



Drive it like Edmond

An automotive lifestyle club is your ticket to drive some hot wheels

Edmond Halsted grew up around the family-owned import car dealership. By age 16, he had his choice to drive from the lot. Porsche 356s were a particular favourite. Exalted driving privileges like those Edmond enjoyed are rare. That's why he's convinced a market exists today for indulging similar automotive promiscuity.

I must concur. Throughout medical school, I moonlighted at a sports-car dealership. Access to the lot's stock was the main attraction. Like crack cocaine, once exposed to enthusiast quality cars, I just couldn't get enough! (I'm sure my current

tastes, timing, and budgets to rotate cars within the usual 36-month lease period. Clients can specify, swapping cars every six, 12 or 18 months. Any vehicle can be requested—from sedans, coupes, wagons, SUVs or sports cars.

The leases are structured with no money down and no residual buy-out. Monthly payments are \$100 – 150 per month more than a “conventional” lease arrangement.

Vehicle-swapping events are carefully choreographed to reflect the DreamFleet clientele's passion for cars, and the other finer things in life. These events will occur

open to any avenue that assists Canadians who want to experience a wider range of cars. Interest from like-minded enthusiasts has flooded in from across the country. Alberta will be next to see Edmond's market strategy unfold.

He's teaming up with BMW, Horizon and three postcard-perfect Fairmont Hotels. Clientele will pilot BMW Z4 roadsters between stays at world-famous mountain resorts in Banff, Lake Louise and Jasper. Edmond thinks this business model may also hold promise in the Montreal market.

But Edmond is not finished there. He senses demand for a Canadian version of the Club Sportiva. This enterprise began in San Francisco in 2003, and the business model has since spread to many more cities. In Club Sportiva's case, membership is by invitation only and limited to 200. The Club's multi-million dollar fleet composition is regularly updated to reflect the changing tastes of the membership.

Club Sportiva members purchase from a selection of fleet-access packages. The lowest-priced package might provide only a few days use of the Club's Ferrari on summer weekends. Or, that same package would allow many weeks in a late-model Mini or Miata mid-week, non-summer. It is all about supply and demand.

Classic sports cars are also part of the Club Sportiva fleet. This “time-share” approach to driving classic cars makes perfect sense to me. These cars aren't depreciating but need regular use and they benefit from professional tending.

Edmond is certainly on to many ideas that intrigue this car enthusiast. If I could find a few other *Just for Canadian Doctors* readers who wanted to experience an E-Type Jaguar, Alfa GTV and Porsche 356 in such a pain-free way... then we too could “drive it like Edmond!” ●

For more information on DreamFleet go to dreamfleet.com or call 613-795-2786.

Dr. Kelly Silverthorn is a radiologist and Just For Canadian Doctors' automotive writer.



Dream driving. LEFT Edmond Halsted (left) shows off the BMW 6 Series Cabriolet. RIGHT The Fairmont Jasper Park Lodge is one of the postcard-perfect stops on the DreamFleet roadster tour. DreamFleet clients will pilot BMW Z4 roadsters between resorts.

automotive journalism gig is fuelled by this same unremitting force.)

So Edmond, now age 51, has launched his quest to addict more Canadians to the highs of enthusiast quality cars. And not just one car each. No, no—lots of cars.

DreamFleet is his resulting company. It merges Edmond's quest with automotive leasing. Up to 70,000 car leases are signed each month in Canada. DreamFleet provides an individual leaseholder with the experience of multiple premium-line models within the contract period.

An “automotive lifestyle club,” DreamFleet matches individuals of similar

at wineries, museums—even track days at Ottawa's wonderful new Calabogie road course.

The 150 clients that have found DreamFleet since it opened in May of 2006 largely reflect Edmond's focused marketing efforts in Toronto and Ottawa. Typical client ages are 34 – 65. Client occupations tend to fall into three groups: professionals (including doctors), entrepreneurs and senior corporate types. Edmond is obviously pleased by the knowledgeable, sophisticated and fun-to-be-with clients this business has attracted.

From the outset, Edmond has been