

# FINANCIAL POST

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Presented by



## What got you started?

Entrepreneurs talk about what motivates them

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Harvey Sanghera is president and founder of Vancouver-based Empire One ([www.empireone.ca](http://www.empireone.ca)), a car club that offers members the opportunity to drive elite automobiles. Mr. Sanghera tells the *Financial Post* what motivated him to become an entrepreneur.

### **A new life**

"In England, I worked in the housing market. Craving adventure, I moved to Vancouver. On a recent anniversary, I asked my wife what kind of present she'd like and she suggested, 'Since I love to cook, why not buy me this restaurant?' so I did!"

### **Unique business**

"Car clubs are rare in Canada, so I opened Empire One, offering Bentley, Jaguar, Porsche, Maserati, Ferrari, and Lamborghini -- the world's finest."

## **Perfection on wheels**

"The customer pays \$7,500 for membership and then \$33,000 a year, with a formula for time-sharing. Most members average 55 to 70 days driving a year. Our service appeals to anyone who loves being seen in these elite cars but doesn't want the expense and burden of ownership."

## **Way it works**

"We set up a meeting, usually at the applicant's home. If he or she qualifies, the new member selects the car and we deliver it."

## **Emotional**

"After a drive, one customer got out of the car and hugged me. I love making someone that happy."