

# INDULGE

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One no longer has to settle for the ordinary, even from the big mass-transportation rental agencies. Cadillacs, Volvos and Lincolns are more widely available, as are the popular Hummers. Hertz's Fun Collection includes the Shelby Mustang GT.

But there are times when you want to roll in something more exotic than an Escalade. For those times, you turn to the purveyors of elite horsepower, those who can fulfill your need for speed.

According to Benny Black, owner of Platinum Motorcars in Dallas, there's a growing demand in the area for exotic rentals.

Black, who worked in the limousine business for several years, met and dealt with a lot of celebrities and professional athletes when they came into town.

"They're just working individuals like you and me, but they can afford a nicer car," says Black. "For others, it's kind of a try-before-you-buy situation."

Black's inventory of 20 or so vehicles includes the fast: Lamborghini, Ferrari; the exotic: Lotus, Bentley; the luxurious: Mercedes, BMW; and the rugged: Hummer, Range Rover.

Black, who's planning a move into the Uptown area of Dallas soon, also partners with the hip Hotel ZaZa in offering vehicles to those who book one of ZaZa's Magnificent Seven rooms. The same service will be included in ZaZa's new Houston location.

Black himself favors the Cadillac Escalade as his daily ride. "I have a family, so I'm an SUV kind of guy."

rental?), I roared out of the lot heeding the ad go fast."

Suffice it to say it's as close to a racing experience



Benny Black of Platinum Motorcars shows off a 2007 Mercedes Benz S550 sedan parked in front of Hotel ZaZa in Uptown Dallas. Black partners with the Dallas boutique hotel (and its Houston counterpart) in offering guests luxury rentals.