

Verve Rally 2018



A different way to explore Europe, Verve revolutionised car rallies having equal number of male and females driving in convoy across the continent. In 2018 they have two exclusive offerings: a new Spanish adventure and a variation on their classic multi-country rally.

There's the element of exclusivity that certain machines provide. But also a spirit of real adventure on the open roads.

Cofounder Marcus Ubl explains: "Verve isn't a race. It's a group of like-minded people coming together to have a fun adventure with GT/Supercars. It's about enjoying the car in its element, not just what it looks like on the garage floor. Then again, we do find some unique roads where we can put our foot down."

Verve's 2016 launch was accompanied by some puzzled industry brows. Here was a multi-country rally with high-performance cars, yet it was carbon neutral, attracted a 50% female clientele, and lacked the traditional notions of challenge. Rather than being stuck to the wheel all day, participants would taste wine in five-star chateaus; instead of 5am starts.

Verve's female cofounder stays, "it's like a club for an easy going traveller that enjoys the finer things in life along with meeting like-minded people, on that creates lasting memories and forging new friendships."

Most Ververs drive their own vehicle and there's always something irresistible about swapping rush hour congestion for Europe's majestic open roads, especially when British weather makes an Aston Martin Vanquish Volante anything but convertible.

Verve also have vetted suppliers for those who want to hire something a little different from their daily drive: taking a supercar around a race track is one thing, taking it to seven countries in nine days is another experience entirely.

The routes for 2018 have been refined, swapping out some of the longer and less scenic sections in order to maximise the fun. "By remodelling the routes we realise we're going even further away from the typical race or competitive rally. And we're very happy about that as you discover countryside and experiences that would otherwise allude you" adds Marcus.

Their Seven European Countries Rally becomes possible by transporting the cars via trucks for a section; participants fly this section instead, meaning extra champagne time. Refreshed and re-energised, this rally route then returns to London via Europe's most evocative roads, through Italy's northern lakes, the Swiss Alps, the German Autobahn and rural Western Europe.



Average driving time is four hours a day and detailed daily route maps are only provided in the morning, so everyone lives the journey in the present. Support teams take care of all the little details, helping maintain a laid-back style that's nothing like what would be found on a race or competitive rally.

The nine-day adventure is now complemented by a new six-day Spanish escape, tracing a route from the ferry port in Santander to Mediterranean Valencia. Think taking a Maserati across the wild open plains of Castilla y Leon, cruising into World Heritage Cuenca in a vintage Jaguar, and soaking up the charm of rural Iberia. All the cars return to London via a transporter while Ververs fly to the island Ibiza for a final night together.

Despite the increased interest, the founders resisted the temptation to add extra dates and routes. Places are even more sought after in 2018, but the number of cars remains carefully capped to ensure the intimacy and exclusivity of the experience.

For Marcus, Verve reflects the etymology of rally, a 17th-century French fusion of re (again) and ally (bring together). These are rallies for discerning car lovers, as he explains:

"We should be grateful and enjoy what we have, rather than getting bogged down by the stress of social competition."

So our philosophy is simple: let's just celebrate on a shared adventure instead."

A famous travel mantra declares that travel is as much about the journey and the destination. On a Verve Rally there's something new added to the mix: it's also about doing it in style, with people who share the same passions.

Interested? The Verve Spanish Escape Rally departs on Friday 6th July 2018, with the 7 European Countries Rally cruising out of London on Saturday 9th September. For more information and sign up details visit www.ververally.com

