

## **PRESS RELEASE - Evolution Car Hire Ltd**

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Photo's: Milton Keynes cars.



### **Credit crunch? Someone better tell these guys....**

Evolution Car Hire Ltd, part of the national prestige car hire firm Evolution Group and headquartered in Bradford, today announced it is opening a branch in our very own Milton Keynes. Intrigued as to why they feel this is a good time to bring a premium service to the town, I met with their Milton Keynes based Managing Director, Peter Thompson.

With an enviable array of prestige and supercars in Milton Keynes, from a Porsche Cayenne V8 to a F1 model Ferrari 430 Spyder, Evolution believes that now is the time to expand.

"Supercar hire and particularly prestige car hire is seeing a strong growth at the moment" says Peter. "With the ever rising cost of owning and running these cars, people are increasingly turning to hire companies to reduce their annual costs and increase variety over the purchase option. There are obvious markets such as experience days, wedding cars and hires for business meetings, but it is other areas of growth that have surprised us."

### **The Great Escape**

Peter goes on to say that many families, including his own, have downsized on their family car to reduce costs. As a result, the hire of prestige 4\*4s and 7 seater family vehicles has shot up. "We predict that families from all backgrounds will increasingly take holidays and short breaks in the UK - cars such as Range Rovers, Audi Q7's and the Porsche Cayenne will be in great demand and more affordable than people may think."

Speaking to me from the front seat of a black Lamborghini Gallardo, the irrepressible grin on Peters face tells me it's not all serious business to him. "I'm a real petrol head, and this is a really special car. It brings a mixture of fear and excitement every time I get behind the wheel. Just holding the keys to the car makes you feel good when you see it on the drive, but the feeling you get from driving these cars is what we provide as a service - and there is nothing quite like it!"

So why Milton Keynes?

“Milton Keynes is ideally located to service London, Luton and Birmingham where there is an established market. In addition, Milton Keynes itself as well as surrounding towns are the areas we have earmarked for growth. It is a great town with good links to the M1 and M25, and the roads are safe and well surfaced making it suitable for the low supercars.”

Peter is no newcomer to business in Milton Keynes, having moved out of the investment banking industry in London 5 years ago to open successful vehicle tracking firm Custodia Systems, a national business based in Shenley Woods. “Running my own business has always been a dream and despite the numerous challenges and hard work along the way, the last five years have been very fulfilling and a great learning experience. Milton Keynes is a good business town and my family are now proud to call it home.”

So, any other plans in the pipeline?

“We will also have a chauffeur service in place by Christmas, for both business and personal use. I have been approached by friends and colleagues who live in villages surrounding Milton Keynes who cannot get taxis to come to their homes and public transport links are non-existent. A chauffeur driven Bentley to the theatre or dinner out is the perfect way to arrive in style.”

“In Bradford, we offer concierge services and package weekends with everything from jet hire to a weekend in a Bentley at a stately hall accompanied by a balloon ride. I’m looking forward to getting a team in place in Milton Keynes to run our own concierge desk, but this in reality won’t be operational until early next year.”

I would not even dream of opening a business like this in the current market conditions, but the business seems to be well thought out and Peter’s enthusiasm is catching. I’m not going back to the office quite the cynic I came.

Please visit [www.emguk.com](http://www.emguk.com) for more information on Evolution Car Hire Ltd.