



# KASABIAN FRONTMAN

TOM MEIGHAN

## **GOLDEN BOY**

Olympian Colin Jackson

## **LOVE OR MONEY**

Pop Star Marilyn

## **A TOUCH OF LUXURY**

CEO Robert Ettinger

## **MAGNIFICENT SEVEN**

Simon Callow



# VERVE RALLY

## 2016



Verve means enthusiasm or spirit - the zest for life. Verve Rally is co-founded by Darshana Ubl, a member of Home House and a serial entrepreneur. She wanted to design an experience that was equally enjoyed by both men and women and involved luxury lifestyle with travel and performance cars. Two rallies have recently finished where guests drove across six countries in Europe.

### HOW IS VERVE DIFFERENT?

- It is a holiday on wheels, which ties in luxury lifestyle with adventure of a car rally.
- It's ideal for car owners and enthusiasts who wish to see Europe (off the usual tourist circuit), and enjoy open roads.
- Verve Rally has been successful in creating a community of likeminded people who enjoy luxury holidays and cars. There are events before and after the rally to ensure Ververs can strengthen their bond.
- From time to time Ververs get invited to experiences such as a private box in Wembley for a football or music concert or a yacht charter along the Thames.
- Being on a rally is an experience like none other. It gets you really present with the spirit of fun, adventure and gratitude.

Verve Rally launched in June 2016 at Home House and since, had two successful rallies with 9.15 /10 customer feedback. The launch in June was attended by car and travel enthusiasts along with actress Ali Bastian from Holly Oaks and Stars from X Factor.

Darshana says: "Home House is the home of Verve Rally and one of our key partners. The inaugural rally started in July the day after the Home House Summer Party where Ververs enjoyed partying in the House prior to the event".

Other partners included Aston Martin Mayfair, Dior, Asset House, Vantage Yachts, Adam and Company, amongst others.

### WHAT WILL A VERVE EXPERIENCE?

- The joys of travelling in convoy.
- Drive through the Black Forest of Germany, Autobahn, Gotthard and Tremola Pass (An average 4.5 hours)
- 9 day and 5 day routes available for 2017
- 2016 Route: London to Reims, to Nice, to Monaco, to Lake Como, to Lucerne, Frankfurt, Bruges and return back to London.
- Luxury cars such as Aston Martin, Bentley, Ferrari, Lamborghini, Maserati, Tesla and more.





*“An experience of a lifetime. Meticulously planned and brilliantly executed by the Verve Rally team. The trip delivered many new experiences for me, and lots of fun and laughter along the way. Highly recommended.”*

Alyson Reay



- A unique six-element approach that allows you to enjoy the drive, appreciate the sunsets, walk through the forests and truly enjoy the journey.
- Visit some of the world's most famous venues such as the Fairmont in Monaco, Monte Carlo Casino, Villa D'este in Lake Como.
- Uncover the art of Champagne making in the Champagne capital of the world – Reims. Verve Rally explores boutique Champagne house as well as Tattinger
- Equal number of male and female on the rally (many female drivers). Perfect for couples, singles and over all cool people.

For more information and to secure your spot for the next rally visit: [www.ververally.com](http://www.ververally.com)