

I'm aiming to be fastest man on two wheels

— says business guru and wealth coach Ron Holland

MY plan for next year is a simple one. I'm aiming to become history's fastest man on two wheels.

I'm taking my V8Puma superbike to Bonneville Salt Flats in Utah to hopefully break the motorbike land speed record, smashing through the 400mph barrier in the process.

It might seem a little unusual for a 60-year-old to get involved in such an adventure, but I've actually been racing bikes on and off for over 40 years, mostly sprinting.

But that will be like a trundle down to the shops compared to what I'll be doing in Bonneville.

I'll be riding at half the speed of sound, as the bike has 1000bhp, making it faster than a Formula One car.

It's powered by nitromethane, an oxygen-rich super-fuel used in drag racing.

The record currently stands at 360mph and I'm confident I can beat that.

There's just one practice run before I set off on a five-mile straight run where one of the miles will be measured.

Then I have to return along the same straight where another mile will be measured to ensure

there's no advantage from wind or other external conditions.

Before I set off, though, the bike will be rigorously tested by scrutineers to make sure it's up to the task and I'll be carefully watched by the marshals before they give the go-ahead.

At the moment, my bike looks quite different from how it will be on the day.

Destiny

That's because it's still under construction at Roger Forsyth's workshop, RoFor Engineering, in Bletchley, and I'm doing my best to find the last million dollars I need to finance the bid for the record.

So far, I have financed it all myself and, if my wife Elisabeth ever found out exactly how much I've been throwing at it, I'd be in all sorts of trouble!

Breaking the motorbike land speed

record isn't unrealistic — I pride myself on having accomplished practically every other goal I've set for myself, and this is simply another.

I think it's important to feel you're always moving forward somehow, though perhaps not necessarily at 400mph!

I'm an entrepreneur who spends a lot of time raising money for small and medium-sized businesses, having had my own chain of motorcycle shops in London when I was in my early 20s.

Over 30 years ago, in 1977, I had my first book published after getting into financial difficulties and, since then, I've published others about how to turn ideas into money.

They're so successful, I've been called the "king millionaire maker" because of all the millionaires my books have helped to create.

My most recent book, *The Eureka Enigma*, was actually inspired by one of my trips to Bletchley to check on the progress of my bike.

Arriving early for a meeting, I stopped off at a cafe to have a cup of coffee and began wondering why the place was called The Enigma Tavern.

Then it dawned on me — I was only two minutes from Bletchley Park, Station X during World War II, home to the legendary code breakers who worked day and night to crack the German Enigma codes.

Their efforts undoubtedly shortened the war.

I knew Bletchley had been the home of Colossus, the world's first semi-programmable computer and, as much of my work centred on unravelling the human biocomputer, the brain, it seemed like a moment of destiny.

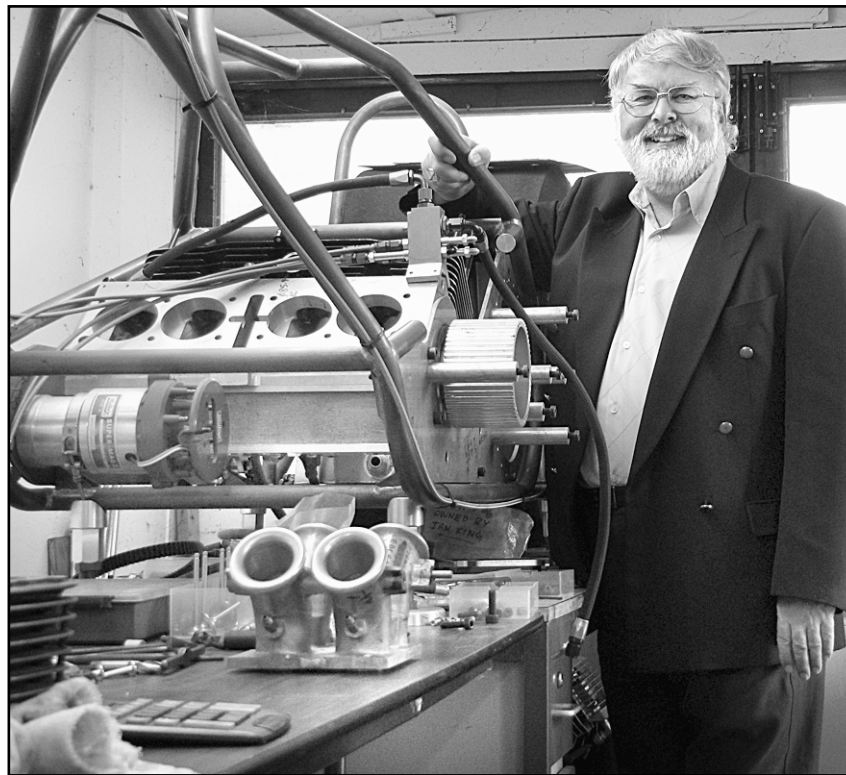
Underfunded

It was my own Eureka moment!

I immediately headed off to Bletchley, where I had the extreme good fortune to meet Tony Sale, the man who had just finished 12 years of painstaking work rebuilding Colossus, as the originals had been destroyed after the war on the orders of Winston Churchill.

He gave me a guided tour and that's when I realised the brain is a human computer.

Left to its own devices, it can be like an Enigma machine but, properly programmed, it can be



Ron with the V8 engine which he hopes will propel him to 400 mph.

like a Colossus and solve major problems.

I want people to be able to use the power of their bio-computers to succeed and unlock their full potential.

Ever since that first visit, Colossus, housed in the National Museum of Computing at Bletchley, has become one of my favourite places to visit, and my dream is to make other people wake up and realise that here we have the world's first computer.

It's worth coming to have a look.

The problem though is money, as the museum is pitifully underfunded and needs a massive injection of cash to really

put it on the map and, as it's part of Britain's heritage, I feel it's really important we do that.

An endowment of £5-10 million would be enough to keep the museum running on just the interest alone.

There must be someone out there who wouldn't miss that kind of money.

That leads me to another of my ideas.

I noticed in South America that cashpoints give customers an option to donate a few pesos from their account to charity and, with 10 billion ATM transactions in North America alone, that could bring in \$1 billion

for charity every year if just one in every 10 people clicked yes to donate one dollar.

Charities could share the money raised and places like the National Museum of Computing could be part of it.

It takes me back to the words of Alan Turing, the master code-breaker, who said, "The computer, calculator or machine doesn't matter — only the output counts."

Something for us all to think about.

● As told to Helen Newman

To find out more about Ron Holland, visit www.wealth.co.uk

NO PRIZES FOR FIRST PAST THE POST

IT'S the world's longest-running motoring event and regularly has royalty participating, writes Russell Stoddart.

But it was the comedy film *Genevieve* that gave the London to Brighton Veteran car run its amazing enduring appeal.

This weekend marks the 113th anniversary of its first run in 1896, and the event continues to go from strength to strength.

Organisers received the maximum 550 applications months ago, including, of course, Genevieve herself, who will be taking her customary place in the starting grid when the cars are flagged off from Hyde Park on the 60-mile run to and from the seafront at the Sussex resort.

Surviving member

Genevieve, which was originally called "Annie" before changing its name on the back of the success of the film, is a 1904 Darracq.

"Genevieve will be there, with the same black paintwork and red upholstery that can be recognised from her appearance in the film," said Jeff Carter of organisers Motion Works.

"Thousands of spectators come just to see the car, and that includes an amazing number of young people.

"When it's parked in Regent Street for the Concours, it's like flies round a honey pot.

"Dinah Sheridan is the only surviving member of the main cast and she last rode in the event in the 1990s.

"There is an open invitation to her if she wants to take part again.

"However, Genevieve only has two seats, so she might be more comfortable in another car.

"There's a rumour that a production company want to remake the film, but I don't know if that would be a good idea.

"It was a quintessentially-English comedy of its time and it would take some effort to be a patch on the original."

The event is now so popular, an estimated half a million spectators are expected to line the route.

"There will be 200,000 in Regent Street alone," added Jeff.

"Many enter the spirit by dressing in period costume.

"Pubs and guesthouses along the route are booked up months in advance and people sit outside watching the cars go past.

"We have often joked about how much money we could raise charging an admission fee but, of course, you can't do that when it's on public roads.

"People are desperate to be there because it's like witnessing a living museum.

"There are steam, electric and petrol-driven cars taking part and none are any younger than 105 years old.

Frowned upon

"We've had many requests from owners of cars built in 1905 and beyond asking to take part, but we have to refuse.

"Auctioneers Bonhams hold a veteran car sale each year and a 1904 car will fetch double the price of an identical car built a year later — much of the difference in price is due to the older car qualifying to participate in the run.

"Recently, a 1904 Rolls-Royce — the

only known survivor — sold at auction for £3.6 million.

"We're hopeful that its owner will register it to take part in the run in the future."

Organisers are quick to point out that the London to Brighton run is not a race and mad sprints for the finishing line are definitely frowned upon.

"The film *Genevieve* had the two cars racing each other," added Jeff.

"While there might be a bit of rivalry in the runs, there are certainly no prizes for first across the finishing line.

"Indeed, the minimum time allowed to finish the run is three hours, with the average speed of the cars around 20mph.

"I drive a modern-day sponsors' car in the run and often find myself acting shotgun for the veteran cars, with other road users going close to shunting into the back of the cars or performing dangerous overtaking manoeuvres."



LONDON TO BRIGHTON TRIVIA

- THE first run in 1896 was held to commemorate the passing into law of the Light Locomotive Act, which raised the speed limit from 4mph to 14mph.
- EACH year, the event celebrates a country of vehicle manufacture. This year it's Belgium.
- OF 30 titled entrants this year, 15 are doctors, seven are sirs and there are two professors, two lords, and one viscount, earl, baron and reverend.
- THERE are 155 different makes in the list of this year's entrants. The most common is De Dion Bouton, with 84 cars.
- THE average value of each car in the run is thought to be just under £100,000.
- THE oldest driver this year is 90, and the youngest is 18 years old.
- THERE are three drivers who have "L" plates.
- THE Spyker car, driven by Kenneth More in the film *Genevieve*, does not qualify to enter the run because it was made after 1904.
- THE Queen was a passenger in the 1971 run, three years after Prince Rainier and Princess Grace drove a 1903 De Dion Bouton.