

ADVERTISING

Fast Toys Club offers luxury vehicle enthusiasts sharing options

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Fast Toys Club

By NANCY BUCKLEY

Fast Toys Club is a new Southern Californian business that offers a collection of luxury vehicles, exotic cars and race cars for its private membership to experience.

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The fleet of vehicles is available for 100 days each year with monthly events that offer members exclusive opportunities to ride in a race car. Also, the club offers a Member Vehicle Share program that allows members to receive compensation for their cars and try others' vehicles as well.

"We select only very high end cars, we have a narrow selection of high exotics, luxury and race cars," said Chris Carel, CEO of **Fast Toys Club**, Los Angeles. "We take only the most exclusive ones, so we are not focused only on one brand, but we try to diversify the choice for our members.

"These are exclusive cars for the exclusive members in the most high end cars in the brands themselves," he said.

Playing with cars

Fast Toys Club was created upon the thought that car enthusiasts often cannot settle on

one luxury vehicle. They often buy more than one exotic car or trade in one for another because of evolving interests, so this club is meant to appeal to those who might not want to spend the money or time on excessive car buying, but want the experience of multiple luxury cars.

The Members Vehicle Share program allows members to try one another's cars and experience luxurious cars across brands and models. Members who choose to include their cars in the program receive compensation per mile driven.

Also, individuals who have decided to part with their exotic vehicle can sell their vehicle to Fast Toys Club in exchange for cash or membership days. The club can also take over leases.



Fast Toys Club offers various luxury cars

The purchase program is for members who want to be freed of the hassles of buying, maintaining and selling luxury cars, but still want the experience of driving one.

Fast Toys also offers the experience for members to drive a race car at monthly speedway events in California.



Race car option at Fast Toys Club

There are three levels of membership to the club. The Gold level is the lowest and offers access to the gold category of cars, 7,000 miles a year on vehicles and 100 days total usage credit. The Platinum and Corporate levels change the cars that the members have access to and the amount of designated drivers that are allowed.

The cars that are available include an Aston Martin DBS Volante, a Porsche 911 Turbo S Cab, a Rolls Royce Phantom and a Lamborghini Huracan.

Test driving

The vehicle sharing concept of the club is similar to an expanded, and more lengthy, test drive. Offering test drives outside of dealerships to potential consumers can open a brand up to new consumers.

For instance, Jaguar Land Rover Canada tried out a different kind of horsepower at the three-day equestrian event, Bromont CCI***.

The competition that hosts the best horses and riders in eventing was be the focus of the weekend, but the three days also featured activities for fans courtesy of Jaguar Land Rover. Spectators, both brand enthusiasts and newcomers, had the opportunity to test drive new models and gain knowledge of the brand ([see story](#)).

Similarly, British automaker Bentley Motors updated its vehicle offerings on the Sports Car Challenge application to include its Bentley Continental GT V8 that allows iPad users to virtually test drive the model.

Consumers can find a dealer, go for a test drive and pick out parts of a Bentley vehicle before they take it out for a spin. The Sports Car Challenge was available for free in Apple's App Store ([see story](#)).

The test drive element of the fast Toys Club will likely increase member interest in luxury cars and the specific brands and models from the club's fleet.

"We have a very narrow selection of cars, we don't just take it because it is a Ferrari or a Porsche, we take only the top of every brand, the very best the brands can make," Mr. Carel

said.

"The main goal of the Member Vehicle Share program is that usually our target, our prospect they also own one or two cars already," he said. "We are not only aiming at people who have never owned a car, but people who own cars.

"We want to give them the chance to not only own them, but use them. The Member Vehicle System is for people who already own a car and are interested in the club but don't know what to do with the car."

Final Take

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