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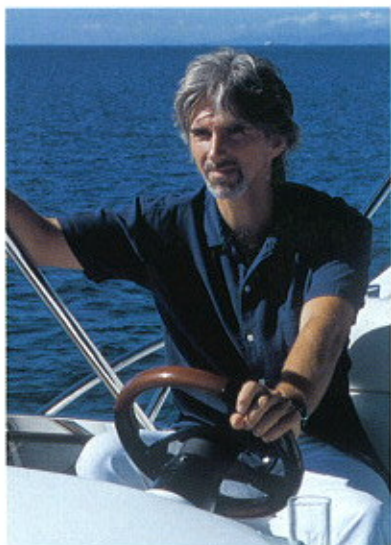
THE OFFICIAL MAGAZINE OF SUNSEEKER INTERNATIONAL

YOU ARE FIRST

THINK DAMON HILL AND YOU THINK SUPER CHARGED CARS, TAKE THAT THOUGHT A LITTLE FURTHER AND COME UP WITH THE IDEA OF A CLUB WHOSE MEMBERS CAN DRIVE THE CAR OF THEIR DREAMS? THE SHINIEST, SNAZZIEST VROOM, VROOM MOTORS ON THE ROAD: IT'S CALLED P1 AND RORY ROSS DISCOVERS IT COULDN'T BE SIMPLER.



RIGHT The new Lamborghini Gallardo, the impressive Ford GT and the awesome Aston Martin DB9.



Many of us dream of driving outrageously overpowered, over-sexed and over here supercars like a Ferrari, Aston Martin or Lamborghini. But how often do these dream sets of wheels end up as a nightmare of bills? And don't think that mere money is the solution. If you can afford one car, you very soon want to try out another, and another, and so on. Appetite exceeds budget. There are so many cars, so little time.

1996 Formula One World Champion Damon Hill once shared this same dilemma, "I'm naturally impatient and constantly changing my mind, so choosing which car to own has not been the simple luxury I would like it to be. I wanted a way of trying out as many cars as I could, in the shortest time possible, with the minimum cost and inconvenience of ownership.

"The dream of owning a supercar like a Ferrari will never die," he says. "If it is a beautifully made machine, and you can afford it, and you've worked like a dog for twenty years, you should buy it, keep it, drive it, love it, show it off and yourself too. The thing about the successful though, is that they work too hard, so they never have enough time to enjoy the things they work so hard to be able to afford. This means there are hundreds of supercars sitting under dust sheets in garages that only see the light of ten Sundays a year, and then are sold with 2000 miles on the clock, usually losing the owner a substantial amount of money. Most people (myself included) hate to lose money, so the whole experience can become a very chilly bath. The best solution as I see it is not to own these things if they never get used, but to dip into a pool of cars when you have the time and desire," says Hill.

To provide this 'pool of cars', Hill and his business partner Michael Breen established the P1 club in 2000, with the firm belief that they were not alone in their desire and beliefs "I thought that if we could provide a service which matched the level of expectation created by the high end performance cars themselves, then there was no reason why it would not work," says Hill. Four years on the club enables its small membership a chance to try out the whole spectrum of current-production Ferraris, Porsches, the best from Aston Martin, Bentley, Noble, Maserati, Mercedes and Lamborghini, as well as one-offs like the AC Cobra. All part of an immaculately maintained 40-strong

fleet owned by the club, with a total value of close to £3m. "I like to call it a 'chocolate box of cars'," says Hill. "Members can take a bite out of every single one if they like!"

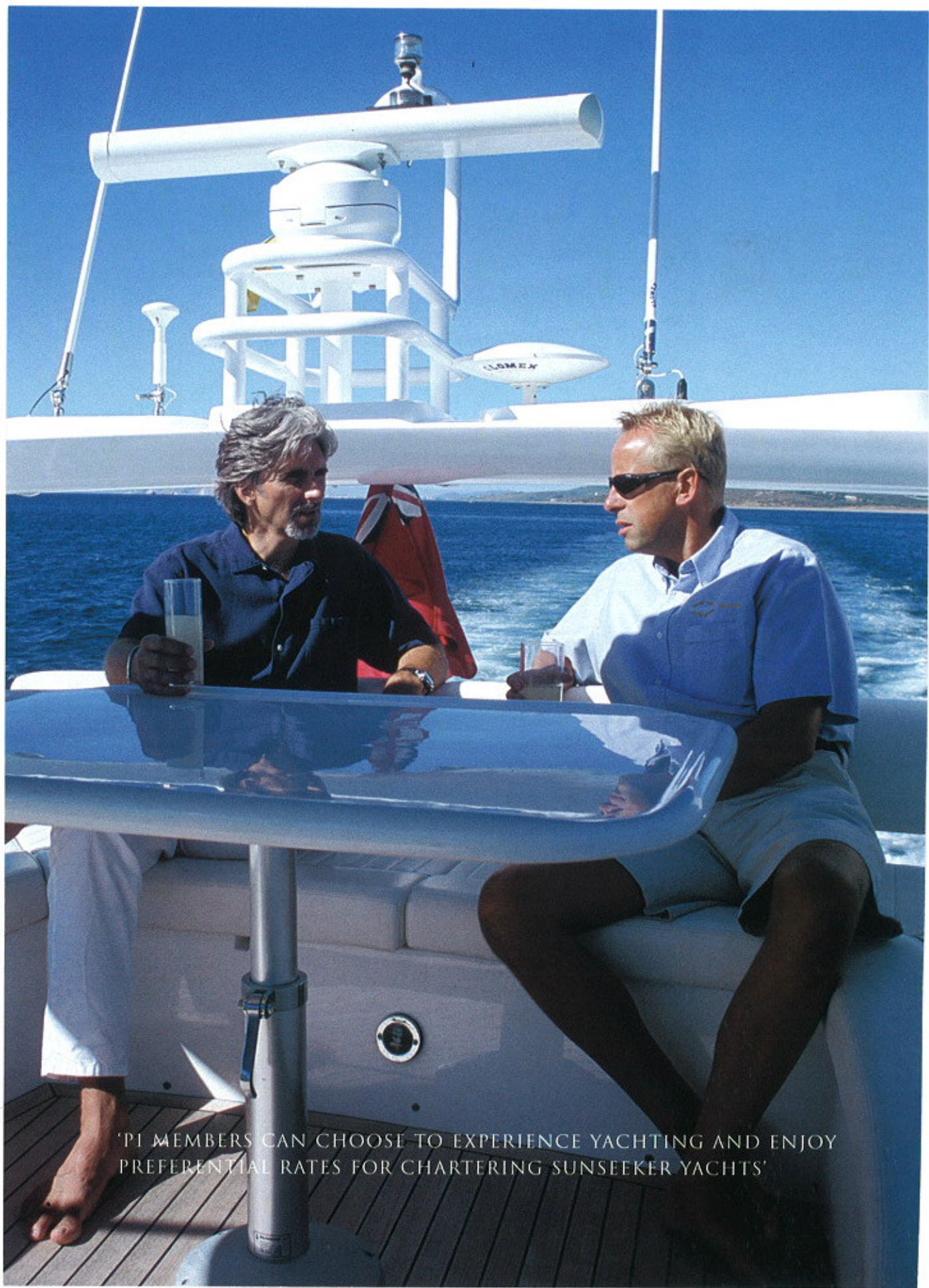
"I love to drive any sports car," says Hill. "But you cannot use the term generally. A Ferrari is a very different thing to a Porsche or a Bentley. If you are looking for a practical solution to your every day transport problems, then P1 is probably not for you. But if you want to enjoy the broadest spectrum of driving experiences the world can offer, then there is currently no other way but by becoming a member of P1."

Essentially P1 handles all the headaches of ownership: depreciation, insurance, maintenance (supercars are strangely delicate things despite their price), servicing and storage; the cars can be delivered anywhere in Britain (including yacht berths) all part of the club's 'no hassle' philosophy.

To join you pay a one-off fee of £2,500 and then an annual subscription of either £10,000 for 'Silverstone' membership, or £12,500 for 'Monaco' level membership. For your money, you get a points allowance to 'spend' on car bookings (of one day to two weeks) and a mileage allowance of 5000 or 6000 miles to use throughout the year – double the mileage the average Ferrari owner is said to drive in a year. Although based in Britain, P1 cars can be taken overseas, so if a member wants to use 2000 miles in one booking on a return trip to Monaco they are more than welcome to. The number of points a car 'costs' to use is dependent on the car, season,



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'PI MEMBERS CAN CHOOSE TO EXPERIENCE YACHTING AND ENJOY PREFERENTIAL RATES FOR CHARTERING SUNSEEKER YACHTS'



ABOVE The tactile drivers workplace in the Lamborghini Gallardo and the 552bhp Bentley Continental GT.

and time of the week, so members take a differing number of days from their memberships. However current averages are 50 and 70 days driving for the two levels of membership.

Recent additions to the fleet include the Lamborghini Gallardo, Ferrari 360 Challenge Stradale, Noble M12 GT0-3R and Bentley Continental GT. The club also gives its members the opportunity to enjoy cars that have extensive waiting lists to own. Were you to buy the Aston Martin DB9 or Porsche 997 Carrera S outright, you'd have to join a three-year queue for the DB9 or wait until next year for your 997; P1's 997 has already arrived while the club's DB9 arrives in October this year.

The club's unique nature and Damon's role as Chairman also gives access to 'can't drive anywhere else' cars like the new Ford GT. Of just 28 cars destined for Britain, one is bound for P1 in Spring 2005 after Damon was invited to become an owner. "I'm personally very excited about this car, plus P1 members will have the special privilege of driving it, which is pretty unique! I recently drove the first Ford GT in the country against a Ferrari 360 Challenge Stradale," says Hill. "All I can say is that nobody will be disappointed in the GT. It is rather awesome."

Up to 10 new members are admitted each month based on their driving experience, in line with growth in the fleet to maintain the high level of service and availability that Hill originally envisaged. Membership is limited overall to 250 places of which some 210 are already spoken for.

In addition to access to the cars, the club also runs a programme of social events for members – an aspect of the club Damon particularly enjoys in his role as Chairman, "The club has a very informal feel which I like. Most of our members are work hard, play hard people. They are fun to be with and usually interesting characters with unusual life styles. This makes our events a rewarding experience for everyone, and gives me the chance to show off my driving!" This year P1 events have included hospitality with the Audi UK team at Le Mans, a first floor balcony overlooking the start-finish straight at the Monaco Grand Prix and lunch at Goodwood House for the Festival of Speed as guests of Lord March. Members also have unique opportunities to enjoy race track tuition with Damon.

P1 members also enjoy preferential rates for chartering Sunseeker motor yachts via an association with Jacaranda Travel, and flexible access to private jets.

As far as future plans for his club, "We are still a young company," says Hill, "but I would like the club to grow to provide branches in a few closely related countries to the UK."

And the name P1? It is Formula One pit-board-ese for 'You are first'. "Seeing this when I was racing always made me feel very good indeed," says Hill. "I want P1 to convey the same sensation."

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