



FOR IMMEDIATE RELEASE

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### **THE PRIVATE COLLECTION PARTNERS WITH AMERICAN EXPRESS**

Membership certainly does have its rewards!

Now more than ever, as the tagline states, *membership has its rewards!* Driving a \$300,000 Ferrari has never been easier or more affordable.

The Private Collection Auto Group is the newest luxury product offered through the American Express Membership Rewards program. American Express cardholders may now apply Amex Membership Reward points toward part, or all, of their membership dues with The Private Collection.

"This is a very exciting partnership for both companies" says Eric Siebert, President of The Private Collection. "Members of The Private Collection may continue to enjoy our fleet of high-value vehicles and may now do so at an even lower capital cost. Our partner, American Express, shares our vision of providing customers with exciting purchasing alternatives and creative ways to enjoy luxury experiences.

Amex cardholders may redeem anywhere from \$500 worth of points up to the full value of membership. Details on this program may be found at:

<http://www.membershiprewards.ca/theprivatecollection>

The Private Collection Auto Group Inc. is Toronto's most exclusive exotic car club. It offers members a simple way to enjoy high-value vehicles free of the burdens associated with full-time ownership. The growing fleet of cars includes Ferrari, Lamborghini, Porsche and other current model exotic sports cars.

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For more information on the topic please visit [www.theprivatecollection.ca](http://www.theprivatecollection.ca) or contact The Private Collection membership office at 416.840.8200 or [membership@theprivatecollection.ca](mailto:membership@theprivatecollection.ca).