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PEOPLENEWSPA

## Party of the Week Platinum Motorcars' Grand Opening



Karen Brooks and Melodee Armstrong-Mota

BY GEORGIA FISHER  
Staff Writer

Close to 600 people made an appearance July 23 at an opening event for the new Platinum Motorcars.

The luxury rental service recently moved from Cole Avenue to North Central Expressway's northbound frontage road, between Forest and Royal lane. It offers a fleet of about 15 vehicles including Lamborghinis and Ferraris.

A showroom set the perfect scene for last week's party, where colored lights flitted from brick walls to polished-concrete floors, DJ Andy Austin kept the room in motion, and guests happily took

turns squeezing into parked cars.

Some customers raise their insurance rates for just one day in order to qualify for a rental, says owner Benny Black, who often caters to out-of-towners and takes referrals from local hotels including the Mansion on Turtle Creek and Hotel ZaZa. Not too shockingly, he said, many clients are single men gearing up for a night on the town.

But as for his overall customer base, "I tell people it's 100 percent women, because no matter what kind of car a guy gets, there's always a woman somewhere down the line," Black said, be that someone in the dating game "or your wife who says you can't drive the car."

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Nic Smith and Anelcha Clemmons



Left: Tammy Dombeck, Craig Dopson, and Denise Petty



Right, from left: Jackson (who goes by only one name), Cheryl "Action" Jackson, and Benny Black