

ACCELERATE



ON SHOW

The future of luxury mobility has a new home at Melrose Arch, writes **RICHARD WEBB.**



PHOTOGRAPHY: SUPPLIED

A new proliferation of niche automotive brands is causing legacy luxury car marques to make brave decisions - such as producing the types of cars they would not have contemplated in the past. The ones that appeal to a growing class of clients, for whom even the high-volume carmaker's highest-priced products don't have enough curb appeal.

South African purveyors of the world's luxurious supercar marques, led by Daytona CEO Justin Divaris, believe that some people find even luxury premium is not differentiated enough. 'Daytona's clients are increasingly reaching outside of their sector by mixing and matching the ultra-expensive with the more affordable. We see clients trade up from, or buy, a new BMW 7-series as well as a Rolls-Royce,' Divaris says.

The stories a luxury brand like Daytona tells also go beyond the aspirational lifestyle of their clients and are more grounded in authenticity and social responsibility. This shift has created new opportunities for Daytona to engage with affluent consumers by making a meaningful contribution to their lifestyles.

By focusing on individual consumers and embracing a progressive interpretation of the idea of luxury, Daytona makes an effort to fully understand the new modern luxury consumers' mindset. 'Affluent consumers increasingly shop with purpose, which is why we have opened a new experience centre for our brands.'

Located in Melrose, the space covers 8 000m² of distilled Aston Martin, McLaren, Rolls-Royce, Pagani and Brabus brand indulgence. As a result, Daytona believes its luxury automotive offerings will become ever-more personalised and convenient. 'We welcome consumers seven days a week,' Divaris confirms. 'We believe that contemplation is also a luxury, so we have built a candy store for supercars, where clients can dine in Naked Kitchen and Coffee Bar restaurant while soaking up these automotive art forms.'

'Investing in the luxury market takes research and time, but it can also be extremely fun and rewarding. Affluent, modern consumers are redefining luxury at every touchpoint in their purchasing journey. The investment we have made in our new showroom clearly signals the confidence we have in the luxury car market and in South Africa as a whole.'



DAYTONA IS SYNONYMOUS WITH FLAGSHIP AUTOMOTIVE BRANDS

An increasing number of high-net-worth individuals and a relatively small number of legacy prestige brands have created a market for ultra-exclusive new 'future collectibles'.

■ 'Aston Martin is signalling its second century of existence with the DB11, Vantage and DBS, and a sizzling line-up of next-level cars, some of which will be using groundbreaking electric powertrain technology. We are also excited about the DBX SUV, the mid-engine supercars, and the Lagondas,' says Divaris.

■ McLaren is surely the inventor of the contemporary limited-edition supercar. Their 1992 F1 was incredibly expensive 27 years ago but to buy one today, you'll need about R200m. 'Rather more "affordable" models are available in our McLaren showroom,' explains Divaris.

■ Pagani has entrusted Daytona to launch its first dealership in Africa. 'The company usually remains tight-lipped about forthcoming models, but one thing we do know is that the Italian master craftsmen are working on an even more potent version of their BC hypercar,' Divaris adds.

■ Then there's Rolls-Royce's Cullinan that boasts a twin-turbo V12 and more quality features than you could ever imagine in an SUV that is massively competent off-road. ■