

THE PLAYER UK
Lazy Cats Media
79 Mount Street
Mayfair
London
W1K 2SN
www.theplayer.co.uk

EDITOR IN CHIEF
Andrew Jones
andie@theplayer.co.uk

ART DIRECTOR
Lisa Garth
studio@tantalismagazine.com

ASSISTANT EDITOR
Suriya Bala
suriya@theplayer.co.uk

FEATURES EDITOR
Kerry Clark
Kerry@theplayer.co.uk

TECHNICAL EDITOR
Mark Fitzpatrick
Mark@theplayer.co.uk

RPM EDITOR
Christopher Leppard
chris@theplayer.co.uk

FINANCE EDITOR
Simon Smith
simon@theplayer.co.uk

PROPERTY EDITOR
Melanie Hickey
melanie@theplayer.co.uk

FOOD & CUISINE EDITOR
Rachel Lampern
rachel@theplayer.co.uk

MOTORSPORT EDITOR
Liz Halliday
lizhalliday@theplayer.co.uk

FEATURES EDITOR RPM
Chris Witby
chriswitby@theplayer.co.uk

MARINE EDITOR
Steve Curtis
stevecurtis@theplayer.co.uk

SALES
Gary Dingwall
gary@theplayer.co.uk

PRODUCTION MANAGER
Max Doe

PR & MARKETING
Tideway PR
Keith Bishop
Melanie Hickey
Lead Media Ltd

JOURNALISTS & CONTRIBUTORS
Four Gritty
Tideway PR
Alexander Huggan
Herald Communications
Harvard Public Relations
Midnight Communications
Jo Public Relations
Company Care Communications Ltd
GBC Consumer
Aurelia PR
Halpern PR
Lynx
Hippo
Stewart Golf

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Ed's Brief

ED'S BRIEF

Hi and welcome to another issue of The Player. Firstly, I would like to thank everyone who has contributed to this bumper summer issue. It is amazing how much effort has gone into producing such a varied and diverse selection of articles. Without the commitment of those individuals who mostly write for the love of it, this magazine would not exist.

New to The Player this issue, and for the foreseeable future are the property and powerboating sections. Thanks to Focus International Properties for providing the property pages as well as to Chris Whitty and Steve Curtis for supplying all the amazing Powerboat articles.

On another note, it is with great pleasure I am pleased to report that The Player readership has gone from strength to strength. With the affiliation between The PGA Seniors tour and Spectrum Group our readership has now increased twofold. Furthermore, The Player has been privileged to sponsor some unique and world class events, where we will be actively pursuing to sign up new subscribers at the various venues. Also, we have recently sponsored a P1 offshore powerboat which will be aptly named 'The Player'. This will effectively generate awareness to millions of television viewers who watch these professional races around the world on mainstream and satellite channels.

Finally, it was inevitable at some stage that The Player would become involved with the Sport of Kings 'Polo'. To this end, we are currently working on an all new supplement. Hopefully our October publication will provide a forum for polo players and spectators alike.

It only leaves me to say, enjoy what you are about to peruse and may a humble editor be truly thankful.

Ed

PLAYER PARTNERS



The Player readership breakdown is as follows:
15,000 Private membership golf clubs, 2,500 The European PGA Seniors Tour, 1,000 Spectrum Corporation
In addition, The Player is available at the following:

Penny Hill Park, Stoke Park, Gleneagles, Turnberry, The Hertfordshire, Hanbury Manor, Waterford Castle, Bushy Hall, Old Course St Andrews, Skibo Castle, Celtic Manor, Sheen Falls, The Heritage, Mount Juliet, Wentworth GC

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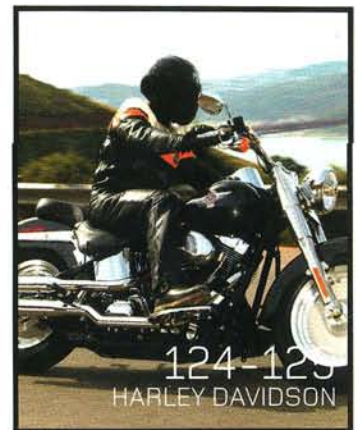
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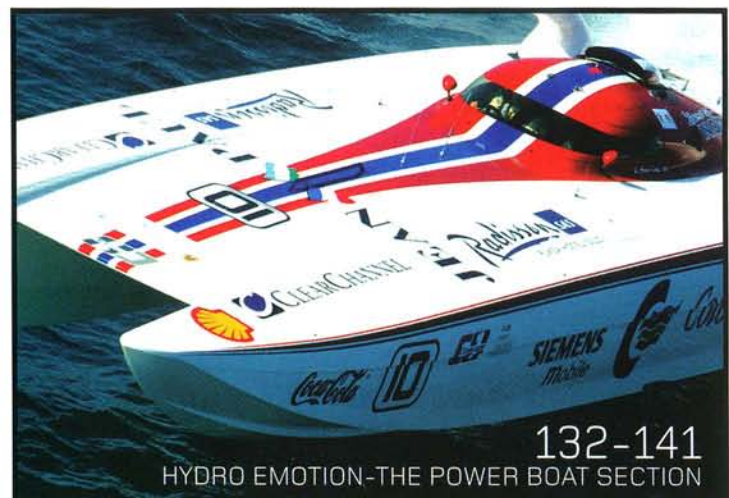
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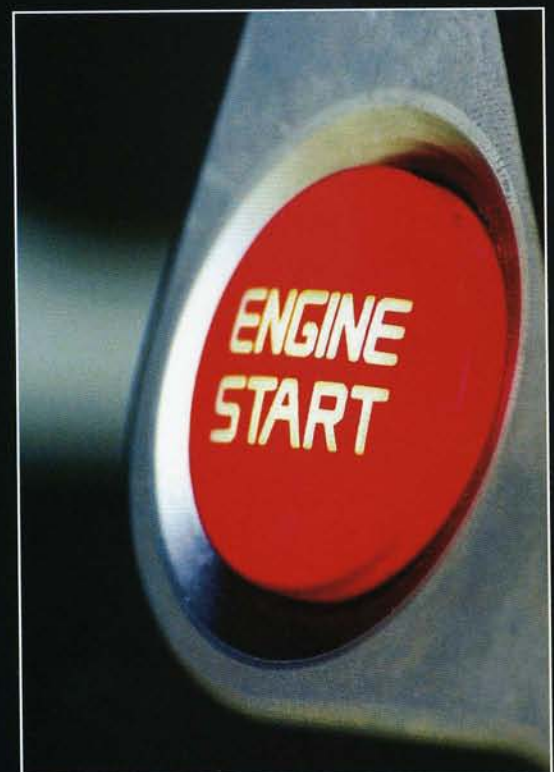


ECURIE25

THE SUPERCAR CLUB

Recently, one of my all time dreams quite literally came true! Ever since I was a little boy, I have dreamt of driving a Ferrari, most probably like a lot of people reading this article. Thanks to a new type of car rental, known affectionately as the 'Super Car Club' my dream became a reality for four glorious days. Organising the loan of the Ferrari 430F1 could not have been simpler. écurie 25 took care of all the paperwork and even supplied a tank of fuel. I collected the car from their headquarters in London and in a few minutes I was on the open road. I had only been home a short while when I found most of my neighbours were on my front drive, dribbling and pawing over the masterpiece parked in front of them. The first problem to be encountered,

only two seats and 20 eager passengers. Still, I really wasn't bothered having to drive around the block a dozen or so times? I will never forget the experience of driving one of the World's fastest supercars and the attention that comes with it. It really was like being David Beckham for a weekend, sadly without the pay packet. If your idea of a perfect year's motoring involves the likes of a Ferrari, Lamborghini, or an Aston Martin, but your credit card can't quite stretch to a 100k plus, you might like to take a look at the alternatives. In the past few years, self drive hire of supercars has become more and more established, however a third option has recently become available, the supercar club. Companies such as écurie25 offer their members access





to a fleet of the world's most exciting supercars. They take on all the issues of outright ownership such as insurance, depreciation, storage and servicing, leaving their members free to enjoy the supercars.

The offer certainly sounds tempting, but how do they actually stack up against rental and ownership? In order to evaluate this new approach to supercars, let's consider what a motoring enthusiast might get up to in the course of a year. Without doubt a calendar of performance motoring covering around 5,000 miles over 35 days of driving, would be considered average.

The most obvious solution is of course to buy yourself a supercar. Take the Lamborghini Gallardo as an example. First off you need to source the finance to buy such a car, then there is the insurance, then the servicing, then a set of tyres, and finally when you trade in your car for something different, the hit of depreciation. All in all your year's motoring ends up

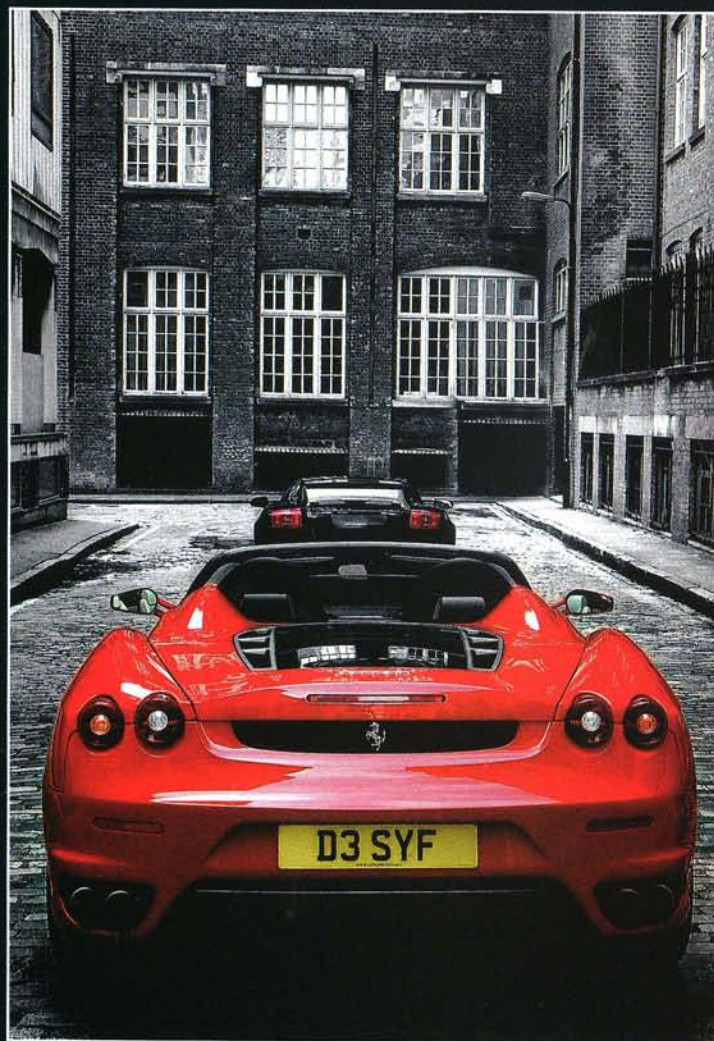
costing you £34,384, or £6.88 per mile (plus fuel).

Cost of 1 year Ownership and 5,000 miles driving:

- Cost of finance (£122,780 at 7% APR) – £8,595
- Insurance (35 year old, clean licence) £4,200
- Yearly service £699
- Set of Tyres £970
- Depreciation. £19,920
- Total £34,384 or £6.88 per mile

Of course, for this kind of money you do get to keep your Lamborghini in your garage (if you are lucky enough to have one) for the whole year, but it is serious money and you don't get any variety. There's also a good chance that despite having the car at your disposal 365 days a year that you won't use it more than 35 days anyway.

For variety you need to consider the new generation of supercar ownership. Supercar clubs such as *écurie25*, or self-drive hire. There are numerous companies who offer day hire of supercars, so how does a

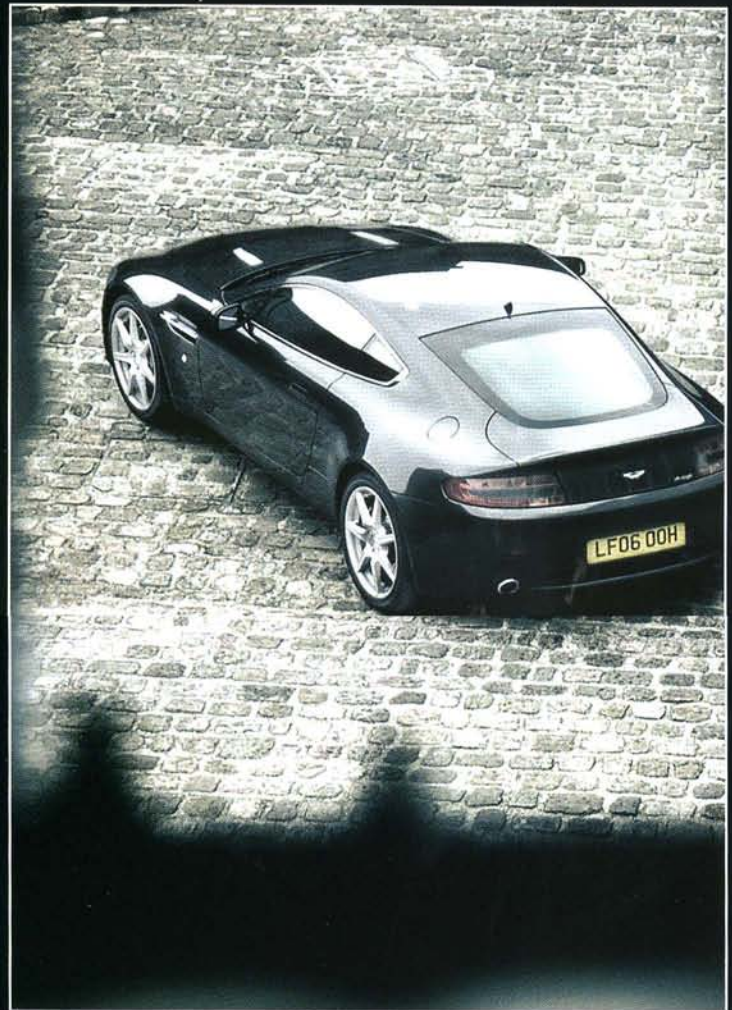




perfect year's motoring look using self drive-hire? Well, it is roughly half the price of a year's ownership of the Lamborghini – perfect. Well, almost. Of course it's not that easy, firstly you're going to have to do quite a bit of phoning around to find a hire company with this selection of cars. Secondly you'll need to spend hours faxing off your driving licence and passport, explaining where you have lived for the past 5 years, and filling numerous pieces of paperwork. On top of this you are going to need to leave £5,000 to £7,500 cash deposit before you are let anywhere near the car, and there is almost no chance you will be allowed to take the cars abroad.

The third option of joining a supercar club is a good compromise between ownership and rental; you get the variety of cars, and because you become a member there's no paperwork to fill out or deposits to worry about each time you borrow a car.





So what do you pay for the pleasure? A very reasonable £7,450, plus £750 joining fee. This gives around 35 days and 5,000 miles use of an exotic fleet of supercars, and includes all insurance and servicing.

Let's refer back to our perfect years motoring again. *écurie25* let you do all this for a total of £8,200 – less than half the self-drive hire option, and a quarter of the cost of owning one supercar. As a financial decision it is simple, go with the supercar club. The other question you need to answer is what you want most? A supercar depreciating in your garage, or a different immaculately prepared car waiting for you outside your house each time you want it. Come to think of it, that's not a very difficult decision either...

Ecurie 25
 250 Old Street
 London
 EC1V 9DD

Telephone: +44 (0) 207 159 2543
www.ecurie25.co.uk

Sources: Car Rental Prices: www.supercarexperiences.com, www.bespokes.co.uk, www.cityinterrent.com, www.aston-hire.co.uk, www.caterham.co.uk Servicing: www.verdiFerrari.biz
 Tyres: www.buyatryre.com Depreciation: Parkers Guide www.parkers.co.uk
 Insurance: Norwich Union – 35 year old male with a clean licence parked on a driveway outside of London.
 All prices were correct at time of writing on 11th December 2005