

Classic Parade to be the Largest Supercar Fleet in 2019

From Aston Martins to Lamborghinis, Rolls Royce to Bentleys, Classic Parade has them all — but there's one crucial make missing... Ferrari.



London, Dec 23, 2018 (Issuewire.com) - Andrew Brown has invested £3 million in Classic Parade to work on developing the largest supercar hire fleet in the UK, the company said on Monday, in a bid to maintain market-leading status in the supercar business.

This £3 million investment is a breath of fresh air into Classic Parade's supercar hire business. With this new investment Classic Parade values at £10 million, an increase from the £6 million valuation Classic Parade received earlier this year.

Just a few years ago the typical supercar vehicles available for hire were Range Rovers, Mustangs, and Mercedes. Today, it is more popular to see Ferraris, Lamborghinis, and Porsches among the variety.

The Classic Parade fleet currently includes a Lamborghini Performante, a Porsche 911 Turbo Cabriolet, a BMW M5 and a Rolls Royce Ghost Series III. Andrew Brown just purchased a Ferrari 812 Superfast. For clients who want to live large, that car will set you back £2500 a day.

At Classic Parade, the favorites from the fleet include an Aston Martin Vanquish Carbon Edition, Bentley Continental Flying Spur, a Lamborghini Aventador SV Roadster (highest rental at £4,000 per day) and the Mercedes C63 AMG Edition 1 (least expensive at £450 per day).

Classic Parade also offers customers four exclusive vehicle categories: limited edition supercars,

convertibles, and luxury SUVs.

When it comes to popular supercar hire, location always plays a big part. In the hustle and bustle of London, Ferraris and Lamborghinis are the rentals of choice; in the Midlands, Range Rovers and Bentleys; and by the South Coast, Aston Martins and Porsches are in demand.

"This is luxury service business from start to end," says Brown. "We treat our clients like gold, and they can reach us by phone 24/7. Most of our clients have my direct work mobile phone number. I cannot stand businesses that are only available to their clients during certain days and hours."

Brown runs his business as if they had a competitor next door. *"In relation with our exclusive vehicles, we aim to provide the first-class service," says Brown, "which means always going above and beyond our clients' expectations."*

Excellent customer service also extends to post-rental. *"When the vehicle is returned, the clients usually call us to provide us with good reviews and to let us know how much they enjoyed their vehicle," says Brown.*

"This is a fun industry," continues Brown. "I love being in a business that makes people happy and seeing a smile on their faces. I'm a total car head, and this gives me the opportunity to play with the toys I always dreamed about growing up."

The aim at Classic Parade is to share that passion and joy with its clients. Whether people like supercars for their aesthetic value or the adrenaline feeling they get in their stomach when pressing the accelerator, Brown enjoys fulfilling supercar fantasies.

For more information visit: www.classicparade.co.uk

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Source : Classic Parade

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