



www.speedyreg.co.uk/fleets

Briefing for UK Fleet Managers and public and private sector officials seeking to maximise potential returns from sales of vehicle registration numbers



How do I generate extra revenue from my fleet without selling any vehicles, using any fuel or spending any money?



The simple answer is to exploit the potentially significant hidden assets among the registration numbers of your vehicles.

But there are dangers unless you proceed cautiously, just as you should with any other business transaction. However much you may know about the motor business and managing fleets, the market for cherished personalised number plates is a very specialised business and has shown such potentially rich pickings that the sharks are circling it looking for ripe opportunities.

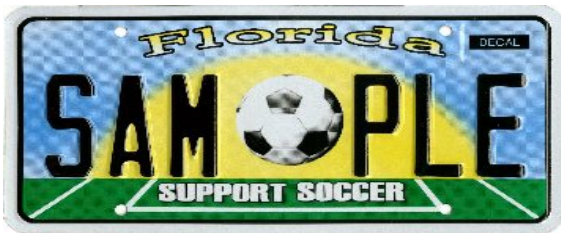
But, with an informed and careful approach, you can release equity from your fleet's registration numbers. Some of the best prospects for realising the value of existing registrations are hidden among the millions of vehicles in UK fleets. That is creating many opportunities for fleet managers.

As an essential first step, ensure that you have expert, reliable advice. So only get involved with dealers with established business reputations who are recognised by the UK's Driver and Vehicle Licensing Agency (DVLA) and who belong to organisations with enforceable codes of conduct.

Finding what you think is a cherished number in your fleet, putting an ad for it on eBay and hoping for the best results is not the way to go!

But spending just a little time studying this briefing ebook will provide you with the advice and information to help you to get the maximum value from cherished numbers in your fleet.

The UK market for cherished number plates



All number plates in the UK must conform to very strict EU and British standards and the colourful vanity plates so popular in the USA are not allowed.

So there is a strong demand in the UK for vehicle registration numbers that, when displayed on number plates, help to personalise cars and

commercials in various ways.

These are known as **personalised** or **cherished** plates and the annual market for them tops £10 million.

New UK registration numbers are issued periodically by the Driver Vehicle Licensing Agency (DVLA) in Swansea and its Northern Ireland equivalent the Driver and Vehicle Agency (DVA). In addition to their routine issuing of numbers - mainly for new vehicles - they hold back numbers that have an intrinsic cherished value and try to sell these at premium prices to dealers and members of the public who participate in periodic auctions.



These auctions of special numbers raise millions of pounds for public funds, but represent only a part of the trade in cherished numbers. There is also a very active market in the resale of existing numbers which have been issued in the past and the owners now decide to offer for sale. The leading approved dealers handle most of these transactions, but there are also an increasing number of independent traders. Many of these independents sell numbers which they obtain from the approved dealers - the latter acting as wholesalers, in this respect.

www.Speedyreg.co.uk and Regtransfers.co.uk are probably the largest officially approved suppliers, both directly to individual buyers and as distributors to the independent dealers. They each hold millions of pounds' worth of numbers in their inventories, which they have purchased at auction or directly from the holders of the registrations. They act also on a commission basis for the holders of registrations who wish to sell them.

Fleet managers fall into this last category of sellers. The leading approved dealers can offer the skills and resources to value, market and transfer their fleet registration assets effectively. You may want to investigate and get quotes from two or three before taking a decision which dealer should handle your fleet registration sales.

The basic facts about UK vehicle registration

In the UK, every vehicle on public roads must have a DVLA/DVA issued registration that is displayed on a special plate fitted to the front and rear of the vehicle. There is a rigidly specified format for the plates which must be manufactured to the British Standard.

The plates must be purchased from an approved supplier.

Because of counterfeiting of plates, there is now strict regulation of plate suppliers, and every plate now must carry details of where it originated.

You can buy plates online - and from guys you might bump into in the pub - but then you risk very heavy fines and being caught up in a tangled web of police investigations into the many crimes associated with vehicles bearing fake or incorrect plates.



Your vehicle's plate will, almost inevitably, at some time be picked up by a camera which feeds the details through to plate recognition systems. If it is not to the required standard, you will be penalised and there are all kinds of other potential problems. (These are detailed in Speedyreg's free downloadable ebook on cloning and vehicle identity theft which you can find at www.speedyreg.co.uk/cloning)

So there is a finite resource of genuine registration numbers, with demand stimulated by an increasing interest among people who want to make their cars or commercials distinctive in various ways, disguise the age of their vehicles to get round the DVLA's year-by-year identification system, or who seek numbers for their collectability and investment potential.

As the current licensing of new vehicles is not generating as many of the more attractive types of numbers as happened in the past - and it is difficult to reserve particular numbers in advance - there is a limited supply of new cherished numbers to serve a growing demand. This is a classic market situation which fleet managers can exploit.

Although some foreign buyers are acquiring registrations as collectible investments, the British vehicle registration market remains mainly limited to UK residents owning vehicles here. It is worth about £10 million annually on top of the revenue to the DVLA/DVA from the routine registration of vehicles to which numbers are assigned without the owner being able to choose.

There are similar markets emerging in other countries, including Australia, New Zealand and parts of the European Union with equally restrictive vehicle registering and number plate regulations.

In contrast, the United States has much more flexible vehicle identification numbering on a state- by-state basis. This creates many opportunities for motorists to acquire personalised plates at little cost.



In the UK, we cannot have promotional plates like this colourful example supporting Florida's attempts to host the 2018 World Cup.

So the UK's only option to give our vehicles distinctive numbers is combinations of letters and digits that conform to the strict DVLA/DVA requirements. This limited supply of cherished numbers inevitably creates a resource of value for each of the individual numbers, dependent on demand for it in the marketplace. The UK is a complete contrast to the USA, where vehicle identification is so much more flexible and, with a few exceptions, their numbers do not have much inherent value. So there is not a viable market there and certainly not buyers ready to pay hundreds of thousands of dollars to get a number unless it is attached to an attractive collectible vehicle.

The value of the UK vehicle has little relevance to the registration number's worth

It is important to remember that, in the UK, registration numbers are traded in a market with economic factors that bear little relationship to other considerations such as fuel and depreciation that you must manage to get maximum value from your fleet.

The plates themselves cost little and require no insurance or special protection or storage. If they are destroyed, lost or stolen, the legitimate holder of that registration can get them replaced - which is not the case with other collectible assets.



In particular, the plates market is influenced little by the worth of the vehicles to which cherished plates are attached. The value of the registrations in your fleet cannot be assessed by the purchase, replacement or resale values of the vehicles to which they apply.



You may have an old refuse truck in your fleet with a registration worth thousands, and a prestige limousine bearing a number of little value.

So there can be big returns by juggling the numbers and their relationships to the vehicles in your fleet. If your high visibility vehicles can benefit from having numbers that reflect the corporate identity, you can transfer appropriate numbers to them. Vehicles already bearing distinctive numbers that are not important to your image can generate revenue by selling these numbers and registering the vehicles with registrations of little, if any, inherent value.



We take advantage of this situation at Speedyreg.co.uk by having the world's largest fleet of mopeds and old motorcycles - over 6,000 of them which spend most of their lives in these secure warehouses as a repository of cherished registration numbers which can quickly be transferred to our clients' vehicles.

So we know a bit about fleet management - particularly as we have our own workshops to meet the unique challenge of restoring and then keeping these thousands of old bikes up to MoT standard.

The MoT is very tough in Northern Ireland, where we have been headquartered for over 20 years, because the tests must be carried out at government-owned testing stations, whereas in the mainland UK regulating a large network of independent MoT testing facilities creates opportunities for abuse.



So our two-wheeler fleet has numbers that are guaranteed officially verified to the highest standards. The fleet also underpins our role as the UK's biggest supplier of dateless numbers, because Northern Ireland is still using a registration system that does not identify the year of a vehicle's first registration.

Dateless numbers have particular attractions for some buyers, such as coach and hire fleet operators who prefer their vehicles to appear undated.

Having dateless numbers need not be expensive unless there are other distinguishing features that may influence the value. Speedyreg.co.uk is the largest supplier of dateless numbers with prices starting at around £150.

Often a registration number moves directly from a 30-year-old moped "donor vehicle" in our warehouse to a £200,000+ prestige car in central London, or to something like a prized classic Cortina in Birmingham. After the registration transfer, we take the donor moped along to the testing station for a new MoT under another number to be stored on it for other buyers.

We also make extensive use of the DVLA's retention system - which is what you might consider for your own fleet. This enables you at low cost to retain a registration if, for various reasons, you do not want to have it on a particular vehicle for a time.

You should contact us if you are scrapping or mothballing vehicles to see if it is worth you using this number retention facility to protect the value of your fleet registrations.

Getting the best price for your registrations

The DVLA and other auctions provide indications of values and the likely price you will get for a number, but the auction results can be misleading if not interpreted correctly. Here are the top prices realised at a DVLA auction in November 2010:

AMG 63C	£3760
GE02 RGA	£3710
MPA 12C	£3450
971 NM	£3200
SLW 2S	£3010
ONE 5L	£2800
427 RAT	£2460
RHE 15S	£2460
K114 LYD	£2330
TYC 80N	£2110

Over 25% of the 1,000 numbers offered did not receive any bids and so were unsold, with 345 reaching their reserve price, which reflected not so much the market demand as the quality of lots offered. You need to be really well informed at any auction to buy or sell wisely.

The real key to accurate valuations is databases which crunch massive amounts of data very quickly to come up with realistic figures. No major dealers could survive in a market worth over £10 million with such intense competition unless they could put realistic values on their inventories, purchases, sales and the advice they provide to prospective sellers. Unlike equities, there are no obvious market movements, and the irregular auctions do not reveal such clear trends as with sales of art, antiques or collectibles.

To get the best returns, you need expert assistance and this is available through the few among the about fifty dealers trading significantly in the plates market who qualify for membership of the Retail Motor Industry's Cherished Numbers Dealers Association (CNDA).

You can find a list of members at <http://www.cnda.co.uk/members.html>

The Association was established in 1971 to represent those dealers who meet its membership requirements and conform to a strict code of conduct. Members do not advertise registrations without being reasonably certain that transfers can be completed within a reasonable time. You should be cautious with dealers who advertise enormous lists padded with numbers to which they may not have ready access.



CNDA arbitrators can resolve any disputes quickly - a vital insurance when considerable financial sums and complex services to transfer registrations are involved.

Speedyreg.co.uk is a prominent member of the CNDA, has been in business for over two decades and our online, telephone and other services all comply with CNDA regulations. We are the only dealers to offer fleets free credit arrangements - you don't pay anything up front to buy, sell or list a registration number or to get expert advice.

Although they tend not to bid aggressively against each other at auctions, the top players in the CNDA compete ethically and do a lot of business with each other. Pick out one that you feel comfortable with, and you should get the equivalent of a multiple listing in the property business and reach most of the potential market.

Having an ongoing secure and comfortable relationship with one specialist is particularly important for fleets with several potentially valuable individual or sequences of numbers that need to be marketed carefully over an extended period. If you have a few gems among your registrations, a good dealer may well have potential buyers already lined up among clients who use a dealer to monitor the market for the opportunity to purchase certain numbers when these are available.

Access a good database

MAKE YOUR OWN - CURRENT STYLE

MRIO PEZ

UPTO 2 LETTERS Any UPTO 3 LETTERS

SEARCH NOW

MAKE YOUR OWN - CLASSIC STYLE

G18 RYS

SELECT PREFIX All UPTO 3 LETTERS

SEARCH NOW

An important feature that separates the men from the boys in this business is their databases. All the main players purchase similar database services from the DVLA and DVA, the official licensing authorities. But dealers are not equal in the sophistication with which they operate their databases, the investments they make in maintaining them, and in the ease with which they can be accessed.

Speedyreg.co.uk, for example, has very easy client interfaces to its database (*see left*) and updates the details of nearly 35 million registrations every 24 hours - far more frequently than even some police authorities. We regularly use our database to help out clients who fall victim to car cloning, or errors in the increasing use of plate recognition technology to monitor speeding and other traffic violations.

This can be a very valuable service which we offer free to our clients. The media continually report horror stories of motorists who have been the victims of cloning, illegal plates, or out-of-date or inaccurate police and traffic authority databases.

(Car cloning is actually stimulating demand for cherished plates because they tend not to be cloned as much as routine numbers. The last thing that crooks want is to display a memorable number!)

How do you value registration numbers?

Accurate, realistic valuations of what UK vehicle registration numbers are worth in an open market requires a special combination of human and machine-generated intelligence.

The keys to accurate valuations are a great deal of experience in knowing what buyers seek in registration numbers to personalise or brand their vehicles or meet sound investment criteria, supported by special computerised databases which crunch massive amounts of data very quickly. The human expertise and the number-crunching capabilities of the computer combine to achieve realistic valuation figures.

Dealers - or independent investors - just cannot survive in a market worth over £10 million annually with such intense competition unless they can put realistic values on their inventories, purchases and sales. Unlike equities, there are few obvious market trends, and the irregular auctions do not reveal such clear market influences as is the case with sales of art, antiquities or collectibles.

Because the market is driven by so many different factors and involves different buyer motivations

for virtually every individual transaction, we need advanced IT database management skills coupled with hands-on dealing experience. It is possible to quantify many factors affecting the value of any registration numbers, but there remain influences dependent on research and knowledge built up over many years. Even auctions staged by the DVLA produce many surprises - even for the experts - when unexpected buyers emerge with particular personal interests in a number and will push the bidding beyond what had been anticipated.

There is no typical buyer of cherished number plates!

So an added factor in making valuations and achieving sales is the knowledge of how to bring willing buyers and sellers together to strike a deal.

Can you beat the experts?

- **To get an idea of the factors contributing to accurate market valuations, in the following pages you can estimate what price you would put on some typical cherished numbers, and then check how well you have done. We explain some of the factors taken into account to arrive at our expert calculations.**

These plates range in value by thousands of pounds, influenced by their rarity, how they spell out names by combining letters and numbers, their associations with events or places, their humorous content, their ages, and many other factors. Even the location of the mounting screws and spacing of the digits in conformity with DVLA number plate specifications can make a significant difference.

So beware of valuations that try to inflate real values through such illicit tricks as using screws to link two "I" digits to give the illusion of an "H", or by changing the spaces and groupings to try to spell out a name. The DVLA standard is absolute and you must follow the rules or risk very heavy fines and endless hassles, particularly with plate recognition becoming more common on the UK's roads.

Here are the numbers , and on the next page we give our valuations and reasons:

BIG II

KOI 9

LOU 15V

AIG NDA

DESI ELT



The valuation of £9,900 reflects the fact that from a distance this registration can appear to look like **BIG 1**. The real **BIG 1** is currently for sale at £149,000. With all the other single digits no longer available for new registrations, the **11 series** has become the most sort after and distinctive two-digit combination.



This old Northern Irish plate is also valued at £9,900 because of its rarity. It was never available through the DVA auctions, but acquired specially by Speedyreg.co.uk because, unlike some other numbers appealing to koi fish enthusiasts, its impact is not reduced by other distracting letters or numerals.



The valuation of £6,900 is because it spells the popular name of Louis (the numeral 5 representing the final S). Anyone with genealogical associations with King Louis the Fifth of France, or with business, academic or collecting interests relevant to the French monarchy will also be attracted to this unique number. What a prize for a specialist antique dealer or a direct descendant of French royalty!



Speedyreg's Office Manager Alanda prizes this plate, which spells out her name. Originally purchased from the DVLA for £250, it reflects the investment potential for registration numbers with its current valuation of £20,000. That figure is influenced by the popularity of Alanda as a girl's and business name. Google it and you get over eight million results, led by hotels, clubs and realtors.



At a valuation of only £550, this is an economical number which is used for in-house fun on a Speedyreg.co.uk van. It represents the name of the Speedyreg CEO Des Elton and illustrates that, with a little imagination and creativity, it is possible to find a number plate to reflect special occasions - such as a retirement or promotion - or to promote a business without spending much money.

Most of the Speedyreg staff are enthusiastic owners of personalised numbers. CEO Des Elton explains how he got into this fascinating business:

In 1983, after having just written off my Austin Allegro, I was approached by a local number plate dealer who bought the remnants of the car for £75, simply for the registration. It was then I realised this was a business opportunity not to be missed! That number, DIB 776 in today's market is probably worth about £1500.

Most of my knowledge of the value of numbers is in my head as a result of experience, although computer records are still important to confirm the market worth.



Speedyreg's Telesales Administrator typifies the large numbers of clients who buy a personalised registration number to mark a special occasion.



I bought this registration for "my wife to be" as it's an abbreviation of her name,"Craig explains.



"My interest in number plates developed at a young age when I saw PHA 1R on a vehicle in Scotland in the early 1990's. Since seeing this perfect family registration I have always believed that a number plate is what makes a car stand out, and it truly does.

"I really enjoy supplying customers with their perfect personalised registration. Every day varies in the type of work that we do and the thriving business atmosphere is actually what makes me get out of bed in the morning. "

Ensure that your fleet's existing plates are legal - on the road and available to buy



Many fleets in the UK already face hassles from the increasing use of plate recognition technology. This situation is getting worse with the greater sophistication of these devices, as typified by this £50,000 mobile camera unit being introduced across Europe from 2015.

It can identify vehicles committing up to five different offences - speeding, the driver or passengers not wearing seatbelts, tailgating and out-of-date tax or insurance. Automated messages are sent to police computers via satellite to prepare instant prosecution or penalty notices.

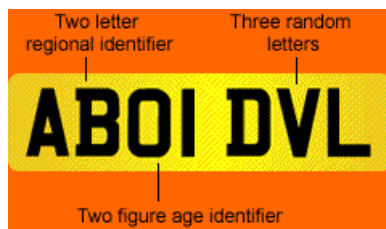
Weather conditions and many other factors can affect the picture taken by the camera and how well the recognition software processes the image to identify the vehicle's registration number.

If an offence has been committed, or the number matches one in a database being used to record stolen vehicles or those believed to have been involved in crimes, then the alarm sounds. A ticket will be issued automatically, or the details fed to crime investigators.

All this depends on the initial camera shot, so you do not want plates that are non-standard in any way because that can immediately trigger proceedings for an offence. Traffic police and wardens are now very well briefed on non-standard plates. Prosecutions or spot fines are almost inevitable if the plates fail in any way to conform to the DVLA standards.

Fleet and individual motorist's are also falling victim to the consequences of camera recognition data being fed into out-dated databases used by the police or other traffic authorities. Failure to maintain databases, as well as human and machine errors in entering data, becomes increasingly likely with all the cutbacks in public service expenditure. So a plate that has been manipulated to produce a cherished number has no inherent value and could cause the vehicle's owner many problems.

This is the official format introduced from September 2001:



There are fines of up to £1,000, failure of the MoT test and withdrawal of the registration mark for such offences as rearranging or misrepresenting the letters or numbers, not using the correct colours, materials, font or size of both letters and spaces, or moving characters from one group to the other.

Every plate must bear the name, trade mark, or other means of identification of the manufacturer and supplier. So if you have plates that are suspect in any way and draw official attention, it is easier for investigators to identify if they are fakes and severe penalties imposed on both the supplier and the vehicle owner.

Earlier number plates and traditional number plates for vehicles constructed before 1973 have to meet different standards, as do some imported vehicles. There are particular rules for motorcycles and tricycles. But in all cases, it just does not pay to get plates from unauthorised sources or to manipulate them to create an illusion that they have particular cherished attributes.



This plates incorporates the EU symbol and the GB national identification number below it, with provision also for inclusion of the Union Jack, Scottish Saltire, Cross of St George and Red Dragon. These representations of Scotland, Wales, England and the UK may enhance some cherished plate values, but only marginally.

The rules are very strict about incorporating any logos, sports team crests and other letters or symbols.

The tough regulations add to the complications in valuing plates, requiring extensive knowledge of how potential buyers will be able to personalise them.



For example, this plate from our inventory would appeal to anyone with the name Grainne, which originates in Ireland from the patron of the harvest and means love, grace and charming. There is no way under DVLA

regulations of getting a plate with the correct spelling of Grainne, or of most other surnames. But the numeral "5" is often used as a substitute for "A", as in this example. Zero can equal D or Q, 1 = I or L, 2 = Z or R, 3 = B or E, 4 or 5 = A, 5 = S, 6 = A or B or G or O, 7 = F or T or Y, 8 = A or B or O, 9 = G or O, 11 = H or N or U, 12 = R and 13 = B.

These substitutions have become accepted in the cherished plates market, so impact directly on valuations. It may make many of what seem to be mundane registrations in your fleet potentially valuable. (There are lots of examples on the Speedyreg.co.uk website which our database generates for specific searches by potential buyers.)

For example, June is a popular forename, but it cannot be spelled out under the DVLA rules. So to order a personalised number plate as a gift for someone named June requires using the digit '6' instead of the letter E.



There are innumerable such examples which, if your fleet registrations are listed as being available for purchase, could find buyers who are searching through our database and advertisements.

Topical events influence values

The values of registration numbers change dynamically, which is why at Speedyreg.co.uk we must update our database of nearly 35 million numbers every 24 hours. There are constantly changing influences on values that reflect trends and current events in ways that you may not even suspect.



For example, there is a boost in interest in plates with screenings of the BBC TV series *Dragons Den*, with the prestige cars and personalised plates of the millionaire entrepreneurs featured.

The increasing British demographic of people of Asian, African and Middle Eastern origin has created a demand for registrations that reflect the popularity of ethnic names.

Big sporting events - such as the World Cup and the Olympic Games - stimulate demand for numbers that can relate to the competitions, teams and star athletes.

The wedding of Prince William and Kate Middleton creates a new demand for appropriate plates among royalists - and no doubt some with negative messages to be displayed by anti-monarchists! Identifying the impact that topical events have on cherished number plates can be very important in making accurate valuations at any given time.

Underlying the intermittent factors that create fluctuations in the values of UK registration numbers is an overall trend that is generally upwards, which makes plates such a good investment. But as in any kind of investment, there can be downward movements. When England did so badly in the 2010 World Cup, numbers related to this soccer championship responded by dipping in value. Wayne Rooney's on- and off-field antics make the value of numbers appealing to his fans fluctuate considerably!



Enthusiasts for most sports will compete to acquire registration numbers relevant to those sports

in which they participate, or clubs or players that they favour.

For example, there is strong demand from Manchester United supporters for plates that reflect their enthusiasm for the club. So if your fleet has registrations starting with MU, there can be substantial value to be unlocked by selling these off. But the kinds of prices that can be achieved vary enormously from £199 and up in ways that are not immediately obvious.

For example, the upper plate is worth £1,794, with a Department of Transport transfer fee adding £80, VAT another £300+, giving a total of over £2,200. Its value is influenced by potential African interest, as it can spell out the surname Murama and the name of a town in Uganda. But the bottom plate with MU initial letters for Manchester United is worth only about £300 because its marketability is not influenced by such factors.



The impact of investors on the market

The entry into the market of serious collectors and investors with budgets to acquire significant quantities of registrations that have the potential to increase in value has become a significant factor, particularly with other investment fields showing poorer returns in recent years.

Both investors and collectors are attracted by the fact that most of the inherently valuable short registration numbers have already been issued and the new numbering systems do not throw up as many of these as in the past - so this limited supply more or less guarantees increasing value. You may find some such numbers hidden among the older vehicles in your fleet, which is a good reason for checking registrations before scrapping.

The single letters are the most valuable of all. Automotive entrepreneur Afzal Kahn paid £440,625 for the Formula One initials "F1", and its uniqueness should ensure that this number will be a steadily increasing asset, even at that price.

As in philately and other areas of collecting, values can be enhanced if a sequence or other linking factors between individual items can be brought together. This is of particular interest to fleets because often several vehicles may have been registered at around the same time, resulting in a grouping of plates worth more together than they are individually. So you may have numbers on different vehicles that don't at first seem to have much value, but when you combine them they become far more attractive to certain buyers.

Remember that fleets are not just a source for interesting registrations but also are emerging as important buyers of numbers - particularly if they can acquire a sequence which relates to their branding or, in the case of dateless plates, will disguise the age of, say, coaches or limousines. We have made several such sales to clients running fleets hired out for weddings and funerals, and to coach operators who have top rate vehicles but do not want to underline the fact that these have been in service for several years.

Use our database without charge

Because every number plate is unique, and there are so many possible variations, it is well nigh impossible to arrive at a reasonably accurate valuation of any individual number without day-to-day involvement in the market. That is why here at Speedyreg.co.uk we invest heavily in



maintaining our very sophisticated database, which contains over 30 million registration numbers.

It is continually updated with market information collated by our team of eight specialists, some of them seen in action in this picture.

You can access our database by going to <http://www.speedyreg.co.uk/>

This interface that you will find on our website (above is the Christmas season version) is designed to make things easy for people looking among those 30-million plus numbers for anything which has a personal meaning for them, or if they are seeking a suitable number for a gift. By all means use it to get a feel of the potential values of your own numbers, but you will find it much easier and certainly quicker to send us as a list of the registrations in your fleet and give our experts a couple of days to put together a detailed evaluation and recommendations on how to maximise values.

Normally there is a charge for this service, which can mount up if a number of vehicles are involved. But through this special fleet management briefing you can get your fleet registrations valued confidentially and without charge if you email your list or individual numbers to this special address:

fleetvaluations@speedyreg.co.uk

You can send us an email message, or text file, with the numbers, or attach an extract from any standard spreadsheet or database program.

Remember that the vehicles do not have to be on the road - you may even be using them for spares. As long as they have a valid registration number, we can give you a valuation and guidance on the best way to sell and how to transfer the numbers and re-register your vehicles.

If you prefer, start by sending in a sample of numbers that you think, from what we have explained in this briefing, may be of particular interest. For example, many fleets have at least one prestige car for senior officials, executives, or guest VIPs which has a valuable number, particularly if it has been in service for a considerable time.



Some of the most valuable numbers in Britain were originally issued for mayoral cars so that the first citizen of a city or town travelled to official events in a vehicle clearly identifying his community. Such number plates have few letters and low numbers, or fall into the category of "name plates" where the letters and numbers combine to represent a name.

For example, Edinburgh's first car number plate - S1 - fetched almost £400,000 at auction. It dates back to 1903, when registration numbers were introduced in the UK, and was first owned by Sir John H A MacDonald, a former Lord Justice Clerk of Scotland and a founding member of the RAC.

It was only expected to fetch up to £250,000, underlining how important it is to ensure that prospective buyers are identified and encouraged to participate in either an auction or a direct sale. This is why at Speedyreg.co.uk we maintain an extensive confidential database of over 100,000 past clients and people who have asked us to watch out for particular numbers.

Among them may be investors or other people wanting to buy a number that its on one of your fleet's old road rollers or dust carts!



There is age discrimination in the number plate market - but it is positive! Newer registrations cannot be transferred to older vehicles to make them appear younger, but older plates can be transferred without restrictions onto a car that is newer than the original date of the plate. We also specialise in dateless plates, and may be able to get you very good prices if you have of these in your fleet.

Any transfer will involve a lot of paperwork and liaison with the DVLA in England, Scotland and Wales, and the Driver and Vehicle Agency in Northern Ireland. We do all this for both buyers and sellers. So either email us at fleetvaluations@speedyreg.co.uk

or telephone **0845 346 4343**

Please identify that you are making a fleet enquiry if telephoning.

Every transfer is conducted in strict accordance with DVLA and DVA regulations.

It has taken over two decades of professional careful service to build up our reputation, and we are very proud of it. Here are the ten reasons why we think SpeedyReg.co.uk is the best place to help you maximise value from the registrations in your fleet:

1. Over 25 years' expertise with a track record for cost and efficiency that has made us the top supplier of Cheap Number Plates to the trade
2. Our own fleet of over 6,000 vehicles with unique dateless number plates for fast transfers to your car, truck or motorcycle
3. 10,000 full service car registration transfers completed successfully every year for our consumers and the trade throughout the UK
4. The highest standard of customer service – and we proudly hold the official quality management systems standard ISO 9001:2008 to prove it!
5. Open 7 days with a unique team of dedicated vehicle registration number plate specialists to deal with your telephone and online queries
6. The only company offering 0% finance and accepting cheques, credit and debit cards, bank transfers and Paypal as payment for your Cherished Number Plates
7. Home delivery of Number Plates to your door – or direct to the recipient of your Car Registrations gift
8. Unique Facebook app and services - find your ideal number plates through your Facebook account
9. Online database of over 30 million legitimate Personalised number plates updated every 24 hours
10. Guaranteed security and superb service because Speedyreg.co.uk is a Member - and conforms to the Codes of Conduct - of all the industry bodies: The Driver & Vehicle Licensing Agency Number Plate Suppliers Register, Cherished Numbers Dealers Association, Retail Motor Industry Federation, Institute of Registration Agents and Dealers, Federation of Small Businesses, Registration Numbers Club, and Association of Personalised Registration Traders. We conform to Quality Standards ISO 9001:2008 and are recognised by the DVLA as a frequent buyer at their regular auctions in the UK.

Don't take big risks with unregistered and unregulated sellers, particularly those without legitimate addresses and verifiable credentials. We own and have been based at our registered offices and workshops for over twenty five years, where you will always find us:

**Speedy Registrations Co Limited, Millwood, Lisbellaw,
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