?'

"I am very proud of the brand I have built over the years, through dedication and hard work, and I love expressing this via customised jewellery, clothing and number plates.

"I love how easy it was to find this number plate on the Regtransfers website. I think you're the best when it comes to getting personalised number plates. It doesn't get easier than this!"

Ola says that his goal is to one day buy another registration from us... to put on a Bugatti!

@mr_tov
@livia_tov

If you're a TikTok user then you probably know Ola Ojo best as his alter ego, Mr Tov.

Ola, wife Livia and baby Leo have collected 107 million likes and nearly 5 million followers on his TikTok account.

Meanwhile, Livia has TikTok of her own with another 270k followers and 6 million likes.





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.

42 O	£124,204	I WVV	£38,086	54 MAD	£32,193	52 OO	£26,916
DEO IS	£102,813	DEV IIL	£37,573	333 S	£32,180	I3 UBS	£25,773
66 O	£81,113	9 XG	£37,059	805 Y	£32,180	A707 DBX	£25,773
46 O	£75,194	IIO H	£36,430	I50 M	£31,782	I20 S	£25,760
8 CH	£72,112	S70 LEN	£34,761	8 XW	£30,935	46 OO	£25,760
I VLK	£64,421	I HVB	£34,748	F296 GTS	£30,485	I OWH	£25,375
CSK I	£51,453	9 YW	£34,748	0003 000	£30,395	SRZ I	£24,219
I VKG	£50,195	74I N	£34,209	66 VB	£29,625	IIO VEU	£23,873
7 XN	£45,033	I8 ULL	£33,477	WHF I	£28,328	I50 J	£23,834
6 XP	£39,884	I HAG	£33,464	II KSS	£27,160	I08 A	£23,205

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.

Why you should sell with us

Regtransfers have been trading since 1982 and draw upon this immense industry and regulations governing the transfer of registrations.

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.

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.





A Successful Bid

Harnek Takhar, from Sutton Coldfield in the West Midlands has been in the business of public safety and security for over 34 years. His company, Juma Communications, specialises in radio communication solutions for emergency services, businesses and even military users.

Harnek's beloved Jaguar XKR 5.0L Supercharged is the fifth Jaguar he has

owned. "In my opinion, this is the best they've ever produced," he says.

Harnek has always furnished his Jaguars with private plates. "When I brought my first, an XJR 4.0L Supercharged, I had a verbal agreement with the gentleman who sold it to me. Its private number plate meant something to him, so I agreed to put his number on a retention certificate and send it back to him.

"Two or three months passed and he began to chase me for the plate. I didn't want any normal number on the car, so I started looking for a replacement private number. 2 XF came up for auction and I was successful in bidding for it."

JUMA
communications

2 XF is currently available from www.regtransfers.co.uk



'ave a look at these



Russell's youngest daughter, Ava, who is just eight years old, will have an even longer wait. Nevertheless, her AVA 100K registration is displayed on a Jaguar XK8 that she already considers to be hers.

Russell Read, from Aylesbury, likes to see his name on a plate. He has accumulated a few RUS plates over the years, including RUS 1, which he displays on a Mercedes AMG and A11 RUS, which currently resides on his Aston Martin DB9. He also owns RU55 YES, WDP 51 and T4 TOM.

As each of his children was born, Russell also bought personal registrations for them. RRR 319 was purchased for his son, Roman Russell Read, and is now displayed on Roman's own car. LAY 951 and M15 LAY were bought for daughter Layla who is nearly 17, and LAY 951 is already on her Land Rover, ready for when she can drive.





A Spectacular Example

Lee Copley, owner of Crystal Tints Professional Window Tinting in Sutton Coldfield, purchased his first personal number plate when he was just 16 years old. The initials in H7 LDC include his middle name, David.

"I've had a very keen interest in plates for as long as I can remember. I have probably owned around 50 private numbers over the years, buying and selling some through Regtransfers and some privately. I find myself constantly looking for plates to buy and I enjoy changing the plates around on my vehicles."

Lee's excellent, matching LCX plates were acquired after an eight-year period spent waiting patiently for them to come up for sale. "The first one was 1 LCX," says Lee.



"and the second, 2 LCX, actually cost more to buy than the number 1 did!"

In a spectacular example of planning ahead, Lee also purchased the perfect plate COR 4S for his daughter, Cora, in 2011, when she was just five years old. "She turned 17 in 2022," says Lee, "and now she proudly displays the number on an Audi A1 that she is learning to drive in."

www.crystaltints.co.uk





Just like Myself!

Martin Lundy-Lester still has the first private plate he ever bought. Or, rather, he kind of has it but doesn't have it, if you see what we mean. We'll let Martin explain.

"I bought K2 LUN when I was in my early 20s. It first went onto a bright red Citroen BX TZD which I loved," he says, "then it was on a Ford Granada GL. After that, my mum let me 'rest' it on her K-reg Vauxhall Nova for a short time, as I didn't have a car new enough. That was back in 1997 and she's been driving around in cars displaying K2 LUN ever since. I'm not sure she even remembers that it's actually mine."

Since then, Martin has bought and sold a number of personalised plates and has recently concentrated on collecting LUN numbers. "They originate in North Wales,

where I grew up," he says. "They are also a shortened version of my surname. I currently own LUN 387, LUN 465, LUN 532, LUN 794 and LUN 840, two of which will be passed onto my boys when they are old enough to drive."

As owner of Keller Williams Martin Lundy-Lester Estate Agents, Martin considers his private plates to be good for business.

"I love the way that the plates advertise my company as I travel around the local area on viewings and valuations. I live on a farm in West Chiltington, a beautiful part of West Sussex. I've been helping people to move here and to the neighbouring villages for the last 12 or so years so my LUN plates are very well known."

"I've used Regtransfers for several number plate transactions over the years and I

have always found the team there to be very professional, friendly, efficient and helpful - just like myself!"

www.kwuk.com

“I’ve used Regtransfers for several number plate transactions over the years and have always found the team there to be very professional, friendly, efficient and helpful - just like myself!”



In the Spotlight

Names are amongst the most popular of private number plates. As more and more name registrations are bought and sold, many find owners who really cherish them and intend to keep them. This means fewer of those names remain available and so prices begin to rise. It's a great result for those who have invested in name plates, but it means that buyers need to move quickly to get the best deals. There are still some great name plates available, even at lower prices, but the performance of name plates in recent auctions suggests that their increasing popularity is already pushing those values up.

Investment potential

That trend in the prices of name numbers has always been upwards: that's what makes name registrations such a sound investment. While the effectiveness of the representations varies, these numbers all achieved high prices. Even those for which better combinations exist see their values pushed up by the ever-growing demand for name registrations.

It's not surprising that so many people aspire to own their names on private number plates. We live in a time when people like to be seen and noticed; social media is proof of that. Even for the more reserved amongst us, our name on our car's number plate is simply the ultimate in personalisation. Driving a unique vehicle is a great feeling.

Find your private name plate

Your own personal name number plates needn't be merely a daydream: it's just a matter of getting in while there are still versions of the name available, and before demand pushes those prices up too far. It could be money extremely well spent and there is an excellent chance of a profit should you ever resell.

Regtransfers has a vast stock of excellent name number plates for you to choose from and there are always great deals to be had. With convenient finance options available, there's never been a better opportunity to buy your own name number. And, of course, as time goes by those prices are going to keep rising.

Search now to see what we have for you. Your name on a plate could be waiting. For the more reserved amongst us, our name on our car's number plate is simply the ultimate in personalisation. Driving a unique vehicle is a great feeling.

If you need a little inspiration, pictured below are just a few of the thousands who have made a name for themselves with Regtransfers.

www.regtransfers.co.uk
01582 967777

The Celebrities' Choice

For those whose profession relies on maintaining a high profile, a name registration can be a valuable promotional tool. Regtransfers has provided personal plates to a host of celebrities from the worlds of entertainment, sport and business. Many of our famous friends use their plates to ensure they get seen, while the more astute also keep an eye on the potential resale values. Here are just a few of the famous names we have represented on number plates. You can read all about these and other famous number plate fans in the back issues of this magazine online and on our website's celebrity number plates page.

Our Celebrity Customers

Read all our celebrity articles online at:
www.regtransfers.co.uk/celebrity-customers



Chris Eubank Jr



Greg Rutherford



Frankie Dettori



Gok Wan



Russell Kane



Phil Tufnell



Stacey Solomon



Denise van Outen



Russell Watson



We're always asking for your number plate stories, so regular reader Richard Ferris told us about the registrations he purchased for his three children, Adam, Oliver and Felicity. "I bought them

when the kids were very young after watching a television interview with Theo Paphitis from *Dragons' Den*," says Richard. "When he was asked about investment ideas, Theo said that you could do worse than buy your kids a

nice registration, so that's what I did." As you can see from Richard's photos, Adam, Oliver and Felicity have grown quite a lot since their dad bought their private plates and the values of their numbers may well have done the same.



Chris Green is managing director of Southampton-based Supreme Freight Services Ltd. In fact, the freight forwarding industry is pretty much the family business both in the UK and the USA. This dual-location of interests means that Chris and his wife, Jan, have to divide their time between the UK and their other home in Los Angeles.

"We look forward to reading your magazine," says Chris. "We like to see the various personal plates on offer," says Chris, "and, over the years our family has purchased numerous plates of our own."

Chris's Range Rover currently displays his 61 CG personal plate. Interestingly, he has managed to acquire the same

number to use on his car in the USA, something we've never seen before.

Jan has JAN 225 and other family registrations are:

15 MEG (daughter Megan),
90 HG (son Harry),
47 SG (son Simon) and
62 HG (grandson, Henry).



www.supremefreight.com



Not Bad

Greg McNair's splendid BAD 20 registration appeared in our last magazine, issue 55, where it was included in our readers' gallery. It's a great number plate, so we were delighted when Greg sent us some more photos featuring more of his BAD plates.

Greg is a recovery truck operator and confirmed car fanatic. Over the last 25 years or so he has developed a particular interest in American "muscle cars" from the 1960 and '70s. Greg's collection includes two Dodge Chargers, a 1970 Plymouth Superbird and his pride and joy, a 1970 Plymouth Hemi Cuda 4 speed.

"Unfortunately for me," Greg says, "everything I own has a V8 petrol engine, so an economical car to me is something that does 20mpg."

Self-employed Greg, from Bury St Edmunds in Suffolk, has owned many private registrations including some with his company's initials.

"I came away from those a bit," he says. "I'm always looking for an investment and



I figured those plates would have only limited appeal."

Then, one day, Greg came across BAD 20 and immediately visualised it on his Mercedes SEC. Once he had purchased that one he soon felt the urge to collect similar plates to match it.

"I bought 490 BAD, which I put on my CL500 at the time. Then I got 536 BAD, which went on my Mercedes E55 AMG. When I sold that car, I reassigned the registration to my Mercedes CLK430 Convertible."

Greg's next car purchase was a 2004 Supercharged CL55 AMG. Coincidentally, Regtransfers advertised 999 BAD at just the right time and Greg decided that he just had to have the plate to go on his new car.

Greg's work means he is in frequent contact with his local police force and has got to know the officers. His BAD plates, in combination with the cheeky modifications done to his CL55 AMG, might make it almost seem as if he is seeking their attention, which always amuses them.

"My car has been re-mapped and modified to just under 600 horsepower," Greg says. "It has had the 155 mph speed limiter removed, so is more than capable of reaching 200 mph plus on the right roads."

Of course, Greg's friends on the force know that, despite the car's impressive capabilities, he wouldn't dream of



exceeding the speed limit. That would be BAD.

Greg currently has four BAD number plates but he suspects there may be more to come. "To my wife's dismay, I have several other cars, so I doubt I'll stop there."





Flashback

Ever done that thing where you sell something for pragmatic reasons but then really regret it? Peter Harrison certainly has.

Peter, from Wetherby in Yorkshire, sold his Porsche 911 because he decided he should get something more practical. It didn't take long for him to decide he may have been a little hasty.

"I missed the roar of the Porsche turning over in the mornings," he says. "So, I bought another." Then, as if pleading mitigation, he adds "But I kept the sensible car as well."

Peter had bought a private plate, 5940 PH, for the first Porsche so, when he sold the car, he transferred that registration to his sensible new car. Of course, that meant that the second Porsche 911 C4S needed a private plate too. Peter purchased 963 PJH (for Peter John Harrison) from Regtransfers.

“I found your company very easy to deal with and kept me updated all the way through the transaction.

When Peter checked out his copy of issue 55 of *The World of Personal Number Plates*, he got a bit of a nostalgic surprise. "When I turned the magazine over I saw a very familiar plate, AP 1 featured on a white Porsche Taycan. I remember that plate from when I was a boy. At that time it was owned by a chap called Arthur Pownall. He had founded a very successful company in Stockport called Space Engineering. He made components for the NASA space missions in the 1960s and became very wealthy. He had the plate on various Rolls Royces over the years.

"My family met him in the 1960s through his visits to my parents' business. I remember travelling in the Rolls and seeing electric windows for the first time, with Arthur having to stop me and my brother wearing the things out with continual pressing of the buttons."

When Princess Anne was to marry Mark Phillips in 1973 and become Anne Phillips, Arthur wrote to the Palace to enquire if Anne would like to buy the plate. He got a reply advising that she would be prepared to accept it as a wedding gift. Arthur didn't make his money by doing business on such terms so he politely declined! He did eventually sell the plate to one of his friends, Freddie Pye, who was another local businessman. Freddie bought it for his wife Alma Pye.

"Freddie was chairman of Stockport County FC, where Arthur also became a director. Arthur passed away in the 1980s.

"Thanks for giving me a flashback to my youth!"

And our thanks to Peter for filling us in on the history of AP 1.



AP 1

AP 1 is currently available from
www.regtransfers.co.uk
 01582 967777

82 BW



A Second Surprise

Brian Whitehouse clearly has an eye for detail. Like an increasing number of business owners, Brian uses private number plates to enhance the organised and professional appearance of its fleet and ER Maintenance's vans now sport a neat array of ERM (Extreme Roofing Maintenance) plates, as you'll see from the photo Brian sent us.

In addition to the plates that he has purchased for the business, Brian has bought a personal registration for his daughter, Bethany.

"Bethany has always wanted a Volkswagen Polo," he says, "so I decided to surprise her. She has grown into a beautiful young lady and she works so hard: she deserves it. I purchased the car and had it delivered to my house. I put a bow on it for her and then I told her she had to come round and sign some paperwork. Her face was a picture when she saw the car; she was over the moon."

There was more to come. While browsing the Regtransfers website, Brian spotted

82 BW for sale. "I couldn't resist it," he says, "so I bought it as a second surprise for Bethany. I have to say, it looks lovely on her car."

“The service from Regtransfers is exceptional. From start to finish, such an easy process, with friendly staff. Always a pleasant and easy transaction.**”**





Hard-earned Success



It's interesting how some people's lives go through markedly different phases - almost complete changes in direction - while others seem to know what they want pretty early, and consequently tread a pretty straight path from then on. David Curtis seems to be one of the latter.

David left school as soon as he could, in order to pursue a career in construction, which was pretty much a family tradition. As time went on, David took over the family business and Curtis and Sons is still going strong today.

Specialists in surfacing and civil engineering, the company was founded in

1963 and is based in Buckinghamshire and Cambridgeshire. Curtis and Sons tackles domestic and commercial jobs of all sizes, from a modest drop-kerb installation to extensive commercial drainage or surfacing projects. Since 2003, much of their work has been provided by local authority contracts.

"I hope that, one day, my sons will carry on the business, as I did," David says.

Hard-earned success brings rewards and David, like many other business people, has a liking for nice cars and good private number plates. In fact, his enthusiasm for personal registrations, like his vocation in

“I am very pleased to have purchased all my plates from Regtransfers.”

construction, has roots going back to his younger days.

I've always had a strong interest in cars and number plates, and I am very pleased to have purchased all my plates from Regtransfers," says David. "I have owned E3 DAV since I was 18 years old. More recently I have bought 23 DC, my birthdate and initials, and my newest addition, 8 DC."

David is pictured above with his two sons, Nelson (left) and David Jr.

Readers' Gallery

Here is a selection of great photos that have been submitted by our readers.
Send yours to:
editorial@regtransfers.co.uk





from extragas.co.uk



from Will Smith



from Danielle-Marie Westbury-Barnes



from Keith Johnson



from: Maurice Worton

from Maurice Worton



from Damon and Su Schofield



from Reading's Greengrocers



from Ray Meredith



from Geoffrey Highland Crafts



from Karl Jones



from Michael Beale



from Jordan Lovett



from Alan J Hampton



from George M Renardson

“The purchase was a delight.”

Peter T Baker purchased his initials plate PTB 545 from Regtransfers in 2007.

“The plate has been on a BMW, a Mercedes, a Jaguar, an Audi and a Range Rover and has been on retention

occasionally,” he tells us, “but just had to go on the Ferrari and it just sets the car off as it should.”



from: Name

Robert Rowe from Tameside, Greater Manchester, is rightly proud of his 'beloved' Defender now showing off its new registration.

“Many years ago,” he tells us, “I had a cherished number plate which was temporarily borrowed by our daughter when she passed her test and got her first car. Some 11 years later she still has it and claims that ‘possession is nine-tenths of the law’.

“I, therefore, decided to purchase another cherished number plate via Regtransfers.”

Robert describes the process as, “extremely efficient and quick, with good advice along the way,” and concludes, “If I ever get my original cherished number back off our daughter, I will be back in touch asking you to sell it on my behalf.”



“The whole process was extremely efficient and quick with good advice along the way. Thanks to all involved.”



For Sale or Not for Sale



We were recently approached by a journalist who was writing about the proposed auction of the Scottish private plate HS 0. We were asked to estimate what price the plate could achieve at auction and, after consideration, we decided that it could easily make more than £150,000.

If there's one thing we've learned in recent years it is that people are willing to pay extraordinary amounts for outstanding and rare plates, and HS 0 is certainly both of those things. In fact, £150,000 may well turn out to be a conservative estimate.

Legend has it...

Single and double-digit registrations consisting of just one or two letters and a zero are very rare. They were not issued as part of the regular registrations releases but were, instead, created specially for use by local authorities for use on official vehicles. The full details are now hard to ascertain but, so far as we are aware, the story is as follows.

As the use of cars became more widespread, those in prominent local government positions were deemed worthy of special treatment when it came to assigning registrations to their civic vehicles. Many councils displayed number-1 plates on mayoral cars but some were too late and found that the number-1 registrations they wanted for their glorious leaders' cars had already been issued and snapped up by lesser mortals.

Various sources have recorded that the issue of G 0 to the Lord Provost of Glasgow was arranged because the original holder of G 1 had refused to hand it over for use on the local bigwig's vehicle. Similarly, the blunt refusal of S 1's owner to part with it resulted in the creation of S 0 for display on the Lord Provost of Edinburgh's car.

Details are scant regarding other local authorities' zero plates but it seems likely that similar circumstances may explain the issue of HS 0 (Eastwood/Renfrewshire), RG 0 (Aberdeen), SY 0 (Midlothian), V 0 (Lanarkshire/Glasgow) and VS 0 (Greenock). LM 0, issued for use by The City of London, is the only English plate of this kind we are aware of.

HS 0 was issued to Eastwood District Council in Scotland. That authority is no more, having been abolished and its duties taken over by East Renfrewshire Council in 1996, so it is the East Renfrewshire authority that is now considering selling the registration.

In 2006, Lady Provost of Aberdeen, Helen Reynolds, visited the RNC Scottish Rally held at the Grampian Transport Museum, Alford, near Aberdeen in her official vehicle bearing RG 0.



Photo: Rod Lomax

Not so simple

While sales of car registration numbers by councils and other public bodies have happened before, the circumstances of the sales have not always been entirely clear and some have attracted controversy. Additionally, even the transfer eligibility of some of these zero numbers has been a little unclear.

In 2017 we reported a bit of a fuss surrounding the sale of AB 1 by West Mercia Police and their police and crime commissioner to a former senior officer. The contentious aspect to that sale appeared to be that the number had initially been earmarked for public auction but was subsequently withdrawn and sold privately to a former chief constable of the force.

A 2016 *Daily Record* article reported that the director of Taxpayer Scotland had called on councils and provosts to release funds by selling off their numerous private registrations. Eben Wilson said,

"While special number plates like these can be seen as community assets, they suggest an attitude of grandness that is rather old-fashioned today."

At that time, most councils seemed reluctant to consider the move and assorted refusals and excuses were soon forthcoming. Dundee Council refused to part with what they called "part of the civic regalia" and the Lord Provost of Edinburgh likened the historic plates to museums and galleries and said it would be inappropriate to sell. Glasgow, meanwhile, said,

"The DVLA issued zero plates directly to a handful of authorities in the UK many years ago, specifically for civic use. Given that fact, we don't believe they are ours to sell."

Can it be done?

Taxpayer Scotland may approve of East Renfrewshire's tentative plans to sell but those plans are, of course, subject to HS 0's eligibility for transfer to a third party. Some sources that have published historical information about councils' zero plates have claimed that some were subject to restrictions preventing their sale. Certainly one writer on the subject of Glasgow's G 0 has claimed

that such a restriction prevents the sale of that plate.

As we don't know why such rules should apply to certain zero plates and not others, that question of transferability does linger in the background. Regtransfers has contacted DVLA with a request for clarification on the status of these registration numbers, so watch this space.

Where are they now?

Registration Assigned to

G 0	Not assigned
HS 0	Not assigned
LM 0	Black Rolls Royce
RG 0	Black BMW limousine
S 0	Grey BMW saloon
SY 0	Black Nissan hatchback (electric)
V 0	Black VW limousine
VS 0	Silver VW MPV

Big money for a lucky number plate in Hong Kong



We weren't unduly surprised when we heard about the sale of the registration plate 'R' at auction in Hong Kong, even though the hammer went down at an eye-watering HK\$ 25.5 million (approximately £2,632,000). Private plate auctions in affluent parts of Asia have dominated our rankings of the world's most expensive private number plates for quite a while. In fact, at the time of writing, the top 20 most expensive registrations were all sold in Asia, except for one notable Australian entry. The plate-loving, wealthy residents of Dubai, Abu Dhabi and Hong Kong will take some beating.

Supernatural super plates

Of the very expensive registrations sold in Asia, those sold in Hong Kong, and in other places with cultural traditions of Chinese origin, are particularly interesting. It seems that one motivation for those big-ticket registration purchasers is the supposed connection between certain numbers and letters and good fortune. Supernatural divination methods are extraordinarily popular in the UK, Europe and the USA, where horoscopes, psychic readings and more form part of a huge market for all things paranormal. In places like

Hong Kong, however, that market is so much more complex that even car number plates become relevant.

The price paid for R in Hong Kong has been attributed in the press to the letter's supposed relevance to motor racing, and to positive connotations in Chinese fortune-telling. Neither of these apparently speculative reasons has been explained in any depth. Some plates that attract high bids are those containing numbers that are notable in Chinese numerology for their link to good fortune. The thing that can take a while for westerners to grasp is that the digits themselves aren't considered lucky (or unlucky) because of any innate property of their own but because they sound like auspicious words when spoken aloud.

Lucky numbers

Perhaps the best-known lucky Chinese number is eight. When spoken in Chinese, eight (pronounced 'ba') sounds similar to the word "fa", which means to prosper or acquire wealth. Other numbers have significance due to their being close homophones to other favourable words. Thus the number two is associated with harmony and the doubling of good things, the number three with stability, six with smoothness and good luck, and nine with longevity. The number four, on the other hand, is a kind of Chinese equivalent to the dreaded 13 in western superstition. Four is considered unlucky as, when spoken in Chinese, it sounds like the word for death.

Most digits have more than one associated meaning and they can be combined to get the benefit of several meanings. The number 28, for example, can imply the doubling of wealth or it can mean wealth and harmony. No doubt that goes some way to explaining why someone in Hong Kong paid HK\$ 18.1 million for 28 on a number plate in 2016.

The mystery

The competition for private plates with just individual letters, however, is rather less easy to explain. The news reports about the "R" registration say that it was a lucky letter in Chinese fortune telling but no one we know, including our in-house Chinese culture expert, knows what that's supposed to mean. The closest we can discover is that letters in the Roman alphabet used in English do have significance in Chinese astrology. It's not as simple as declaring that certain letters are lucky or unlucky: there is a complex relationship between the letters in a person's name, the year and month of a person's birth, associated elements such as metal, fire, water, wood etc, their zodiac animal, and various other factors. Like western astrology, it is a hugely complicated business and we admit that we have not been able to extract a simple explanation for "R" commanding such a huge price. It's no wonder the details in newspaper reports were so vague.

Of course, all that aside, there's always the possibility that "R" was really bought because it is someone's initial...

Do you have a lucky number or letter? Search now for your very own good fortune on a plate.

Local Plates for Local People



For many years, the registrations XVN 1 and XVN 1K have been owned by Scarborough Council in Yorkshire. At one time, the matching plates were used on the vehicles that carried the mayor and deputy mayor back and forth between functions, but they have languished on retention for nearly 20 years.

In these days of carefully managed budgets, every asset and resource comes under scrutiny; consequently, the council have decided that their two unused private registrations should be sold to release money to meet current needs. Regtransfers were pleased to be able to sell XVN 1 in their online auction on behalf of Scarborough's local authority.

Pure Yorkshire

Although the characters themselves may not hold any specific, historical link to Scarborough, or any obvious, visual relevance to their civic role, they are Yorkshire through and through. The 'VN' indicates that both were issued by North Riding County Council before its abolition in 1974.

"The Mayor's Community Fund makes a huge difference to people in communities across our borough and the proceeds will be a welcome boost to the funds available." - Scarborough Council

Big money in number plates? That's what we've been saying!



It's a message we've shared time and time again. We'd love to see more people enjoying private number plates and benefiting from the investment opportunities they can offer. When others catch on and look into the topic they reach the same conclusion we've known to be true for a long time: there is big money in private registrations.

But it seems that as soon as the lesson is learned it is forgotten and the media don't keep their fingers on the pulse. Interest peaks again every now and then when a price

record is broken, or when DVLA censorship of controversial plates sparks another brief buzz in the tabloids but, apart from that, our profitable industry slips back under the radar.

Second opinions

Years ago, we regularly quoted a leading motoring journalist who declared that private number plates could be "better than money in the bank". We don't wheel that one out anymore, as the source of the quote is lost in the mists of time, but plenty more high-profile people with personal experience in the number plates market and sound investment-expert credentials have echoed the endorsement. When we interviewed TV Dragon and personal plates owner Duncan Bannatyne for this magazine, he observed that private plates are a great way to ease the pressure to constantly buy a new car, thanks to their ability to mask a vehicle's age. He also said that he had made money on number plates.

Duncan's *Dragons' Den* denmate James Caan, another personal plates fan, commented "If you look back over the last ten years, the value of number plates has gone up quite a lot. You know, there's only one of each plate, and I also think that's the fun thing about it. If I wanted JC 1, I'd be the only person in the country who had got it."

Ahead of the game

We're always happy to see media awareness of the broad appeal and investment potential of private registrations. A recent (November 2022) *Daily Telegraph* 'Money' article carried the headline "Big money in the red-hot world of personalised number plates". The main substance of their piece was, basically, a story that Regtransfers told in 2014 when Ferrari dealer John Collins paid more than half a million pounds for the registration 25 O. Although it's an old story it remains completely relevant.



The Daily Telegraph article - 12th November 2022

The motivation and determination that moved Collins to pay that unprecedented sum for a UK car registration are representative of personal number plates fans in general. This fervent enthusiasm drives a market that remains as dynamic and stable as ever. Prices defy gravity - they go up more easily than they come down - and that is regularly demonstrated by the sums people are prepared to pay at auction for top-quality private plates. It is this insatiable appetite for good number plates that makes them such a great investment opportunity.

We may not use the old quote anymore but we stand by its message: a good private plate, bought and sold at the right time, can be better than money in the bank.



When Oksana Zakharova was five months pregnant, she decided to begin buying private number plates as an investment for the future of her baby.

Oksana, from Cheadle in Staffordshire, found her first personal registration, the striking OOD 55, with a little help from Regtransfers and all went well.

"Regtransfers was the perfect place for us to start buying plates," she says. "Always easy to work with and great prices. We enjoyed working with Lauren, who gave us all the support we needed during the search and purchase."

“Regtransfers was a perfect place for us to start buying plates, always easy to work with and had great prices.”



“With a name like mine, only a few registrations would suit me perfectly,” says Peeter Ashton, from Seaton in County Durham. “I felt ‘PA’ a trifle nondescript and PFCGA [his full initials] is too many letters for a UK plate. So, when PEE 73R came up for sale, it was a must.”

“20 years ago, *Top Gear* had a programme on registrations,” Peeter

says. “I think that it was Richard Hammond who showed ASH 70N being sold for around £8k.”

Primed by the *Top Gear* item, when ASH 76N went up for sale some years later, Peeter felt it would be a good registration for him. Unfortunately, he missed it at the auction sale but did manage to acquire it from a dealer a few weeks later. The photograph on this

page shows the registration on Peeter’s very nice Porsche Cayenne, a car he has since had to part with.

“Sadly, Covid put paid to my long trips away, so my Mahogany Metallic beauty had to go.”

We feel Peeter’s pain. It must have been hard to part with that lovely Porsche.

PEE 73R is currently available from www.regtransfers.co.uk



On the Move



BE57 MOV which, apart from my first plate, is my favourite."

Most of the company's more recent vehicles have been brand new orders and a further series of registrations - DJ16 MES, JJ67 MES, JJ22 MES, and JJ72 MES, were purchased prior to delivery.

"I see plates always going up in value," James says, "and they are a great investment."

Regtransfers has provided James with a number of other themed registrations too, including JJ18 MES, JJ68 MES and JJ12 MES.

"I have recently purchased a little electric city van, a Garia," says James, "to which I've added R13 MOV, a number that was previously on retention. I think it looks fantastic and it is a real eye-catcher."

www.jamesremovals.com

James Removals, founded in 1996, is a family business that started out with a single van operating out of small premises in Bromley. It now boasts a fleet of 17 vehicles and its current home occupies 30,000 square feet in Blackheath, London, where its fleet of vehicles now stands.

"MOV 5X was my first registration purchase," says James De-Machen, the company's director. "It was bought to hide the age of my lorry, an older vehicle that I painted to look like a new truck. The plate was added so people weren't aware it was over 15 years old. It was a truck I drove myself and this was the start of my registration addiction."

He then purchased R13 MOV for an R registration DAF he had refurbished in similar fashion.

"As a removals company doing fairly low yearly mileage in comparison to other haulage operators, we tended to use second-hand chassis with new bodies," James explains. "So I started adding plates to all my vehicles: J6 MOV, J7 MOV, J8 MOV, J9 MOV, V6 MOV and V8 MOV."

As the company was doing well, James acquired brand-new trucks but continued the plate branding. "I also pre-ordered registrations for vehicles that were being built, including JR07 MOV and JR08 MOV. I also bought



Marketing on a Plate



Souster & Hicks Bespoke Tailors



Overfinch.com



Dowson Blades



Yellow Investments



FunWhenYouDrum.com

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

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.



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The Bowgie Inn



SolarFrame



120 Years of Number Plates

? Why do we have number plates

When motor cars first became popular, the number of vehicles on the road grew rapidly and it soon became clear that regulation was needed. The number plate provided a simple yet powerful way to identify and trace cars. Since their introduction, number plates have become an integral part of motoring life.

? When were number plates introduced

The Motor Car Act of 1903 was the first legislation of its type and it introduced number plates to British cars. The Act focused on driving licences, setting formal speed limits and vehicle registration, an idea which followed the lead of the Netherlands, the first country to adopt vehicle registration plates, in 1898.

? What was the first-ever number plate

It is commonly, and mistakenly, believed that A 1 was the first British registration issued. It was certainly the first issued in London; Earl Russell is said to have queued up all night long outside London County Council's offices to acquire the number.

Russell managed to secure it but, by that time in December 1903, other numbers had already been issued elsewhere. DY 1,



for example, was issued on 23 November 1903 in Hastings and is, in fact, the earliest registration for which records still exist.

If you require any further information, please do not hesitate to contact one of our Customer Services team on 01582 967777



Dateless number plates

While records can in fact, establish the actual dates of early registrations, there is no visual clue (unlike the later formats) and so they are now known as 'dateless' numbers.

These registrations are the most desirable not only because of their heritage but also because they can be assigned to a vehicle of any age, effectively concealing its true age.

Dateless number plates are also increasingly rare as they were only generally issued until 1963 and many were lost when old cars were scrapped and their owners saw no reason to save the registrations.

Top Tip:
A dateless plate starts or ends with a number"



1903 CLASSIC

The earliest registrations were displayed in white on a black plate and comprised one or two letters followed by up to four numbers.

The letters were an area code indicating the local council responsible for the issue.



e.g. **A**=London, **CK**=Preston

The letters **I** and **Z** were reserved for Irish issues. **Q** was omitted altogether, in order to avoid confusion with zero (0) or a capital 'O', but other potential ambiguities, **B, D, O, U** and **V**, remained.

The original plates were black with white characters as illustrated. You can, however, display these registrations on modern white front/yellow back plates.

1932 THREE-LETTER

By the 1930s, combinations began to run out, so a new format became necessary.

An extra letter was added at the front of the previous two-letter combinations. So, the second and third letters continued to indicate the area.



e.g. **CK**=Preston

The original single-letter codes could not be appended since that would duplicate existing two-letter combinations.

Plates were limited to a maximum of six characters, three of which were letters, restricting the the number component to three digits at most.

Combinations of four numbers and three letters (distinguishable by the **I** or **Z**) were, however, issued in Northern Ireland:



1953 REVERSALS

In the 1950s, some councils began to run out of the available combinations, so they simply reversed the format, putting the numbers before the letters.



789 MNP

The interpretations of the licensing authority codes remained the same.

e.g. **A**=London, **CK**=Preston

In the three-letter registrations, these continued to comprise the second and third letters.

1963 SUFFIX

In 1963, a new system added a year-identifier at the end of the three-letter registrations. From 1967, this suffix would change every August.

The letters **I, O, Q, U** and **Z** were omitted as year identifiers, although **O** and **U** were still used in the area codes.



A=1963

B=1964

G=1968/69

The second and third letters were still the licensing authority codes.

e.g. **CK**=Preston

In 1974, the central government Driver and Vehicle Licensing Centre (DVLC) took over responsibility for the issues of registrations from the local councils.

1968 saw the introduction of the now familiar white front and yellow back plates which became compulsory by 1973.

The old black plates were still allowed until the early 1970s and are still legal (though not compulsory) for vehicles 40 years+ provided they are registered as 'historic'

1983 PREFIX

The 1983 system worked similarly to the previous one - the second and third of the three-letter group still indicating the region e.g. **CK**=Preston - but the order of the groups was reversed, putting the year identifier at the start of the number plate.



A=1983/4

CK=Preston

B=1984/5

V=1999/2000

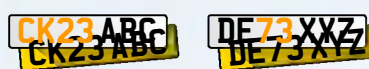
The year identifier continued to change every August but from 1999 it changed twice a year in March and September.

In April 1990, the DVLC was renamed the Driver and Vehicle Licensing Agency (DVLA).

2001 CURRENT

In 2001 the DVLA introduced a totally new format featuring a consistent seven characters.

For the first time, a prescribed font was introduced. This lessened some possible ambiguities but still overlooked the identical zero/capital 'O' (**O**) and the number one/capital 'I' (**I**).



CK=Cardiff

23=Mar 2023

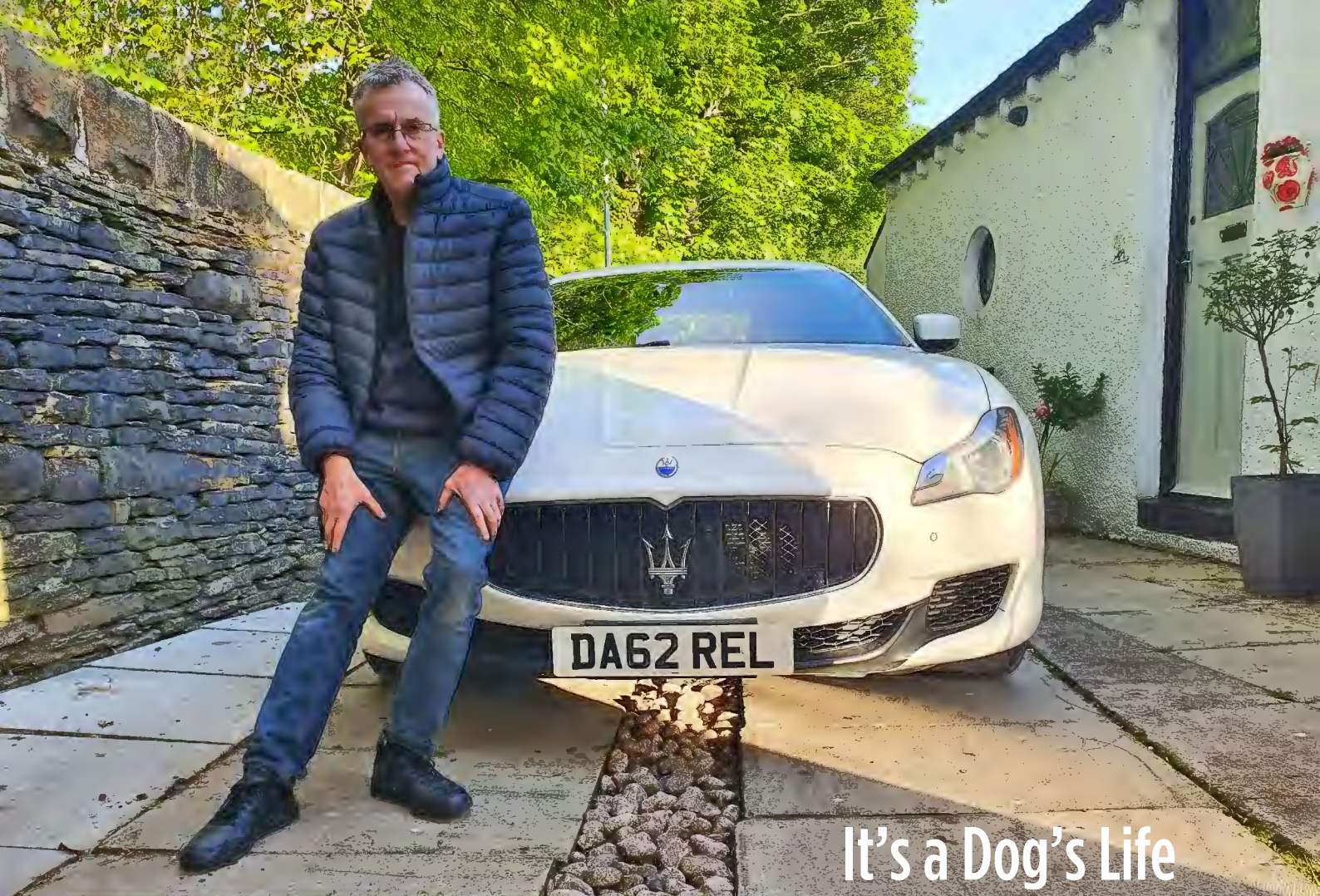
73=September 2023

The numbers are now the 'Age Identifier' which continues to change twice a year, in March and September. The first two letters are now the area (now known as the 'Local Memory Tag').

This uses a different interpretation to that of the original codes. In our example, **CK** is now Cardiff, where previously Preston.

The last three letters are the unique identifier which can, for the first time in Great Britain, include **Z**.

Thanks to Rod Lomax and John Harrison, of The RNC, for help in preparing this overview. Registration examples are for illustration only and may not represent actual issues.



It's a Dog's Life



Tracy with chihuahuas
Coco Chanel and Pepe

Darrell McNulty has been passionate about personal number plates ever since he passed his driving test at the age of 18. "In those days," he recalls, "I enjoyed scanning the pages of *Exchange and Mart* and the motoring magazines looking for the perfect plate and wishing I could afford one."

Darrell, a services manager for a textile firm in Bradford, tells us that he loves looking at other people's plates on the road. "Some instantly jump out at you," he says. "Others, you have to study, and some are just fun."

In 1996 Darrell's wife, Tracy, decided that she fancied a new car and promptly chose a black Fiat Punto. "We have a passion for dogs," says Darrell, "and Tracy wanted K9 TRA (Canine TRAcy)." That registration was already taken, so Tracy went for K99 TRA instead. "It was really special for us," says Darrell, "and she still has the plate today."

Darrell decided that he also wanted his own plate, so he visited our website. "Regtransfers is so good," he says. "You just type your name and numerous plates come up for sale."

Darrell purchased two registrations, DA19 ELL and DA62 REL. "The transaction was so easy, including having the plates made and delivered," he says.

Jon Scott Gardiner, from West Yorkshire, owns Car Credit Now by Autozone UK Ltd with dealerships in the north of England.

"I recently purchased a Ferrari 488 Spider that just screamed out for a personalised number plate," says Jon. "I'd toyed with the idea of a cheaper initials plate," he says. "Then I got a text message from Regtransfers with a registration that stood out to me like a sore thumb, JON 1S."

So, Jon called Regtransfers and made what he describes as a cheeky low offer. Our advisor tried to prepare Jon for possible disappointment, as the plate's owner had already rejected a similar offer but Jon thought it was still worth a shot. After a couple of weeks he decided to pursue the matter further so he called us again.

"Much to my delight," he says, "I got a really straight-talking Yorkshirewoman named Kelly who originally came from neighbouring Huddersfield! She liased with the seller and within half hour the deal was all done. Kelly did a great job, extremely professional and efficient. I love the plate and it looks amazing on my car."



CarCreditNow ✓

by **Autozone UK Ltd**



Brian Seggle served in the army for 42 years as a marine engineer and combat diver. Unfortunately, Brian sustained combat-related back injuries during his service

and consequently has become unable to use his beloved BMW and its personal registration, 8 BWS.

"I've had the i8 with this plate from new for nine years," he says, "but I can no

longer get in and out of the car so it is up for sale."

Brian does have another excellent initials plate, X6 BWS, which he is keeping.

8 BWS is currently available from www.regtransfers.co.uk



The World of Personal Number Plates Regtransfers

Issue 56



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1982

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PERSONAL NUMBER PLATES