

Verve Rally is where luxury lifestyle meets GT/Supercar adventure. Created for the fun loving and sophisticated individual, Verve Rally is a grand tour that combines lifestyle experiences. We caught up recently with the co-founder of Verve Rally Darshana Ubl to find out more about what makes this travel brand tick.

What is Verve Rally?

Verve Rally combines some of the prettiest driving roads in Europe with beautiful spa hotels to create a unique holiday experience. It provides the perfect balance between celebrating the journey and exploring the destinations. Hold the picture in your mind of driving pleasure, holiday fun intertwined with a like minded group.

Tell us a little more about your routes

Each year we unveil some new routes. Our rallies are designed so that the average drive time per date is approximately 4.5 hours. Our routes include from exploring the Palaces and Chateaux of France to sweeps through the Black forest of Germany, from driving through vineyards, to feeling the wheel at the autobahn. We get to roll through the charms of French Riviera and the drama of the Alps. Imagine your Lamborghini Gallardo / Ferrari 458 Italia winding along the Mediterranean coastline, or your Aston Martin DB11 traversing the Gotthard Pass, or your Maserati GTS elegantly approaching a medieval city.

How is this car rally a carbon neutral one?

We are proud to be Europe's first carbon neutral car rally and the world's second. We calculate the miles into the engine size for each car

and with the help of our partners Plant a Tree Today, we plant trees to offset the carbon emissions.

What kind of people can you expect to meet on this Rally?

Verve Rally attracts the fun loving, adventure seeking individual who enjoys driving or being a passenger. We have a fair share of male and female participants and the age range typically is from 28 years and onwards.

What is the most innovative thing you have done recently?

Besides innovating the routes and tweaking the experiences, perhaps the most innovative thing we have done is to start taking payments in cryptocurrencies. We accept bitcoin, etherium and litcoin. We are the first car rally to do so and it is a sign of the world changing.

What are the unique experiences one can expect?

Depending on the rally we tailor in experiences such as hot air balloon rides, a private tour of champagne houses, a party on a yacht, to exclusive invitations to events and rooftop parties. There are a few surprises along the way.

What can we expect in 2018?

For 2018 we have two routes to choose from. For the London to Ibiza Spanish adventure, we travel the route of the ferry down from England to Santander It involves an overnight stay with dinner and connecting with Ververs. Next we explore some of the best routes from northern coast of Spain to the south-eastern coast. We indulge in the flavour of Spain should it be food, dance or culture. When you reach

the southern coast your cars get trucked back to England whilst you arrive in Ibiza, which is a balearic island in the archipelago of Spain in the Mediterranean Sea famous for it's magical sunsets, music and night life.

The second route is one of our flagship ones and this would be the fourth time we'll embark on it. Here you drive across 7 countries in 9 days (average drive time 4.5 hours). We visit Chantilly in Northern France and down to the Riviera whilst staying in Monaco, visiting the famous Italian lake, driving through the German autobahn, famous alpine passes, Black Forest and celebrating our achievement of completing the rally in Bruges. As a car enthusiast you get to drive on open roads and get a real feel of the wheel and driving in convoy.

What is the main reason for Verve Rally's fast growth?

We focus on the customer experience and present something unique. Our last rally in September 2017 received a high customer satisfaction score of 9.77/10. We have a high client referral rate and one of the reasons is that we tend to under promise and over deliver. The secret sauce is in the spirit of Verve Rally that continues on as new friendships are forged. You'll have to be a Verver to truly know what that is.

*Darshana Ubl is an entrepreneur, a keynote speaker and advisor to privately held business owners. Based in London, she has extensive experience conducting business internationally.*



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