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THE LEGENDARY LUI
RACING 'BAT' UP CLOS
AND PERSONA



THE WORLD'S BEST BMW MAGAZINE



SUPERHATCH!

FLAT OUT IN BMW'S AWESOME 130i.
IT'S A 265BHP, 155MPH ROAD ROCKET



BARGAIN BMWs
How to buy at auction



320d TOURING
Practical choice, epic drive



E30 RAG-TOP
Owning the 325i M'sport



HARTGE 330i
E90 gets the treatment





P1 International

P1 - The most exclusive, prestigious and exciting Members' Club in the world.

P1 Membership opens the door to the pleasures of supercar driving without the pain of ownership such as depreciation, maintenance, storage and insurance.

For a nominal one-off joining fee and Annual Membership Fee, you'll have access to the world's finest supercars, from legendary marques such as Ferrari, Lamborghini, Porsche and Aston Martin.

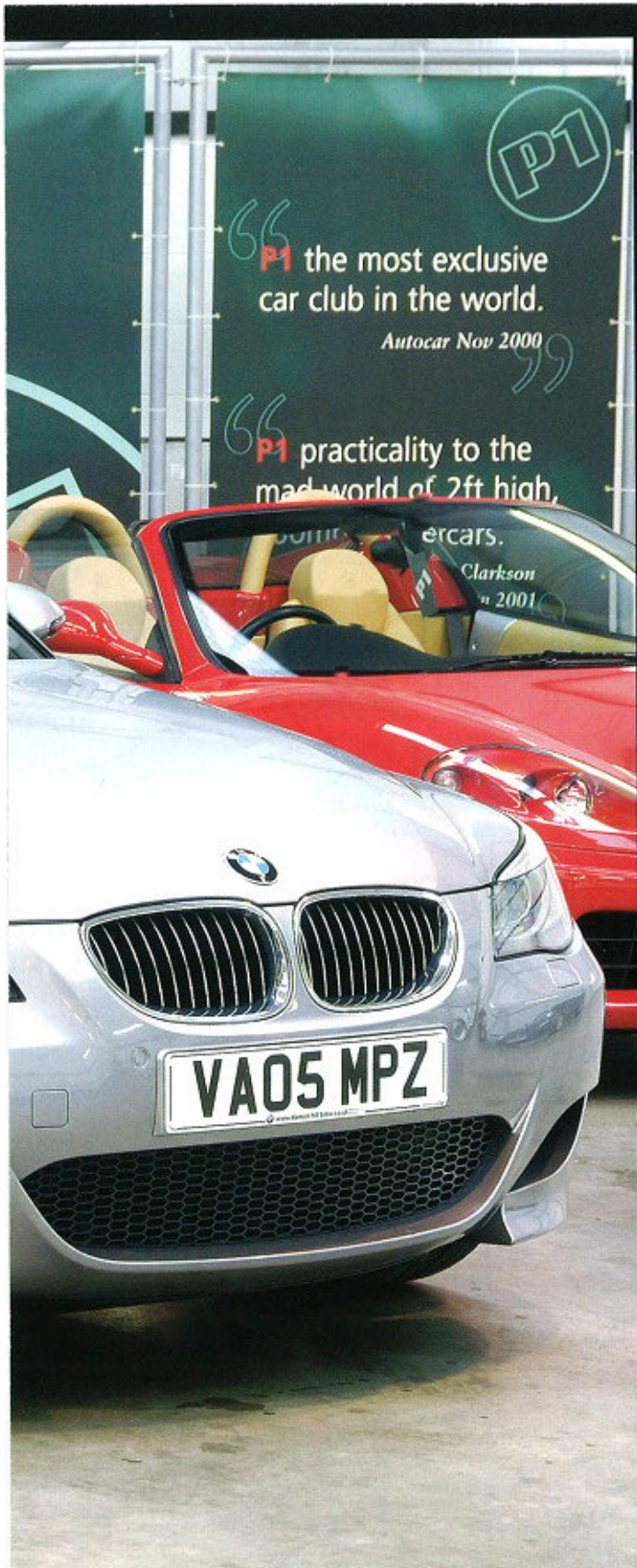
P1 Membership will liberate its Members from the shackles of ownership and all the inconvenience, which it entails, leaving them free to enjoy some of the world's most sought after supercars.

P1 is not just about supercars. The service has been developed to give Members access to prestigious executive jets.

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Why settle for one supercar when you can experience a garage-full?





Millionaire's CLUB

For petrolheads like us a garage full of supercars is a dream. P1 International makes that dream come true

Words: Dominic Holtam
Photography: Dominic Fraser

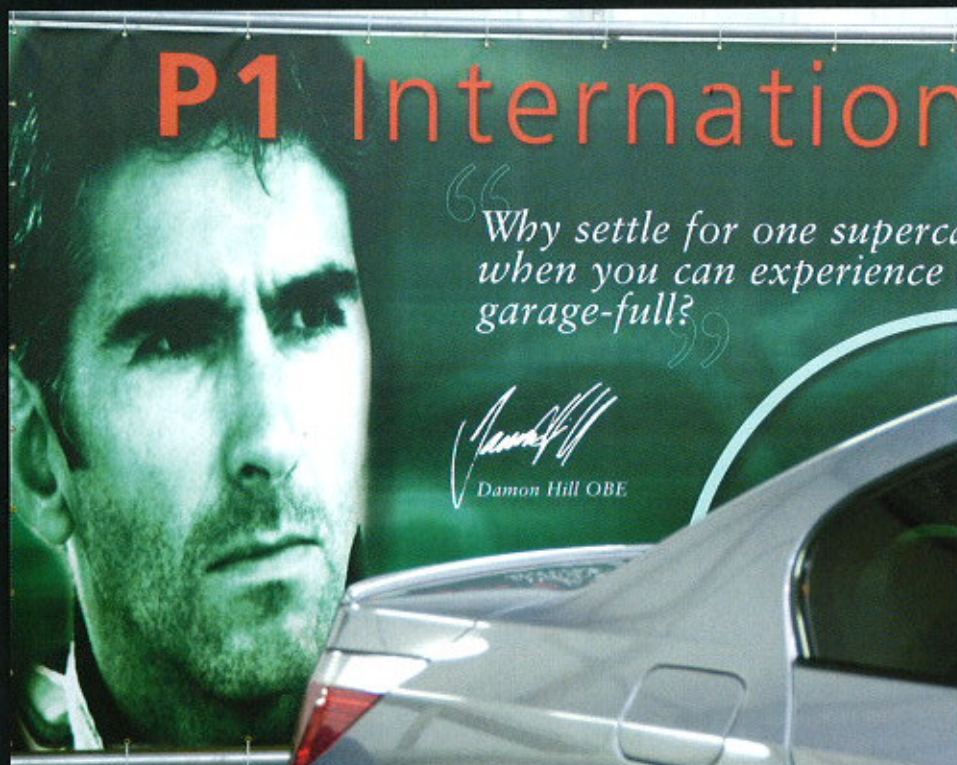


A few weeks ago, an Irish housewife won around £80 million on the EuroMillions Lottery. Eighty mill. That's a lot of wedge. And I, like many of you, I'm sure, spent countless hours working out how I'd spend that money if mine was the winning ticket. After sorting my property portfolio, helicopter, Lear jet and enormous powerboat, there was still plenty left to spend on the important stuff: the dream garage. Obviously, with this kind of budget you don't need to hold back. I'd be cherry picking from the ranges of the world's most famous manufacturers: Ferrari, Lamborghini, Porsche, Bentley, Aston Martin – BMW, obviously, and maybe a few oddball heroes like the Ford GT and Lotus Exige.

What if I told you this dream was not just the preserve of lottery jackpot winners and multi-millionaire business moguls, but available to you for the price of a new MINI? And no, that's not a joke. Welcome to the wonderful world of P1 International, the most exclusive car club in the world.

Co-founded in 2000 by the 1996 Formula One world champ Damon Hill, and his long-term business partner, Michael Breen, to enable members to experience the best, most exciting and most prestigious vehicles in the world. Moreover, to remove the various negative aspects of supercar ownership such as waiting lists, depreciation, servicing costs, insurance and storage to allow members to concentrate on enjoying actually driving these cars.

Of course there are costs involved, but probably not as much as you'd think. P1 offers two levels of membership, Monaco and Silverstone. There is a £2500 joining



fee in both instances and on top of that Silverstone costs £11,750 per year and gives you a 5000-mile allowance and 750 points to spend on cars. Monaco, at £13,750, gives you 6000 miles and 1000 points.

The points are redeemed against the cars in the club – and quite an array they have too! The most 'expensive' cars are in Group 5 and include the Ford GT, Lamborghinis, Aston Martin Vanquish and various Ferraris. Group 4 has lesser Ferraris and Astons, top-end Porsches and the odd Bentley. Group 3 has more Porsches, a Maserati GranSport and a Merc SL500 among others. Group 2 includes the M5 and M3 CSL, a Range Rover, Audi RS6 and a

Ferrari 355 while the bottom grouping includes the M3 Cabrio, Lotus Exige and an AC Cobra.

The points system is quite straightforward. The number of points per day depends on the group the car is in, the season and what day of the week. So a Group 5 car over a summer weekend would be 'priced' at 60 points per day. A Group 1 car on a winter Wednesday would 'cost' just two points. The number of points you spend and the mileage you accrue are subtracted from your annual allocation.

The number of driving days you get per year varies with what and when you drive, but typically, Silverstone members get around 50 driving days per year, Monaco members about 70.

The list of machinery constantly changes as new cars are launched and due to a knowledgeable staff with years of experience and excellent industry contacts, P1 gets the key cars quicker than most. Crucially, they get the right mix of cars too – the current list is a perfect blend of the obvious, the luxurious and the downright quirky. There really is something to suit all tastes and occasions.

You can book up to 30 days in advance and have the option to make long-range 'wildcard' bookings to coincide with a special event or holiday. You can either collect the car yourself from the company's Leatherhead base (five minutes from M25 junction 9) or have it delivered to your door.





For some members it is a chance to drive cars they would never be able to afford to buy and run themselves, for others it is a chance to try out cars they are considering buying to avoid a costly mistake. Many already have a garage full of exotica but like to sample the diversity of the market while others are businessmen who only occasionally visit the UK and like to have a nice car waiting at the airport without the hassle of leaving it in storage.

Membership is strictly controlled to make sure there's always a high ratio of cars to drivers – it is important for the members to be able to get access to the cars they want. The company has grown slowly and has imposed strict limits on expansion

and maximum membership figures. Quality of service and meeting the customer's expectations remain of paramount importance. And with membership renewals running at 70 per cent the formula is clearly a winning one.

As well as the cars, P1 offers an extensive calendar of events and experiences for its members. These range from track days at famous circuits, hospitality at motoring events and even the chance to drive F1 cars at Magny Cours, with Damon Hill in attendance.

The company also offers the benefits of other forms of luxury travel to its members. Its private jet scheme means you only have to pay for flying time,

or if you prefer a slightly more leisurely pace of travel you can get preferential rates on fully crewed motor yachts around the globe.

P1 is a chance, it seems, for mere men to live the life of the super-rich – for less than the cost of a year's depreciation on a large luxury saloon you can drive the planet's finest cars. And we're talking nearly all of them! For most, climbing behind the wheel of a supercar is just a dream. But for P1, making dreams come true is just another day at the office ●

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