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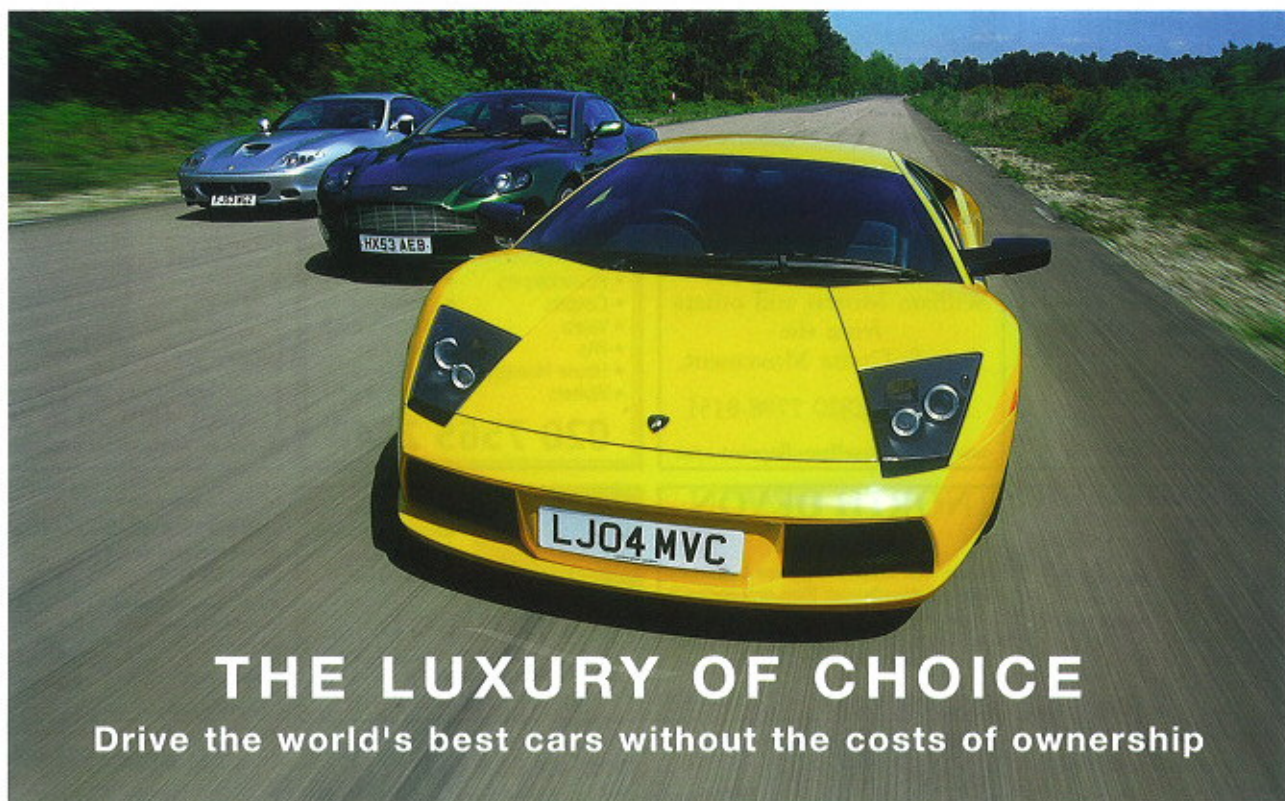
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THE LUXURY OF CHOICE

Drive the world's best cars without the costs of ownership

P1 car image courtesy Auto Italia Magazine

DRIVING THE WORLD'S MOST EXCITING and exotic cars without having to buy them or worry about the running costs may at first glance seem like a pleasure reserved only for motoring journalists. 1996 Formula 1 World Champion Damon Hill and his business partner Michael Breen firmly believe that more people should be able to enjoy the experience that cars from the likes of Ferrari, Aston Martin, Lamborghini and Bentley have to offer without the drawbacks of ownership.

P1 is their solution - a club that offers its 250 members the chance to drive everything from a stunning red Ferrari F430 and outrageous Lamborghini Murciélago to the refinement of the Aston Martin Vanquish S and Bentley Arnage T. All part of an immaculately maintained fleet with a total value in excess of £4m.

The club takes care of the potential headaches of ownership such as depreciation, insurance and maintenance leaving members to enjoy year round access to the world's most sought after cars.

Membership of P1 has a one-off joining fee of £2,500, followed by an annual membership fee of either £11,750 or £13,750 depending on your choice of the two membership levels on offer. A limited number of two year memberships are also available for overseas residents.

For your money you get a points allowance to 'spend' on car bookings (of one day to two weeks at a time) and a mileage allowance of 5000 or 6000 miles to use as you wish throughout the year. The number of points a car 'costs' to use is dependent on the car, the season, and whether it is midweek or at the weekend. This flexibility means that members typically enjoy somewhere between 50 and 70 days driving per membership year.

Most members already own a prestige or performance car, and so they use the club in a variety of ways. Some use it to drive cars they want to experience but would never consider owning, whilst others use the extensive driving time their membership offers to make informed decisions about their next car purchase.

Both approaches make great financial sense, as the membership fees for P1 are significantly less than the likely cost of depreciation and maintenance if you were to own just one of the cars in the P1 stable.

World-renowned chef Michel Roux has been a member of P1 for three years, juggling membership with his busy schedule as proprietor and chef de cuisine at the Michelin-starred Le Gavroche restaurant in London's Mayfair. "The fact that P1 makes financial sense was certainly a valid point but always my secondary driver for joining. I don't consider myself a typical petrol head. The model, horsepower, torque and so on are obviously important, but for me it's more about the elegance and craftsmanship of these amazing machines, so the plethora of stunning cars delivered to my door when I feel the need is just as important." Drawing parallels with his own high standards in fine dining he continues, "It's also not just what's on the plate that counts, the service at P1 is equally important and as you would expect from a club that has its roots in Formula One, there can be no compromise."

The most recent additions to the P1 fleet are a Ford GT (one of only 28 cars in the UK), and the Aston Martin DB9 Volante. The club's fleet continues to grow and there are forward orders in place including two Aston Martin V8 Vantages, a Ferrari F430 Spider, a Maserati Quattroporte plus many others.

In addition to access to the cars, the club also runs a programme of its own exclusive social, driving and spectator events for members. This year's P1 events have included sought after hospitality with the Aston Martin Prodrive team at Le Mans and the chance to drive Formula 1 cars with expert tuition from Damon Hill.

It's easy to see that five years after launch the club's original ethos of hassle-free access to the best in motoring remains valid. As Jeremy Clarkson concluded about the club, "P1 brings practicality to the mad world of two foot high 200mph supercars!"

For P1 membership enquiries: telephone +44(0)1372 374400 or visit www.p1international.com