



Item: Fast Lane News #04 in 2024 (#204 since 2020) on Jan. 27th, 2024, I'm writing from the Festivals of Speed in St. Petersburg and our Office in historic Oldsmar, Florida.

To: Our Fast Lane Travel Family in Australia, Canada, Dubai, Europe, Iceland,

Israel, Japan, New Zealand, Singapore, South Africa and in USA!



Subjects: Festivals of Speed; **NEW** Fast Lane Brand Ambassador Program; Trip of the week: Twelve Alpine Passes; A fabulous 2023 911 S for sale in Boca; Murphy's Fifteen Other Laws.

I. Festivals of Speed at the Vinoy Park in St. Petersburg, Florida, last Sunday.

This past Sunday, Robert trucked our booth and materials to the Vinoy Park and set it up. Susan drove the Panamera GTS to our display. Dana and I drove our 1964 356 C Coupe to the venue. Daks, one of our Brand Ambassadors, stopped by. Tommy Pappas (April's son), who specializes in automotive photography took 1,800 pictures. Of course, we brought a tray of PORSCHE cookies and several Chocolate Porsches I carried back from Stuttgart – you can't get those in the US. I brought the latter to give one to anyone who would sign up for a trip at the **Festival**. No one signed up at the **Festival**, but there was lots of interest. About 50 people gave us their e-mail contacts to send them specific information. Visitors to our booth were in awe that we are celebrating our 50th anniversary this year. They were even more amazed when I told them that in October, I returned from my 232nd PORSCHE Trip to Stuttgart.

You might enjoy the **article written** by the local media "Catalyst" about our participation and display at the Festival of Speed;

Click on: [Local exotic car travel company turns 50 - St Pete Catalyst](#)



II. Announcing: The **NEW Fast Lane Brand Ambassador Program**. Details: Next Week's Petergram.

Definition: A brand ambassador is a person engaged by an organization or company to represent its brand in a positive light, helping to increase brand awareness and sales. Source: [Wikipedia](https://en.wikipedia.org/wiki/Brand_ambassador).

Super Alumni: Dr. Peter Byeff, MD and his wife Gail, RN, are joining us on our **50th Anniversary Trip #1** this fall. This will be their **15th Fast Lane Travel Porsche Fest** and other enjoyable tours: like two Christmases in Vienna trips; our Greek Island Sailing trip to Santorini; or the 2023 Bordeaux River Cruise. Some of their favorite **Fast Lane Porsche Fest Tours** also include 2012 Tuscany, 2013 Prague, Budapest & Vienna; 2015 our never-been-done before **China Porsche Fest**, driving 911's in the foothills of the Himalayas; 2017 French Castles & Wine; 2018 Coming Home with Peter to Austria; 2019 Colorado Rocky Mountain High Porsche Fest – plus several others.



In the fall of 2019 Gail called me, requesting a supply of my business cards. She indicated that whenever they meet friends or go to a Porsche Club meeting the conversation inevitably turns to what a wonderful time

they had on a Fast Lane Porsche Trip. So, Gail wanted some of my business cards to hand out.

She then recanted: “No, I want my own business cards as Brand Ambassador!” That’s exactly what we did. A couple months later COVID hit the fan, airlines stopped flying, Europe closed and everyone stopped travelling. If it hadn’t been for three of our long-standing unbelievably generous customers providing the financial assistance we needed to survive, we wouldn’t be here today. **THANK YOU!** Thus, the Brand Ambassador Program died 5 years ago along with our 2020 Porsche trips.

In 2023 we had a successful year as underscored by the numerous wonderful thank you notes and feedback, we received from some very happy customers. Several of them, like Gail Byeff, requested materials,



tri-folds and business cards to hand out to friends and trip prospects. **So, I am re-booting the Brand Ambassador Program.**

Specifics will be announced in next week’s Petergram: It is open to all Alumni. We will supply you with my business cards or your own Fast Lane Business Cards; support materials, like brochures; some “Driving n Europe is Different” booklets; if you like, we will also send you a memory stick with our drivers’ briefing or some Autobahn videos, if you do a group presentation. I am designing a rewards point

system for your efforts. It will include special trip benefits, like suite upgrades, for your next Fast Lane Trip and points for future trip discounts. I'm still working on the details.

We are appointing a Brand Ambassador Manager in our office to keep track of your efforts and keep you supplied with promotional materials. Stay tuned till next week.

Note: The pictures of Gail and Peter are from the 2015 CHINA PORSCHE Fest. We had lunch at the highest golf course in the world, **the Jade Dragon Snow Mountain Golf Club**. The course was named the 9th most beautiful course worldwide by one golf magazine. It's a new millennium-early layout that's situated at 3,100 meters (10,170 ft.) above sea-level, which makes this the highest course of Asia. It's also said to be the largest layout with a par 72 anywhere in the world. Gail teed off and I think her ball went all the way to Pakistan – the air is that thin.

III. Recommendation of the Week: DON'T MISS OUT ON THE Twelve Alpine Passes! It's THE very best driving experience anywhere. Call now to secure your spot . . . space is limited.

This has been THE most sought-after trip each spring. Germany, Austria and Switzerland have THE most amazing mountain roads and passes, vistas, and scenery in the world. Combine this experience with 5-star

hotels, superb cuisine and new Porsches . . . you'll remember this event for the rest of your life. **Names like** Hahntennjoch, Timmelsjoch, Stelvio,



Foscagno, Livigno, Bernina, Julier, Oberalb . . . lunch at Piz Calmot . . . Fuka, Grimsel, Jaufen, to name a few. Go to our website and join this awesome trip Monday, June 17th to Wednesday, June 26th 2024. Adding the elevations of all of these magnificent Alpine Roads exceeds the height of **Mt. Everest**. Yes, you'll drive the German Autobahn to get there, but the mountains are the main event. Bring your camera.

IV. Leap ahead on the 911 waiting list: Gary Diamond's 2023 911 Carrera is for sale.

Gary is one of our **2024 Euro Delivery customers**. His brand new 2024 911 Carrera 4 GTS has been scheduled for his pick up on March 1st 2024 in Stuttgart. We have planned a spectacular 10-day trip for him & his wife Arlene in Germany, Austria & Italy. It seems that this has become an annual event for him. Read on. Gary now would like for someone in our Fast Lane Travel Family to consider purchasing this 2023.

Last year, Gary picked up this gorgeous **2023 911 Carrera S Cabriolet with a 7 speed Manual transmission**. This fabulous 911 has only 1,800 miles on it and is kept in an air-conditioned garage...never driven in the rain! Gary asked me if I could put the sale of his 2023 in my next Petergram; as he knows I have a very select group of Porsche lovers who would appreciate his custom ordered 2023 as pictured.



- According to Gary, avoid the 2-3 year wait to order your next 911.
- While you wait, your price of your ordered 911 may likely rise about 7%.
- Beautiful White body with a blue cabriolet top with the optional Graphite Blue, full leather interior.
- Outstanding White Wheels factory painted to match exterior color.
- 7 speed manual transmission.
- Sport Exhaust system with exclusive design tailpipes in Silver.
- Perfect, immaculate condition; ordered through renowned Champion Porsche in Pompano Beach, Florida.
- Only 1,800 pampered miles! WPOC2A9XPS247623.
- Gary will send you the build sheet for all the very thought out custom ordered options.
- **\$170,000 Firm** professionally appraised at \$175K to \$200K.
- See Gary's pristine 2023 Carrera S in Boca Raton, Florida.

Call Gary at: +1 (215) 828-5858 or gary.diamond@diamondfurniture.com

IV. **Murphy's Fifteen Other Laws!**

Source: Dr. Wesley F. Adams

1. Light travels faster than sound. This is why some people appear bright until you hear them speak.
2. A fine is a tax for doing wrong. A tax is a fine for doing well.
3. He who laughs last thinks slowest.
4. A day without sunshine is like, well... night.
5. Change is inevitable, except from a vending machine.
6. Those that live by the sword get shot by those who don't.
7. Nothing is foolproof to a sufficiently talented fool.
8. The 50-50-90 rule: Anytime you have a 50-50 chance of getting something right, there's a 90% probability you'll get it wrong.

9. It is said that if you line up all the cars in the world end-to-end, someone from California would be stupid enough to try to pass them.

10. If the shoe fits, get another one just like it for the other foot.

11. The things that come to those who wait may be the things left by those who got there first.

12. Give a man a fish and he will eat for a day. Teach a man to fish and he will sit in a boat all day, drinking beer.

13. Flashlight: A case for holding dead batteries.

14. God gave you toes as a device for finding furniture in the dark.

15. When you go into court, you are putting yourself in the hands of twelve people who weren't smart enough to get out of jury duty.

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**

