

Regtransfers

Issue 58

The World of Personal Number Plates



Chris Eubank Jr



Jay Kay



Lord Botham



Denise van Outen



Daniel Dubois



Andros Townsend

The NAMES Edition

Est. 1982 [Regtransfers.co.uk](https://www.regtransfers.co.uk)
PERSONAL NUMBER PLATES

NAMES

the most personal registration?

We speak to all kinds of people in the course of our business, and many of them haven't owned a private registration number before. When the uninitiated think of personalised number plates, they mostly seem to conjure mental pictures of plates that spell names, or plates consisting of one of two initials followed by the number "1". In many cases, number 1 registrations fall beyond the scope of the first-timer's budget. Name plates, on the other hand, can be found at surprisingly affordable prices.

What's in a name?

It should be no surprise that many people choose to own their name on a number plate. It may be a deliberate branding or promotional tactic; it may be an affirmation of identity and existence; it may simply be to make one's car easier to spot in the supermarket car park. Whatever the reason, names are certainly the most personal of personal plates.

Celebrity favourites

Famous people love their name number plates. *The World of Personal Number*

Plates has interviewed a veritable host of celebs who have displayed their names on their car registration plates. Actors, musicians and singers, comedians, models, TV presenters and stars of reality shows, top business people, Olympic gold medalists and other sporting champions, social media influencers ... We've provided name registrations to all of them, and more.

Here's what a few of our famous friends have said about their plates:

Denise van Outen



“I love it. It's brilliant and it's a bit of fun. You want your own identity when you buy something.”

Theo Paphitis



“It's an extension of enjoying nice cars and finishing them off properly.”

Vanessa-Mae



“If you're interested in cars then you're interested in the plate. It makes sense to me. I think they're cool.”

“Diddy” David Hamilton



“It looks cute, and people can't help saying so. It's been a great publicity tool for me over the years.”

Conor Benn



“When I saw the plate I thought, yeah, that needs to be bought!”

Chris Eubank Jr



“Put a decent plate on a good car and it adds to its beauty and its look.”

Coleen Nolan



“My own personal number plate was like a dream.”

Lord Botham



“I think it's nice to personalise something.”

Carl Hartley



“The last thing that would leave my possession would be my number plate. I'd sell my house first!”



An investment asset with a proven track record

Both the BBC and the *Financial Times* have reported the financial significance of private number plates. The FT highlighted the competitive performance of number plates compared to more conventional luxury assets such as jewellery and watches, classic cars and fine wines, and in an article analysing the personal wealth of UK citizens, the BBC stated that we Brits own £4.3bn worth of private number plates. Regtransfers believes that the estimate quoted by the BBC was based mostly or solely on DVLA sales and so should be considered very conservative. Either way, the market for private registrations is huge.

The size of the market and the level of competition for desirable examples means that private plates can appreciate substantially in value over both the short and long terms, as is illustrated in the following table. The first four numbers presented made profits despite being

offered for resale within 12 months of the initial purchase. The rest performed well, but took longer to sell and so the increase in value must be calculated over a longer period.

Note: Regtransfers cannot give specific financial or investment advice but we can offer a few tips to bear in mind when considering possible investment purchases.

Registration	Initial purchase price	Resale price	Increase
TH02 PEX	£630 (Sept 2023)	£7,200 (Sept 2023)	1043%
A41 MEN	£1,010 (Aug 2023)	£5,000 (Sept 2023)	395%
K83 ALE	£670 (Sept 2023)	£2,500 (Nov 2023)	273%
A80 VEY	£630 (July 2024)	£2,300 (Sept 2024)	265%
AY55 HAA	£1,500 (2015)	£9,800 (2019)	553%
M4 RKG	£15,500 (2013)	£60,000 (2015)	287%
G11 LES	£10,495 (2008)	£33,500 (2014)	219%
815 HOP	£3,607 (2008)	£10,000 (2010)	177%
HAR 180N	£2,750 (2016)	£7,000 (2019)	155%
E111 OTS	£11,890 (2011)	£29,000 (2014)	144%
LAU 124M	£2,500 (2016)	£5,895 (2020)	136%
RC14 ARD	£1,373 (2017)	£3,000 (2019)	119%
JOS 11B	£4,000 (2015)	£8,600 (2020)	115%

Keys to success

It would be ridiculous to claim that every private plate purchased will show a profit upon resale. Value lies in limited availability and high competition, so the strongest investment candidates will be registrations such as number 1 plates and, of course, names. They are eye-catching and clearly special; furthermore, crucially, demand outstrips supply of these premium numbers.

Scarcity and desirability

For each set of one, two or three initials, there are only two number 1 registrations: **A 1** and its reversed counterpart **1 A**; **B 1** and its reversal **1 B**; **C 1** and **1 C**; **AB 1** and **1 AB**; **AC 1** and **1 AC**, and so on.

Similarly, there are very few ways to represent a name on a number plate. There will be one or two near-perfect spellings, where the letters and numbers that resemble letters correspond exactly with the name's spelling. Once those registrations have been snapped up, the

options become more and more imperfect as compromises in the visual accuracy have to be accepted. In fact, as the near-perfect examples have been bought (in many cases not for resale), names have become harder to find. This means that the desirability of even imperfect depictions increases over time.

So that scarcity, working hand in hand with the number of people who may compete to buy any given name on a number plate, pushes up the price.

Across the board

The strong resale performance of private plates isn't just seen with name combinations. All categories have shown excellent results. Regtransfers looked at the rankings for the most expensive number plates sold to date in the UK. We compared the prices at which they were purchased with what we estimate to be their likely current resale value. Our estimates draw on more than 40 years experience of buying and selling top quality registrations.

The UK's most expensive private registration numbers

#	Registration	Price paid	Sale date	Estimated current value
1	25 O	£518,480	Nov 2014	£750,000
2	X 1	£502,676	Nov 2012	>£1,000,000
3	G 1	£500,126	Sep 2011	>£1,000,000
4	RR 1	£472,000	Sep 2018	£500,000
5	F 1	£440,625	Jan 2008	Owner claims to have rejected offers of £10m

But don't just take our word for it. There is no shortage of millionaire and entrepreneur owners of private car registrations. These astute people earned their reputations and their fortunes by investing wisely. You will know their names:

Lord Alan Sugar of *The Apprentice*
Peter Jones of *Dragons' Den*
Duncan Bannatyne of *Dragons' Den*
Theo Paphitis of *Dragons' Den*

Sir John Madejski founder of *Auto Trader*
Kelly Hoppen of *Dragons' Den*
James Caan of *Dragons' Den*

“Top plates are making a NAME for themselves at auction!”

The market for name number plates has become increasingly dynamic over the past decade, with some remarkable sales reflecting

their growing appeal. Whether purchased as a symbol of status, a form of personal expression, or a savvy investment, these plates have fetched

impressive prices at auction. But don't just take our word for it—here's a list of just some of the name number plates sold in the last 10 years.

Prices shown reflect the hammer price only, with additional costs such as auctioneer fees, VAT, and a £80 transfer fee to be paid on top.

KR15 HNA	£180,000	SAI7 GHA	£22,000	AYM 3N	£16,410	GE70 RGE	£13,070
HI NDU	£112,010	AYA 8N	£21,200	WEB 3Y	£16,340	AUR 4A	£13,020
J42 MES	£80,020	AMB IIR	£21,010	DUL 444Y	£16,200	BOB 87Y	£13,010
DEO IS	£80,010	KAT 4R	£21,000	SAB 4A	£16,010	OMA 99R	£13,010
PAT 3K	£78,010	80 NDD	£21,000	HAR 15R	£16,010	JAT 7T	£13,010
KR15 HAN	£76,000	CU11 ENS	£20,500	WR19 HTS	£16,000	CHA 107E	£13,010
53 NGH	£61,010	TRI4 CEY	£20,300	JE17 SON	£16,000	SOP 2IE	£13,010
5 OPH	£45,000	AYA 6N	£20,210	MR21 NGH	£15,610	ESS 4A	£13,000
5I UNT	£40,200	WH15 TON	£20,200	MON 8Y	£15,400	YUS 7F	£13,000
CO17 RAD	£38,000	PR71 NCE	£20,010	K111 NGS	£15,200	H41 OER	£12,520
FA71 MAH	£36,110	LOR 4A	£20,000	JEN 60N	£15,010	MS54 LMA	£12,410
SUN IA	£35,120	CH21 SSY	£20,000	ASM 4A	£15,010	6I LLX	£12,230
SA22 RAH	£35,010	K111 RAN	£20,000	AAM 17R	£15,010	ARJ 5N	£12,200
FA15 ALS	£35,000	CHR 4S	£19,630	ROB 7IN	£15,010	24 YYN	£11,790
8088 Y	£31,200	STE 3F	£19,000	LAU 73N	£15,000	LYD 7IA	£11,600
MR15 LAM	£31,010	AAD 7L	£18,110	WR16 HTS	£15,000	COO 2K	£11,530
HAY 9R	£30,000	DAR 5Y	£18,010	EMU 5K	£14,510	S513 NNA	£11,510
KN16 HTS	£28,600	RH14 NNA	£18,000	DAA 15Y	£14,360	LUC 3IA	£11,510
RU22 ELL	£27,610	24 YDN	£17,810	KAM 244N	£14,260	USM 99N	£11,410
MA71 LDA	£27,010	FU11 ERS	£17,800	MAD 158N	£14,210	NOO IR	£11,100
LEA IH	£27,000	ANA 4H	£17,510	TH20 MAS	£14,210	OL71 VER	£11,010
K11 ANS	£26,520	LO17 DON	£17,200	AVE 33R	£14,010	SUI4 NNY	£11,000
DUL 44Y	£26,000	LOU 12E	£17,000	YAS 7R	£14,000	JAM 32S	£10,410
AL15 ONS	£25,000	11 UCY	£17,000	YUS 5IF	£14,000	PAU 2L	£10,200
TR15 TAN	£25,000	BRI5 COE	£17,000	DUL 44Y	£14,000	D21 ANA	£10,200
JEN 20N	£24,320	AL15 TER	£17,000	KWA 1T	£13,600	HAY 5R	£10,010
ADD 44M	£24,000	K111 TTY	£16,600	MRY 4M	£13,560	UBA 4ID	£10,010
UPP 41B	£23,510	JOD 1IC	£16,560	JES 2S	£13,500	USM 244N	£10,010
POG 8A	£23,000	KYR 9N	£16,510	YU11 SUF	£13,500	XXM IR	£10,010
K111 NNG	£22,570	YUS 5F	£16,500	SF51 NGH	£13,220	611 LLS	£10,000
SAI7 DHU	£22,200	WE65 TER	£16,500	PU23 WAL	£13,110	P41 ULS	£10,000
SOP 9IE	£22,010	SHE 24N	£16,470	REG 3N	£13,080	KR16 HAN	£10,000



The world's most expensive number plate



What is the world's most expensive number plate?

The answer is that the Dubai number plate (P) 7 is the world's most expensive confirmed sale of a car registration number to date.

The UK market continues to grow and there are signs that top British prices could soon approach the levels seen in Abu Dhabi and Dubai. It is widely believed that the legendary UK number **A 1** would command a price in excess of £1m should it come onto the market and businessman Afzal Kahn, owner of **F 1**, claims to have turned down an offer of £10m for that registration.

The top 30 highest priced private car registrations globally are shown in the table opposite.

Conspicuous omissions

Readers who have encountered other articles claiming to list the world's most expensive plates may notice two conspicuous omissions from the table on this page. Reports that the Qatar number **333355** was sold in 2014 for QR 200m (£35m) have turned out to be spurious. Abdulla Matar Al Manna'ei of Emirates Auctions told Regtransfers that the 'sale' was in fact a system error, so that entry has been removed from the rankings.

Similarly, the reported sale, in November 2016, of an Abu Dhabi number (5) **1** registration for AED 31m (£6.84m) has been removed from the table. The would-be purchaser admitted to writing a cheque that he did not have the funds to cover and was subsequently convicted of fraud.

Full details of some sales are difficult to present clearly due to peculiarities of local licence plate systems. The same number may be issued in different series or categories, which are indicated in brackets, e.g. Abu Dhabi plates (0) **9** and (6) **9**.

#	Registration	Price (GBP)	Local price	Location	Year
1	(P) 7	£12,000,000	AED 55m	Dubai	2023
2	(AA) 9	£7,620,140	AED 38m	Dubai	2021
3	(AA) 8	£7,497,781	AED 35m	Dubai	2022
4	(D) 5	£7,324,207	AED 33m	Dubai	2016
5	(5) 1	£7,250,000	AED 52.2m	Abu Dhabi	2008
6	(NSW) 1	£6,439,044	AUD 12.4m	Australia	2024
7	1 (E)	£5,165,930	SAR 24m	Saudi Arabia	2024
8	22	£4,991,380	AED 23.3m	Abu Dhabi	2022
9	(O) 9	£4,363,000	AED 25m	Dubai	2015
10	(8) 5	£3,500,000	AED 25.2m	Abu Dhabi	2007
11	(Q) 1	£3,156,639	AUD 6.08m	Australia	2024
12	(5) 7	£3,000,000	AED 16.8m	Abu Dhabi	2010
13	(50) 7	£2,958,057	AED 13.4m	Abu Dhabi	2016
14	R	£2,694,349	HKD 25.5m	Hong Kong	2023
15	W	£2,421,016	HKD 26m	Hong Kong	2021
16	(O) 9	£2,379,706	AED 13.4m	Abu Dhabi	2015
17	(6) 9	£2,153,846	AED 15.4m	Abu Dhabi	2008
18	1 (V)	£2,144,015	SAR 10m	Saudi Arabia	2024
19	(1) 2	£2,061,850	AED 10m	Abu Dhabi	2017
20	D	£2,042,182	HKD 20.2m	Hong Kong	2024
21	(AA) 22	£1,828,418	AED 8.4m	Dubai	2023
22	(6) 9	£1,720,000	AED 10m	Abu Dhabi	2010
23	(AA) 7	£1,672,619	AED 8.02m	Dubai	2024
24	28	£1,616,000	HKD 18.1m	Hong Kong	2016
25	(6) 7	£1,583,333	AED 11.4m	Abu Dhabi	2008
26	(AA) 16	£1,565,878	AED 7.32m	Dubai	2024
27	18	£1,513,372	HKD 16.5m	Hong Kong	2008
28	(NSW) 4	£1,500,000	AUD 2.4m	Australia	2017
29	(1) 11	£1,346,578	AED 6.1m	Abu Dhabi	2016
30	(VIC1) 4	£1,346,485	AUD 2.38m	Australia	2022

Sources: www.emiratesauction.com • www.td.gov.uk • www.gulfnews.com • www.timesofindia.com • www.arabianbusiness.com • www.middleeasteye.net • www.indianexpress.com • www.jewishbusinessnews.com • www.standard.co.uk • www.khaleejtimes.com • www.bbc.co.uk • www.news.com.au • We are grateful to Emirates Auctions and the Hong Kong Transport Department for the information provided.





999 Wedding Cars



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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

MAI2 KET

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.



The Bowgie Inn



FunWhenYouDrum.com



Tiger Industries



Merlin ERD



Fantastic Fireworks



Electronic Excellence



Souster & Hicks Bespoke Tailors



Top 555 Luxury Cars



- 1 UK
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The complete package

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We all know the old proverb that says, "From little acorns, mighty oaks grow". The saying has survived for hundreds of years because, unlike many others, it is demonstrably true that impressive things often have humble beginnings. Tony Dark would, no doubt, agree with that. From selling adhesive tape and boxes out of a small lock up in 1980s East London, Tony's business has grown into a hugely successful packaging company with multiple locations.

One contributing factor to the success of UK Packaging Supplies Limited has

been the splendid collection of private registrations that adorn the company's vehicles. The first registration acquired for the company was 4 UK, purchased in 1994 for a very modest £2,300. Since then, the "UK" theme has continued and UK Packaging now owns, among others, the consecutive numbers 1 UK to 50 UK. Yes, we do mean all the numbers in that range.

It is certainly the most extraordinary collection of consecutive registration numbers that Regtransfers has ever encountered. Not only is the extent of the consecutive series unprecedented, but the

1 UK – 50 UK consecutive number plates

A collection like no other

fact that it is on such a desirable theme is remarkable. A whole fleet of company vehicles bearing such striking plates is not something easily, or cheaply, achieved. It is surely testament to the determination and long-term thinking of a company that strives to represent service, value, and integrity.

The UK Packaging fleet proudly wears the Union Jack along with their patriotic plates as they deliver bespoke and stocked packaging materials to a diverse range of

UK Packaging's incredible plate collection was born from the desire to create something special. One way or another, Tony and the team have certainly done that.

We wish them continued success for the next 40 years and beyond.

www.ukplc.co.uk



99 UK



40 UK



15 UK

industries and businesses throughout their wide network.

Teresa Sullivan, Managing Director says "After 40 years of successful trading UK Packaging Supplies Ltd is a well-established and resilient organisation, and it is so much more than that. We truly are a family business in the traditional sense in that we work with our families, and culturally in the way we endeavour to encourage and support each other every day for the long term."

The basic nature of corrugated cartons has not really changed much in the 150 years since it was invented, and while everything else has, the humble cardboard box still represents protection and sustainability. The world that packaging serves has changed beyond recognition in terms of how we live, how we trade, and how we interact, but the product remains as relevant and essential as ever.



Tony Dark Chairman



Teresa Sullivan Managing Director



He is also a self-confessed petrolhead and private number plates enthusiast with more than 10 numbers currently in his collection.

Sprout Media has been trading for nine years and, ever since the company's inception, Aaron has wanted to own the private registration SP12 OUT, which he considers to be the dream number plate for his agency. The company has an array of sign-written and even wrapped cars, such as Smart and BMW i3s, which they use to promote their business. SP12 OUT adds another attention-grabbing dimension to that promotion.

"I have always used Regtransfers for private number plates," says Aaron, "and I had registered my interest in SP12 OUT, should it ever come available. In January 2022, I received a call from my account manager at Regtransfers informing me that the cherished number plate was available for immediate purchase. I was over the moon!"

"The plate was great value, considering what it means to me and my business," Aaron says. "We have recently taken delivery of one of the first Smart #1 Brabuses in the UK and we currently have SP12 OUT on that vehicle."

Aaron firmly believes that great number plates work to help Sprout Media stand out from the crowd. "Having personalised registrations for the business has created lots of wins over the years," he says, "Pictures of them get shared across the various social media platforms and number plate enthusiasts groups."

"I look forward to working with the team at Regtransfers in the coming weeks to help source the perfect Sprout-related number plate for our Citroen Ami and also growing my personal number plate collection. Thank you again to the team at Regtransfers."

sproutmedia.co.uk

“Having personalised registrations for the business has created lots of wins over the years.”



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 below lists the top 100 prices (including fees and taxes) paid for plates at auction between January and October 2024.



The **NEW** Regtransfers Auction

The place to invest!

See page 67

HI NDU	£143,901	I 00G	£46,959	375 L	£33,477	TEG IH	£30,408
I DEO	£136,300	7 XN	£45,033	9 YT	£32,950	II5 SA	£30,267
42 O	£124,204	NA74 SHA	£45,033	A9II GTS	£32,514	AST 30N	£30,267
DEO IS	£102,813	I5I AM	£40,539	I VLB	£32,321	330 S	£30,267
LI BYA	£102,800	8 XP	£40,154	I XAM	£32,206	I54 L	£30,126
I WLK	£93,825	4 SUV	£40,012	I4 YTH	£32,193	365 G	£30,074
5 PS	£93,825	MRI5 LAM	£39,897	I50 A	£32,193	II PAV	£29,625
67 O	£93,696	6 XP	£39,884	54 MAD	£32,193	7 XW	£29,368
82 O	£89,960	AMZ I	£39,884	7 0MG	£32,193	I000 CC	£29,240
46 O	£75,194	FER 458A	£38,844	8 XU	£32,193	9 XV	£28,983
2 FU	£74,565	OEV IL	£38,613	980 S	£32,193	AYA 9N	£28,970
5I O	£73,268	5I0 W	£38,600	AVI 5	£32,193	55 UKH	£28,854
BSK I	£68,145	8055 G	£38,600	HER I05S	£32,193	I GVL	£28,585
9II OG	£64,408	HAY 9R	£38,600	8055 M	£32,193	9 XW	£28,585
II RM	£55,305	THE 9IIK	£38,600	I SSU	£32,180	56 00	£28,341
I97 O	£54,021	II0 H	£36,430	II HSD	£32,180	8888 A	£28,341
8 XN	£54,021	I50 HO	£36,058	333 S	£32,180	AAA 3A	£28,341
9II FUN	£54,021	50 DPM	£36,045	805 Y	£32,180	SOP 9IE	£28,341
KUR ID	£51,453	I88 M	£35,518	9II FU	£32,180	330 C	£28,328
I VKG	£50,195	992 ST	£35,467	0008 000	£32,180	89 00	£28,328
I TLL	£48,885	50I O	£34,761	I50 M	£31,782	89I M	£28,328
8I2 A	£48,872	S70 LEN	£34,761	8888 O	£31,037	76 00	£27,442
4I OVE	£48,243	I HVB	£34,748	WIG I	£31,024	THE 904T	£27,198
I80 Y	£47,665	7 00R	£34,491	2I0 N	£30,935	II KSS	£27,160
II0 L	£47,614	74I N	£34,209	F296 GTS	£30,485	MSS I3	£27,121



Board and paddle sports are more popular than ever, and they gain thousands of new fans every year. A few decades ago, people would have heard of surfing, canoeing and kayaking, and that would have been it. These days the array of water sports, especially board sports, to choose from is almost daunting. Amongst the most exciting are those that exploit the hydrofoil principle.

A hydrofoil is a fin that acts like an underwater wing. The foil uses forward

movement through the water to generate lift that raises the hull or board of the craft in question, in many cases, right up above the water.

There are a number of board sports that use hydrofoils, including foil surfing, kite surfing, some styles of windsurfing and wingfoiling. The last is a relatively new discipline in which the board's rider uses wind power via a wing whose shape is maintained by inflatable and rigid struts. Unlike the sail on a windsurfing board, a wingfoiling wing is entirely held by the rider and not directly attached to a mast or board. The sensation of riding these boards is somewhere between surfing and flying, and for spectators, the sight can be exciting and dramatic, especially when high speeds and acrobatics (or should that be aerobatics) are part of the rider's repertoire.

The description above may go some way to explaining why James Heaven from Salcombe in South Devon is an avid wingfoiling enthusiast. It may also explain why he acquired the perfect plate for a

lover of beach-based activities, 54 ND (Sand).

James is pictured here with his two dogs, Hebe, the brown cocker spaniel and Purdey, the liver and white springer spaniel. "They have quite a following on Instagram [currently 12.1k followers as *The Springer Spaniels*]," says James.

54 ND is currently available from Regtransfers

If you have a passion for a hobby or sport, then a personal number plate is the ideal way to share your joy. Regtransfers has thousands to choose from. See our listings pages or call our friendly sales team on **01582 967777**

www.regtransfers.co.uk



[JOBS AND INTERESTS](#)



Mark Knight has bought several private number plates over the years. "One that I purchased from Regtransfers, you later sold for me at a profit," he says.

Mark, from Arundel in West Sussex, describes himself as a very happy customer, both as a purchaser and seller. "I am always checking your website, hoping to see my next perfect plate, as



you have a fantastic range of plates available."

After an 18-month search for an original-issue KK number plate, Mark found KK 26. When he asked his wife, Katharine if she liked the number, she said she did: as well

as bearing her initials, the registration number contains the date of Katharine's parents' wedding anniversary.

Mark and Katharine also appreciate the historical aspect of private registrations. "Knowing it was issued by Kent County Council in 1922 really added something to

seeing it on the car," Mark says. "KK 26 is a survivor, over 100 years old, and it even gets a mention in one of Noel Woodall's books."

Living very close to Goodwood racetrack, Mark is spoiled for car and plate spotting opportunities. "I like to go with my father-in-law to the Goodwood Revival and the Members' Meeting," he says. The couple's daughter, Zara, is also a keen number plate spotter and has photographed several great examples over the years.

Collecting can become a habit, and collectors of number plates, like collectors of anything, often let old favourites go to make way for new favourites. Mark owns several other 'KK' registrations, including KK 26's sibling plate, KK 25, and 2888 K. He has previously sold 3888 K, 444 KK and 300 KK through Regtransfers.

“A very happy customer, both as a purchaser and seller. I am always checking your website as you have a fantastic range of plates available for sale, hoping to see my next perfect plate.”



FIND YOUR INITIALS





“A family addicted to number plates”

Mark Paul Campey tells us that he was reading our magazine and thought he would send some photos of his own. And pretty good they are too.

Mark's ultimate MPC 1, which we were delighted to provide in 2020, resides


on his Bentley, but he also has MPC 5, C4 MPY to his name, along with the splendid FFS 1.

The rest of the Campey family are also, as Mark admits, “addicted to number plates”. His wife, Helen has H3 LEN,

HJC 5 and 5 HJC, whilst his son, Robert is pictured here with MAD 80B (Mad Bob) and, not to be outdone, his daughter, Lois, has LO15 ACE.





FIND YOURS 



Mark Evans from Southampton previously appeared in *The World of Personal Number Plates in 2022* (Issue 54), when we featured the impressive selection of plates on his cars and motorcycles. We caught up with him at a recent RNC rally at the Classic Motor Hub in Bibury, and discovered he has added even more great examples to his collection.


"I am still as passionate and fascinated as I was before," Mark told us. "It has taken me many years to build this collection and I am keen on dateless, repeating numbers

and historic plates like CN 11, DL 1001 and DL 1111."

DL was one of the original codes for the Isle of Wight, where Mark's family hail from. His father has now returned to the Isle of Wight, so Mark has assigned DL 1001 and DL 1111 to his dad's car, for him to enjoy in the place they originated.

Mark plans to keep the majority of plates in his collection, but a few have moved on to new homes. He also plans to acquire more registrations. "My long-term goal is to get a 2x1 or 1x1 plate if possible, dependent on how the market is in the future."



FIND YOURS 



Duncan McCann tells us that his MCA 11N plate invites a lot of interest from people he meets all over the UK. Duncan's first car, a Ford Anglia, bore the number JSB 283, which would now be an enviable personal plate for anyone sharing those initials.

Cars have been central to Duncan's life. "I worked my way up through the motor trade since I was 16," he says, "and I've enjoyed a journey from auto-electrician to Head of Business for Mercedes-Benz, Volkswagen AG and The Lookers Group."

The photograph on this page shows Duncan with his fabulous Range Rover Sport Autobiography, at the beautiful Tannoch Loch in Milngavie, Glasgow."

MCA 11N is currently available from Regtransfers

For Mark Undery, it's all about family life, as two daughters and a wife keep him pretty busy. Outside of that dominant interest, Mark says he just about finds time to keep the cars clean and pursue his interests in old-school BMX bikes and watches.

Mark bought his 8 MU personal registration back in the 1990s. "My dad had the plate 60 BWU (for Bruce William Undery), which is now with my brother, so plates were on my radar. I was looking at three numbers and three initials when a friend popped up and said he'd seen 8 MU for sale in a press advertisement. My initial thoughts were that it would be way beyond my budget, but I enquired on the price, made an offer and the plate became mine."

Just by chance, 8 happens to be the number of the family home. Although it's just a coincidence, Mark has been asked if they bought the house to match the plate, or vice versa.

Mark's wife, Sarah, has had UN17 ERY on her Kia Sportage. Previously she had UN13 ERY on her Ford Fiesta, but that number is now on retention, waiting for the couple's daughters to start driving.





“I’m thrilled with the great communication and professional service from Regtransfers.”

Studio Effect
HAIR SALON

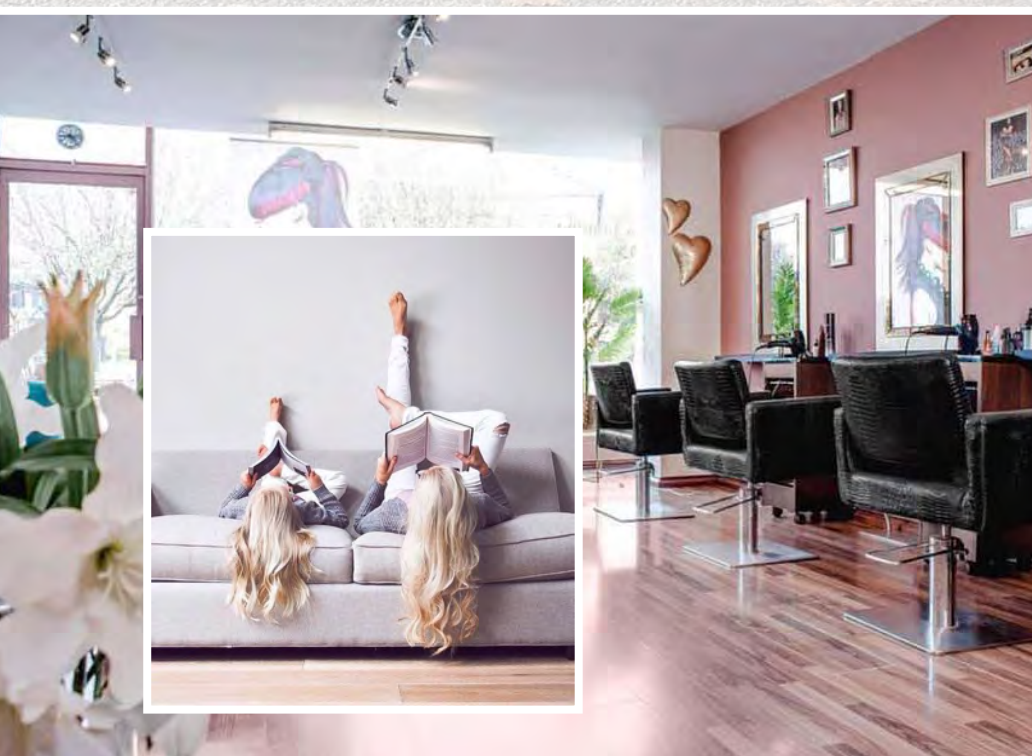
Magdalena Jermakow has owned Studio Effect Hair and Beauty Salon, in Newcastle-under-Lyme, since 2007.

“It’s all about making my clients happy and more beautiful,” says Magdalena. “This place is like my home. I do what I love, and I’m working with an amazing team who become my family, and fantastic clients who become my friends.”

Magdalena values quality, precision and elegance in everything she does and everything she owns, including her personal registration, 53 MJ.

“Private number plates are a great investment that I would highly recommend to everyone,” she says. “This plate is exactly what I desired, and it will be used for years to come. I never thought I would be the owner of such a cool number plate, but I’m so glad I purchased 53 MJ. It’s very simple, but so effective; exactly what I like. I’m thrilled with the great communication and professional service from Regtransfers.”

www.studioeffect.co.uk



FIND YOUR INITIALS 



Gordon MacDonald's children, Ellie and Ethan were featured in Issue 54 of *The World of Number Plates*. Both had superb dateless 'E' plates although, at the time, Ethan was just 14 years old. Well, he is now 17 and finally able to join his sister behind the wheel.

"I bought the plates for Ellie, who is now 20, and Ethan, as a long term investment and hopefully get them a deposit on buying their first property," Gordon tells us. "I see buying

number plates as a better investment than money in the bank or an ISA. I've been a long-time buyer and seller of number plates and regularly purchase from Regtransfers."

“I see number plates as an investment. I've been a long time buyer and seller, and regularly purchase from Regtransfers.”



Zahid Ali, from Birmingham, and his partner, Emeena, are the proud parents of twin girls Zulekha and Inayah, and son Mustafa, pictured here. Zahid is also the proud owner of the excellent personal registration 925 E. And it really is a very personal registration.

"Each character is significant," Zahid says. "The '9' represents the month our twins were born, the '2' represents the month my son was born, the '5' represents the month I was born and the letter 'E' is my partner's initial."

In addition to 925 E, Zahid owns a number of other great private plates, including 5 XDO, LHZ 3 and 6 AYJ, all purchased from Regtransfers.

"The customer service has always been five stars for me," Zahid says. "That's why I'm a returning customer. In the future, there will be more purchases."

“The customer service has always been five stars for me, that's why I'm always a returning customer.”



925 E is currently available from www.regtransfers.co.uk





Brian Grove, from Epping in Essex, is the proud owner of a Ferrari F40. As if that weren't already enviable enough, he has adorned it with a private number plate that is perfect for the car and for him. F4 OBG contains both the F40 car model number and Brian's initials. Very neat!

"I purchased the car five years ago, from its first owner," Brian tells us. "It had 2,700 miles on the clock then. It's now showing 3,070 miles."

Although the car was sourced in Germany, it was first registered in 1991 in England and thus has a rare speedometer calibrated in miles.

Brian didn't just acquire the car, but also a whole package of Ferrari goodies that came with it.

"The car has a three-piece Ferrari luggage set, a rare F40 watch, Ferrari Classiche Certification and unopened Ferrari press and owners launch packs. It is totally original as it left the factory, with original paint, brakes, suspension, engine and gearbox."

Brian's F40 has won over 20 major awards since he took possession of it. In June 2023, the car also took part in an event in Provence, France celebrating the 35th anniversary of the Ferrari F40 model. The event was arranged by D.K.Engineering and a total of fifteen F40s took part.

"It was a great experience, and an honour to be part of it," says Brian.



Let Regtransfers do the hard work!

Meet father and son, John and Elliot Tyler, who live on the Isle of Wight. John started collecting personalised registrations in 2014, his first purchase being J60 TYL.

"I was offered 4444 JT as an unsold lot in the DVLA auction in 2014 for £2200. I was at work and out of the blue, someone from the DVLA auction team called me and said the lot hadn't sold and would I like to buy it at the starting price – around £2900 net. I hovered but said no. It sold in October 2022 for £10,200 plus fees. If ever you needed an example of how popular personalised registrations have become, there's a good one. I still kick myself for not buying it".

John's next purchases were some DL registrations, DL being the letter code for the Isle of Wight prior to 2000. "I owned DL 38 and DL 1001 for a while, but sold them on, both through Regtransfers." Speaking of which, John has some kind words to say about us: "I find all the Regtransfers team great to deal with. Everyone is friendly and helpful as well as very knowledgeable. I usually buy from Lauren, as she has a wicked sense of humour, and manages to get me some terrific deals. We always have a good chat before getting onto the serious stuff of my next sale or purchase. But Rebecca, Zoe, Brad, Derek and Arun are also very well-informed, and I've bought from them in the past too",

John has amassed a collection of twenty-four 2x2s. "I prefer the original registrations", says John, "as they represent a piece of history. My oldest registration is WS 83, bought from Regtransfers, which dates back to 1904. I often wonder about the type of car that



the registration first appeared on over 100 years ago"

John and Elliot are both keen runners and John recently bought 7 RUN. "Lauren got me that at a fantastic price, literally days after 6 RUN sold in the DVLA auction for twice the price I paid for 7 RUN"

John has also acquired some original issue 1x3s. "Lauren managed to find me D132 and Rebecca sold me a Glasgow registration, G 343. For a while, I owned 99 OO, but I sold that earlier this year. I only had that registration for eight months, but it netted a tidy profit. My strategy is about spotting the registrations that are well-priced and sought after, and then moving them on"

The three registrations in the photos, taken at Bembridge Airfield, are JT 31, 72 ET and 39 B. "39 B is my latest acquisition", explains John. "Lauren said at the

beginning of 2024 that she would find me a 2x1 by the end of the year and, true to her word, she did". "My only regret is that I didn't start doing this sooner," says John. "It's great fun researching the best deals and letting Regtransfers do the hard work.

“I find all the Regtransfers team great to deal with. Everyone is friendly and helpful as well as very knowledgeable. I usually buy from Lauren, but Rebecca, Zoe, Brad, Derek and Arun are also very well-informed.



FIND YOUR INITIALS



Granville Campbell

Granville Wayne Campbell from Manchester treated himself to two very special Christmas presents in one, when he collected his BMW X6 from a dealership in Coventry. The car was already adorned with Granville's personal number plate, 64 GWC, which Regtransfers were pleased to provide for him.

"64 is my year of birth," says Granville, "and, as I'm approaching my 60th year, it was an opportunity I didn't want to miss out on."

We were delighted to welcome Granville as a returning customer: he purchased GWC 201 from Regtransfers in 2003.



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The World of Personal Number Plates

ALB 32T	CH2I STY	DI EGO	GOM 3S	JAV I3R	LEN 70N	PAG 3T	S7 AMP
AMB 205E	CLA I2K	DO20 THY	GOW 3R	J3 NNY	LEN 2	PAM 5	STO 88S
BAN 70N	6 OLE	DOV 3R	GRE 7A	J3 RRY	LEO IIA	P420 EEP	STU 5
BAR 342A	COL 70N	DUD I	GI20 VES	JOH 4N	I EPP	PAR 70N	2 SUE
84 TES	COII LEY	ELS 70N	HA66 ART	JUL I3T	L35 TER	PAX 70N	SUS 4N
BEG IIM	600 MBS	ERN 35T	HAL 3S	KEI5 ALL	I ETS	PAY IIE	SUT 3R
8 ENT	COO 7E	EVE 270N	H42 OLD	KEN 4	LUD I4M	PEG I	TA22 ANT
BI ANE	COP I3Y	EXL 3Y	HAW I3Y	KEII YON	LYN 4S	PI66 OTT	TOS I
BOU ID	COT 73R	FA22 ELL	HAY 606K	KOU 54R	LYN 377E	POW I3Y	70 VEY
BOY 3R	COW 3N	FEG 4N	HEE I3Y	LAK 3R	MAC I34N	PRA 7T	724 CY
B2I5 TOW	CUR 50N	FO22 EST	HES 73R	LAM 8E	MAD 6E	I2 EED	TYN 4N
BRU 70N	CUR 7IN	FOS 73R	HEW 3R	LAN 670N	M4II ETT	REE 5E	V3 LMA
82 YAN	D4 NBY	FRA 23R	HOL 647E	LAR 6E	MEE 2A	REN 70N	W46 NER
BUF 70N	DAN 5	FI2 EER	HOP 600D	LA2I SSA	MEL 70N	ROI3 SON	W4 LLY
BUII ARD	D42 REL	FU2I ONG	HOI2 ACE	LAW I3R	NAN 377E	RON 4ID	W33 DON
BU22 OWS	DAR 7L	G4 BOR	HOU IT	LAW I3Y	NEA 7E	RO54 NNA	WES 50N
BUT 70N	D38 ORA	GA2I AND	HOW 4T	L3 AKE	NI ALL	RUS 70N	W357 LEY
CAR 3N	D33 GAN	GA22 ATT	I LKA	I EEK	NI LES	SOU 7H	W00 770N
CEC IL	DEL 5	GAY IE	JAG 63R	LE I	ORG 4N	SP2I GGS	W022 ALL
CHA 73R	DI4 NNA	GI3 NDA	JA22 ETT	I EKE	OXL 3Y	574 LEY	WOR 5I3Y

