



car tasting

Prestigious cars, like fine wine, are to be enjoyed. Unlike wine, however, most people don't have the means to try any other car than the one they're stuck paying off for the next three or four years.

According to Edmond Helstab, president of DreamFleet, enthusiasts are no longer locked into driving a single vehicle. His customers will soon be able to drive cars like this one – a Mercedes-Benz CLK 350 – in the summer. But they'll also be able to drive a practical car, like a BMW 535xi, in the winter.

"There's a strong desire, an unmet desire, for people to drive a larger variety of vehicles," Helstab said. "There is also a desire to drive something fun in the summer, and utilitarian in the winter."

Helstab's solution is DreamFleet (www.dreamfleet.com), an exclusive lifestyle club that allows members to change cars every six months or so. It's simple: customers pay a 36-month lease for a specific 'tier' of vehicle that includes everything from sports cars to SUVs. Then, after making a choice of vehicle, they're matched with other members to find a mix of cars to drive for the 3-year term.

The most interesting aspect of the program is that after vehicles are finished in rotation, they will be offered to members as used models on a first-come, first-served basis – at very attractive prices.

"This target group, they really appreciate the finer things in life. It's a lot about the vehicle, the statement it makes and how it's a reflection on the owner.

"They want to maximize their experiences in life and in automobiles," he said.

DreamFleet's launch event will be held in Toronto on May 25. For more information, e-mail Edmond Helstab at info@dreamfleet.com.