

Sharing the wealth

Part-time ownership big-name autos

By JOSH MAX

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"Fractional ownership" when referring to cars conjures up images of Johnny Cash's 1976 recording "One Piece at a Time," where the singer describes slowly stealing a Cadillac in a lunch box. But with Curvy Road's PrivateAccess Plan, luxury nuts can park themselves in the driver's seats of some of the world's most exclusive automobiles for far less than it would cost to buy one outright.

"We fulfill the needs of those who yearn to drive sleek, fast, powerful, the more-expensive-the-better automobiles at a reasonable cost," says the Chicago-based Curvy Road founder/owner George Kiebala.

Similar to the popular concept of owning a fraction of a private jet or yacht, Curvy Road PrivateAccess Plan shareholders co-own driving rights with other shareholders for two years, tooling around in such world class automobiles as the Bentley Continental GTC, Lamborghini Gallardo, Rolls Royce Phantom and Ferrari 360 Spider. Shareholders have access to a cutting-edge super car for up to eight weeks of driving time per year depending on which of two plans they choose. At the end of their program of choice, shareholders can roll into the next car, and can also choose to drive multiple super cars throughout the year.



For \$60,000 you could own one-fifth of a luxury Lamborghini.

Fractional ownership comes with full supplemental car insurance coverage, a generous mileage allowance, a full tank of fuel, a one-hour orientation to familiarize each driver with his or her chosen car, 24-hour toll-free roadside assistance number, and other perks.

As you might expect, the program isn't cheap - prices range from \$15,000 for a one-tenth share of a Bentley Continental GT to \$60,000 for a one-fifth share of a Lamborghini Murcielago, says Kiebala. But you also don't have to worry about servicing, storing, maintaining or insuring your car of choice. Curvy Road is whetting the public's appetite for superluxury, showcasing some of its exotic and high-end luxury cars and introducing its PrivateAccess Plan at a special benefit for the Juvenile Diabetes Research Foundation (JDRF).

The benefit takes place July 11 from 5 p.m. to 9 p.m. at the Broad Street Ballroom, 41 Broad St., across from the New York Stock Exchange. The company is donating to JDRF all admittance fess (\$35 at the door), plus \$1,000 for every PrivateAccess Plan share purchased the night of the event. Interested parties can RSVP to Curvy Road by e-mailing info@CurvyRoad.com with their name and number of attendees.