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FRACTIONAL SUPERCAR OWNERSHIP

 MOBILITY & TRANSPORT

Offering “intelligent supercar ownership,” [écurie25](#) is a club that gives members the right to drive fine automobiles for 30-40 days per year. Like [NetJets](#) does for private jets, [écurie25](#) takes care of the costs and trouble associated with outright ownership; members don’t have to worry about depreciation, insurance and servicing. Customers can buy either 300 (GBP 4.500) or 600 (GBP 7.950) points per year, which they can trade in for their choice of cars. The ‘supercars’ are divided into three categories: F1, F2 and F3. F2 cars include the Porsche Boxster S and the TVR Sagaris. Taking one of these out for a spin on a weekday in October costs 8 points. A three-day weekend in August goes for 85 points. F1 cars include the Aston Martin Vantage and DB9, Bentley Continental and Ferrari F430 Spider. And for the acceleration of a lifetime, the most inexpensive F3 class includes British-built speed demon Ariel Atom. As described in James Twitchell’s [Living It Up](#), people aren’t shopping for goods as much as they are for an identity. So it makes complete sense that some consumers are trading ownership for partial ownership, and the greater freedom and choice that it brings. (Can’t choose between a Vantage and a Spider? Have both! 😊 Read more about the luxury market in [trendwatching.com](#)’s briefings on [massclusivity](#) and [uber-premium](#). And for a related automobile club idea, check out [Five star hotel for cars](#).

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