



Item: Fast Lane News #01 in 2024 (#201 since 2020) on Jan. 6<sup>th</sup>, 2024, I'm writing from our Office in historic Oldsmar, Florida.

To: Our Fast Lane Travel Family and Friends in Australia, Canada, Dubai, Europe, Iceland, Israel, Japan, New Zealand, Singapore, South Africa and in USA!



Subjects: Definition of GRATITUDE! Trip of the Week: Relax with Peter on the Danube; 2024, and My Final Thoughts: Apothegms.

**My Dear Fast Lane Family, Friends and Supporters!**

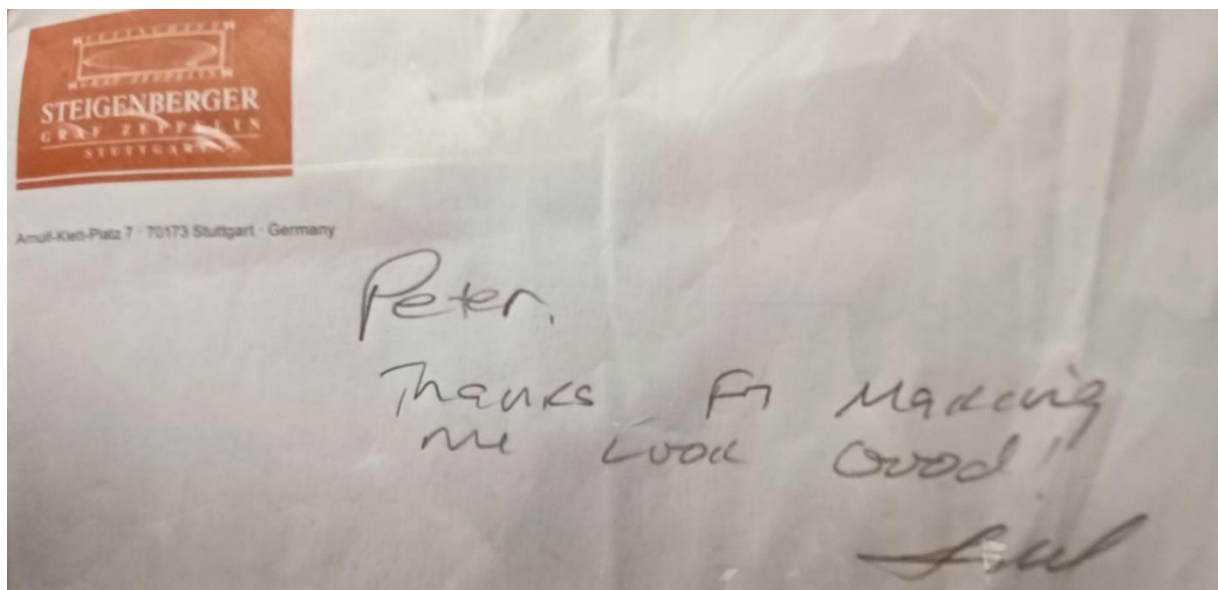
**THANK YOU** so very much for the **last 50 years!** Here is to a prosperous, happy, safe, and, above all, a **HEALTHY 2024.** As my mother always reminded me "Gesundheit ist Alles!" When travel "shut down" in 2020, three of our amazing Fast Lane Family Members, enabled us to survive and supported us generously with a capital infusion to avoid closing up and help us to get through the pandemic disaster. **THANK YOU** ever so very much.

- I. **GRATITUDE:** In 2018 I was approached by an investment banker who wanted to reward some of his colleagues and friends with something different and exciting – of course, a Fast Lane PORSCHE Trip was the answer. We created a custom trip starting at the Nürburgring and continuing through the Alps to Lake Como ending back in Stuttgart. Todd was worried about the outcome and reaction of his friends. I said: "Todd, I'm going to make you look good!" On the last day of the trip, Todd handed me this envelope with 1,200 Euros in it, which I passed on to our fabulous European team.

Futhermore, after I returned, I then received this kind note from him: *"Gratitude is not only the greatest of virtues, but the parent of all others."* Marcus Tullius Cicero. I had it framed and it hangs in our office. Some of our customers, who have become good friends, occasionally ask me "Peter, at this stage in your life, why do you keep doing the PORSCHE trips?" I believe this kind appreciation and the Cicero quote expressed by Todd, and many others, answers your question. I love what I do for you!

- II. **GRATITUDE continued:** I also wanted to take this **first Fast Lane Newsletter in 2024** to express our sincere appreciation for the loyalty and dedication of all of our wonderful loyal customers, of which well over 40% have been on several of our trips. We are also enormously grateful for the support of the **PORSCHE Company's Executives in Stuttgart and Leipzig** and the fabulous **PCNA Team in Atlanta** and in **Toronto**.

I am also thankful for the encouragement and support of the **PCA Executive Council** and the **PCA Management**. I am hopeful that in 2024 the executives at the PCA in Columbia, MD, will drive more PCA Zones and Regions to take advantage of the Traditional PCA Treffen to Stuttgart, which we re-created in 1974 after a 12-year hiatus. Entry to the heart of our passion is an enormous privilege. It is **THE best experience** ever with a guided tour of the spectacular **NEW PORSCHE Museum** and the **PORSCHE FACTORY** in Stuttgart. But, it's not like Disney World where



you buy a ticket and waltz in – it is exclusive, very restricted and so very much worthwhile. All your trust and loyalty has been a big source of our motivation to continue to give you experiences you could not duplicate on your own. The thousands of PORSCHE Enthusiasts who have enjoyed our service, local knowledge, contacts and team, have appreciated our steadfast dedication.

### **A great view of Stuttgart!**



### **III. Trip of the week: Let's do something different – How about a relaxing Danube River Cruise from Munich to Vienna and on to Budapest starting at \$6,672 per person.**

This cruise is sure to sell out as it's just been announced that TV Celebrity Host and the Godmother of the AMA Magna ship, **Samantha Brown**, is going to be onboard and hosting our sailing date. Samantha Brown is an American television host, notable for her work as the host of several Travel Channel shows including Girl Meets Hawaii, Great Vacation Homes, Great Hotels, Passport to Europe, Passport to Latin America, Great Weekends, Green Getaways, Passport to China and Samantha Brown's Asia. As of 2012 Samantha Brown has made her own travel luggage called Samantha Brown: Travel America. She has visited 62 countries. In January

2018, she began hosting Samantha Brown's Places to Love on PBS. It is shown on PBS stations nationwide. There's nothing quite like a summer European riverboat cruise. For "Places to Love," she experienced one with AmaWaterways! *Samantha Brown's Places to Love.* <https://samantha-brown.com/>



- IV. **2024 Update:** After ringing in the New Year, our sincere objective is to attract budget minded PCA members. We created a **mini PCA Treffen**, which basically allows PCA members with limited time or a smaller budget to see the holy grail, i.e., the **PORSCHE FACTORY and MUSEUM** in Stuttgart. The original **"Traditional" Spring PCA Treffen** registrations are still open. We did offer an **early registration bonus of \$500 per person**, if you signed up by Christmas. I am extending that offer until January 31<sup>st</sup>, 2024, and will also promote it at the **St. Petersburg "Festival of Speed"** on January 21<sup>st</sup>, 2024. The PCA Spring Treffen Plus takes us into the Black Forest and a day trip to France to the renowned Bugatti Museum.
- V. Then, we'll have a small group of race enthusiasts coming to the 101<sup>st</sup> running of Le Mans. The toughest part about Le Mans is to manage the expectations of the participants. For example, last year, at the 100<sup>th</sup> Le Mans Race, we purchased, at over 1,000 Euros each, "exclusive" VIP Grid Walk Tickets, so that before and after the race our customers could walk on the track, meet drivers, see the cars up close and take tons of pictures. However, at the end of the race, the **ACO** (The French **A**utomobile **C**lub del **O**uest – the race sponsor), to the dismay of all VIP guests, opened the gates and removed all barricades to all spectators, thus creating a flood of about a hundred

thousand “locusts” streaming onto the track and ripping the place apart. Very uncivilized.

We’ve had multiple requests for a trip where “we see more of Europe.” So, we created, at considerable expense, the **Seven Country Driving Adventure**: Germany, Luxembourg, France, Italy, Austria, Liechtenstein and Switzerland. Bottom line – insufficient participation, underscoring my proverb that the distance between enthusiasm and the cash register is at least a light year.

**GOOD NEWS:** We’ve had a good response to the **Twelve Alpine Passes!** Both **50<sup>th</sup> Anniversary Trips** in September will be amazing and, based on current registrations, will definitely be successful. I am conducting both with the enthusiastic support of our European Team. PORSCHE is rolling out the red carpet for this special event, as they did in 2009 for our 35<sup>th</sup> Anniversary. The PCA Fall Treffen trips have a much stronger response than the Spring - same thing every year. Tuscany will be sold out, as every year – because it’s THE best Tuscany experience money can buy.

V. **My Final Thoughts: Apothegms**, sent by a customer & definition: *a short clever saying that is intended to express a general truth (Source: Cambridge English Dictionary)*

Lying around, pondering the problems of the world, I realized that at my age I don't really give a damn anymore.

If walking is good for your health, the postman would be immortal.

A whale swims all day, only eats fish and drinks water, but is still fat.

A rabbit runs and hops and only lives 15 years, while a tortoise doesn't run and does mostly nothing, yet it lives for 150 years. And they tell us to exercise? I don't think so.

Now that I'm older, here are a dozen truths I've discovered:

1. These days my wild oats are mostly enjoyed with All-Bran, prunes and skim milk.

2. Funny, I don't remember being absent-minded.
3. If all is not lost, then where the hell is it?
4. It was a whole lot easier to get older than it was to get wiser.
5. Some days, you're the top dog; some days you're the hydrant.
6. Kids in the backseat cause accidents. Accidents in the backseat cause kids.
7. The world only beats a path to your door when you're in the bathroom.
8. If God wanted me to touch my toes, He'd have put them on my knees.
9. When I'm finally holding all the cards, everyone wants to play chess.
10. The only difference between a rut and a grave is the depth.
11. It is a lot better to be seen than viewed.
12. These days, I spend a lot of time thinking about the hereafter. I go somewhere to get something and then wonder what I'm "here after".

## **VI. Some Very Happy Random Memories:**











Please take care of yourself and stay young; be happy and remember those who love you...Let's look forward to the great times we will have together again on one of our fabulous PORSCHE Tours in 2024. **I will be there with you, and I can't wait to see you. Yours truly, Peter**

