

# Time-sharing high-end cars

Auto share business partners with local company to offer fractional ownership

Feb. 16, 2014 | 0 Comments

**Recommend** 54 people recommend this. Sign Up to see what your friends recommend.

**Recommend** 54 **Print** **AA**

Proudly serving  
FORT MYERS • SOUTHWEST FLORIDA



C.A.R.S. Inc. President Michael Case, Curvy Road exotic car fractional ownership Founder and CEO George Kiebala and Lamborghini owner Doug Blanchard pictured in front of Blanchard's 2010 Lamborghini Gallardo Spyder 560-4 Friday in North Fort Myers. / Sarah Coward/news-press.com

Written by  
**Tim Engstrom**

FILED UNDER  
Business

Part-time residents have a long tradition in Southwest Florida and now a company specializing in exotic cars is betting shared ownership of some of the most head-turning vehicles in the world can be just as successful.

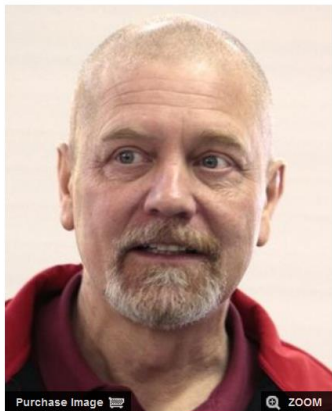
Curvy Road, an auto share business based in Chicago, has partnered with a North Fort Myers auto restoration and customization business, C.A.R.S., to offer fractional ownership of exotic cars such as a Lamborghini Gallardo Spyder LP 560-4, a Bentley Continental GT or an Audi R8 R-Tronic Quattro.

"A lot of people are really into exotic cars, but if you buy one it is going to sit in the garage most of the time and you are married to that car," said George Kiebala, founder and CEO of Curvy Road. "Fractional ownership gives you a chance to try out the different cars and really get a taste for each car."

Car shareholders in Curvy Road typically drive the cars from one to eight weeks at a time and most pay \$16,000 a year for four weeks of time a year or about \$30,000 for eight weeks a year. Curvy Road provides maintenance, storage and an umbrella insurance policy for the cars.

The local operation is only the fourth hub for Curvy Road behind its Chicago base, New York and Los Angeles.

"Southern Florida has been sort of a target for us for a while now, but I hadn't found a good location that I had confidence and trust in," Kiebala said. "We have that now."



Curvy Road exotic car fractional ownership founder and CEO George Kiebala. / Sarah Coward/news-press.com

**MORE INFO**

To qualify as a share owner, customers must be at least 25, have a good driving record, a good credit rating and be interviewed by company representatives.

**Most Popular** | Most Commented | More Headlines

- Two greyhounds died at Bonita Springs track last year
- Things to do in Southwest Florida - Feb. 21-27
- Florida legislative session loaded with gun action: Pop-Tarts, warning shots and federal snub
- Cape Coral off-the-grid woman eschews order to hook up water
- 209 Lehigh homesites up for online auction

**Most Viewed**



Centennial Park Classic Car Show  
Feb. 16, 2014

**PHOTO GALLERIES**



Nestor's Restaurant in North Fort Myers



Lee County arrests 1/27

For more information: Log on to [CurvyRoad.com](http://CurvyRoad.com) or call 888-358-7524.

C.A.R.S. is located at 17570 North Tamiami Trail, North Fort Myers.

Kiebala said there are other options for short-term leases of exotic cars, but that isn't the market he wants.

"People can rent exotic cars on South Beach, or Vegas, for that matter, for the night or the weekend, but that isn't what we want," he said. "This is a lifestyle, like living in Southwest Florida is a lifestyle."

Mike Case, president of C.A.R.S., 17570 North Tamiami Trail, Unit 2, in North Fort Myers, said his business and clientele are a good match.

"We have a customer base who will be very interested in the cars and the service that Curvy Road provides," Case said. "We are already getting calls and we are just getting started."

Case said his company will serve as the local hub for the cars, but will deliver them throughout southern Florida for shareholders. The cars arrive fully detailed and with a full tank of gas and owners get a two-hour orientation on driving and caring for the cars.

Case learned about Curvy Road from Doug Blanchard, who splits time each year between Fort Myers Beach and Ashtabula, Ohio. Blanchard, a Curvy Road shareholder, met Case at a car show and introduced him to the concept.

"I love these cars and thought I wanted to buy one, but I didn't know what kind and I thought this would let me try them out and find out what I wanted," Blanchard said. "It's a great opportunity to get a chance to drive cars you might otherwise never have a chance to."

Blanchard has since purchased a 2010 Lamborghini Gallardo Spyder and loans it to Curvy Road for use in its business, for which the company pays him and pays for the insurance on the car.

Kiebala said many of his 1,200 clients nationwide own high-end sports cars and exotics of their own.

"Some have two or three exotic cars and they just can't justify another one, even if there is one they really want," he said.

FILED UNDER

Business

Most Popular

Most Commented

More Headlines

- 1 Two greyhounds died at Bonita Springs track last year
- 2 Things to do in Southwest Florida - Feb. 21-27
- 3 Florida legislative session loaded with gun action: Pop-Tarts, warning shots and federal snub
- 4 Cape Coral off-the-grid woman eschews order to hook up water
- 5 209 Lehigh homesites up for online auction

Most Viewed

