

## **TWO MINUTES WITH**

## **Benny Black** Platinum Motorcars

Benny Black always wanted to drive fast cars — really fast cars. In pursuit of that dream, he founded Platinum Motorcars 10 years ago as an online business. Since then, it has expanded to include a car dealership and a selection of more than 20 exotic vehicles for rent. Leading the charge is Black, a Lubbock native known for his always-stylish attire. Black attended Texas Tech University, then worked as a bartender. After starting a luxury limousine service, Black was able to launch his dream. His luxury vehicle dealership and rental company offers a number of high-end options, ranging from a Mercedes-Benz convertible costing \$550 a day to an Aston Martin Vantage that can be rented for an afternoon of slick speed for \$1,199. The Dallas company plans on expanding to Houston, Atlanta, Denver and Scottsdale, Ariz., within the next three years. Black was interviewed by staff writer Chris Cyrek.

**Q. Platinum Motorcars has been exceeding sales projections this year. Why's that?**

**A.** We're still good; we're running along. It's interesting, in my industry — with the economy the way it is — marketing is key. Staying up on contacts and relationships has kept us thriving. Rich people will always be rich, you know. You need to be able to tap into that market.

**Q. What does your clientele demographic look like?**

**A.** We market to a higher-end customer. Our business is male-dominated, mostly aged 34 to 50 and making between \$175,000 a year to more than \$250,000. Most are married. We serve a number of entrepreneurs and business owners, with an occasional birthday or surprise gift. The big names that keep my business thriving are names most people wouldn't know. Ms. Walgreen is a customer. I didn't even know Walgreens (related to) a real person. We serve a number of Saudi princes.

**Q. Your company does a lot of charity work. Tell us about that.**

**A.** Children are my heart; I try to do anything to help children. We've done some things where we pick up terminally ill kids and drive them around in Lamborghinis and Ferraris, things like that. I like to work with charities that have big philanthropic people behind them. It's mutually beneficial: People love to be around hot cars.

**Q. You offer the nicest cars on the planet. Which one is your favorite?**

**A.** I ain't gonna lie to you — it's the Rolls-Royce Phantom. I love big cars. When you pull up, it commands attention. It's easy to get attention, but it's a lot harder to command it.

