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# Luxury Life

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# CARZ.CH

## Four V8s and the French Riviera – A week-end with Carz.ch

### Saturday morning

As I wake up in this foreign room I can't help noticing the bright sun outside. The room is very cosy, design and furniture are of a very delicate taste that matches well the exquisite food served yesterday evening by Jean-Marc, who owns the place and also has some obvious talents at cooking.

Outside by the swimming pool the April sun is strong, but the water still too cold for anything else than going down the first few steps, till your legs get chilled. Luckily the jacuzzi and sauna in the lovely wooden shed at the other end of the garden provided for warm and relaxing accomodation yesterday evening.

I have treated my wife and myself to a very exclusive tour with Carz.ch : leaving Switzerland on Friday, driving through the route Napoleon, we're set to visit the Top Marques salon in Monaco on Saturday, and go back through cols and mountain roads on Sunday.

As I am a member of the club, I get to choose my steed for the day – starting off with the Aston Martin V8 Vantage, I've traded it for the Maserati GranSport near Sisteron, so as to feel the difference between both V8 engines.

I plan to try out the Ferrari 360 and probably the very attractive Wiesmann GT on the way back, to be exhaustive. That isn't quite your ordinary drive to Monaco!

## Friday

Friday was an extraordinary driving adventure already. Starting from Carz secret base near Morges (another one is in Geneva, Zurich will open in 2010), I found the four spectacular GTs awaiting, engines burbling already, sun reflecting on the awesome shapes. Some of the members that booked the tour were already there, as well as a guest who had joined us to discover the Carz spirit. It was obviously a trip planned for couples also, which meant we weren't bound to drive eight hours a day, to my wife's great relief. First through the motorway, where those of us who didn't know their cars yet could get acquainted with them, our luxury convoy formed and reached the French border quite soon.

It was an immense pleasure to see the four great machines driving side by side, hear the four V8s and compare the different tones... and acceleration capabilities.

We stopped for lunch in a place near Sisteron where a table was booked. The view was great and the cuisine quite typical french. It is not unusual, when such events are organized, that we indulge ourselves to a small game : giving marks to the place itself, the decoration, food quality, service, etc. The Carz crew has made sure, anyway, that a certain level of quality will be delivered. Back in the parking lot, our set of cars had attracted some attention... Hence a few questions and answers to a charmed (and charming) audience.

Driving through the Route Napoleon is a very special experience indeed. Within a changing landscape, mountains, open plains, with the vegetation showing signs of southern influence as we go, we are offered most of the time a very smooth asphalt, ideal for driving such cars, and passes with great views. The sound of the V8s bounces back on the rocks, providing for in-car entertainment...

We arrive at our Chambre d'hôtes (4 epis, i.e. top comfort and charm) quite excited about the day, and exchange once more impressions with the other fellow drivers.

Cars swiftly parked in our home for the upcoming two days, we discover the wonderful house with our rooms opening on the swimming pool, with a view on the coast and all the relaxing ambiance of the Côte d'Azur. Without any of the stress caused by big cities, though.

Time for a Kir à la Violette, then. It will also be a good time to relax, discuss about the fantastic trip and cars. We also have serious stuff to discuss, as Carz has organised for us this trip to the Top Marques salon on Saturday, and the possibility to try out some of the cars there... And we'll probably want to plan a shopping / tourism part for the ladies too.







## Interview with Franck Milet, co-owner and managing director, CARZ.CH

### What is Carz.ch ?

It is a club for people, male and female, with a taste for fine things in life.

### ...and with a bit more details ?

At the heart of it is a range of sports and luxury cars, that are bought, insured, maintained, etc, by Carz.ch for the members. Membership grants access to usage of the cars : Aston Martin, Ferrari, Lamborghini, Maserati, Porsche, Lotus, Wiesmann.

Members can enjoy whichever, depending on what they plan to do over the week end or during vacations – or, why not, during a day off dedicated to a mountain trip with a few passes to drive. They just select their wheels and drive, no worries about anything else.

### What are the services offered ?

Private memberships, but also corporate memberships allowing for 3 or 5 members in the same company. We also offer team building events or incentive for companies.

We organise for the benefits of our members a number of events per year, from a simple wine tasting to a full tour in Italy, constantly picking up the most refined of food and hotels.

We recently opened Automobile Lounge, conciergerie automobile, that offers the same services as used by Carz.ch : find & buy a car, maintain and repair, etc.



How did it all start ? Where will it go ?

It all started as I felt the need for such a concept in Switzerland. Back in 2006, only the UK clubs were started on that model. Now it seems that sharing supercars is more and more a widespread concept, as it makes sense both from financial and ecological standpoint. Carz.ch is for now covering a region from Geneva to Aigle, with expansion planned in Zürich either end of 2009 or beginning of 2010.

More than ever, Carz.ch is about sharing a common mindset, and enjoying the best of cars, wine, food, watches, clothes ... ■

More informations: [www.carz.ch](http://www.carz.ch)

