



Item: Fast Lane News #05 in 2024 (#205 since 2020) on Feb. 3rd 2024, I'm writing from our Office in historic and beautiful 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: The 2024 Travel Boom; NEW Brand Ambassador Program; Trip of the week: Our 15th Tuscany PORSCHE Fest; My Final Thoughts: I love being old.



I. The 2024 Travel Boom by Susan Sheridan (813) 475 5989

Our European business has experienced remarkable growth, emerging as our fastest-expanding sector over the last two years. We anticipate this momentum to persist well into the future. The surge in interest towards Europe continues to intensify, with destinations like Italy, Austria, Germany and Spain consistently proving the timeless allure of classic experiences that ignite romance.

There is an enthusiasm for the European market, noting a substantial rise in travelers eager to venture internationally, particularly on river or Mediterranean cruises or wellness vacations. The lessons learned from the challenges posed by COVID have underscored the value of seizing the opportunity to explore the world. While domestic vacations, centered around national parks and theme parks,



gained popularity in 2020, 2021, and part of 2022, we are now witnessing a resolute readiness among travelers to broaden their horizons.

In 2024, Italy, Austria, Croatia, and Greece stand out as the top destinations for our clients. The allure of the 2024 Summer Olympics in Paris is further fueling the desire to embark on European adventures. Additionally, there is a notable uptick in demand for ocean cruises, as cruising provides an excellent way to unpack once and explore multiple destinations. The growing trend indicates a strong and sustained interest in discovering the diverse offerings that Europe and the world have to offer.

Please **Don't Delay**...Secure Your Vacation Today – Remember **Susan** manages our fully licensed, bonded and registered Seller of Travel Corporation: **Fast Lane Luxury Travel, LLC**. Some people book their own travel arrangements – don't waste your time – Susan and her Team define travel. The cost for our service is minimal, and we want to emphasize that we are fully committed to supporting you. In the event that plans need to be modified or if unforeseen changes arise, rest assured that we are here to accommodate and assist you in every way possible. Your enjoyment, satisfaction and success remain our top priorities. We want to be indispensable to you.

II. We need you to be a Fast Lane Brand Ambassador. It's easy! I have heard it many times: “yesterday we had dinner with friends and I told them all about our Fast Lane Porsche trip. Etc.” Thankfully, we have had numerous informal Brand Ambassadors referring and promoting Fast Lane.

Last week I announced that we are revitalizing the popular program which died during the Pandemic in 2020. The Brand Ambassador Program is designed for the Fast Lane Travel

Customers who enjoyed their trip with us so much that they enthusiastically talk about it to their friends, PCA Club Members or Country Club Members. In addition, they also proselytize their contacts to come on a trip with us, or better yet with them and create lifetime memories.

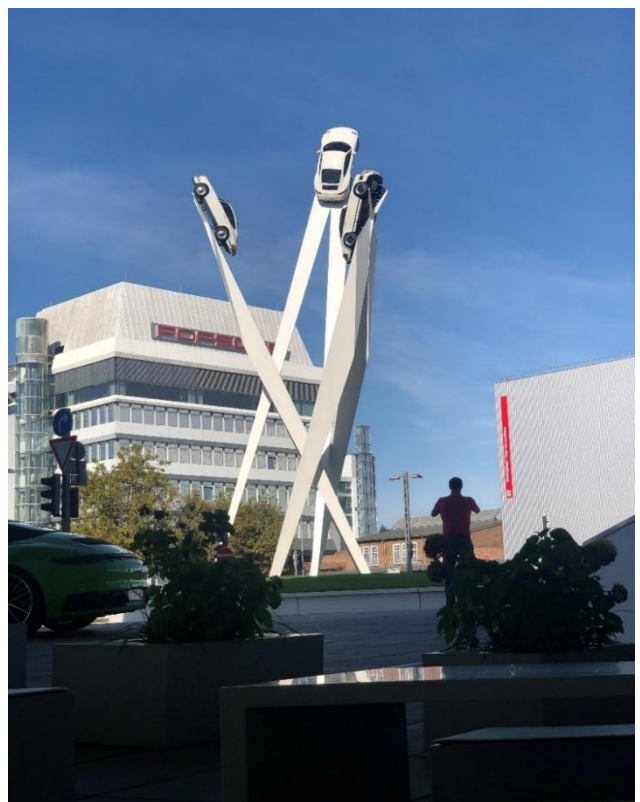
Several of our loyal multi-trip alumni have occasionally requested materials they want to distribute when they meet friends, go to meetings or leave them prominently at their social club. The adage: “If you want to know how to run your business, ask your customers” applies here.

Thus, when you become a Fast Lane Brand Ambassador here is what you get:

1. Recognition of your special status at Fast Lane, but more importantly by Porsche Executives in Stuttgart and Leipzig when you visit Germany.
2. Business Cards that underscore your Fast Lane Porsche travel experience and status.
3. A special name tag with your status.
4. Support materials like tri-folds, brochures, a memory stick with trip information and a drivers’ briefing video – which is a delight every time I’ve shared it.
5. If you organize a presentation at a PCA regional event you’ll get extra credit.
6. An incentive points program for you for specific actions which will reward you in trip credits.
7. Your recognition in an annual ad in the PCA PORSCHE PANORAMA.

We have appointed April Pappas as Brand Ambassador Manager. You can reach her in our office at +1 813 343 3001. She will keep track of all participants, their status, accomplishments, and rewards.

The Porsche Executives in Stuttgart and Leipzig love American visitors who appreciate the remarkable accomplishments of the Porsche Executive Team and their unbelievable devotion and dedication to the Brand. They roll out the red carpet for us; provide amazing, guided tours through the spectacular NEW Porsche Museum. They host us at THE most renowned restaurant in Stuttgart: Christophorus. In addition, we often have the privilege of getting a rare PORSCHE Factory tour. I carefully chose the word “privilege” because that is exactly what it is. While many people think the PORSCHE Factory is like Disney World. It is not. Although to those of us who love our Porsche, have lifelong bonds with Porsche and appreciate the magnificent machine every time we turn the key, it is Disney World. However, you can’t buy a ticket and waltz in. It’s a factory where cars are built. Visitors are disruptive and not conducive to concentrating on flawlessly assembling Porsches. Sometimes we do get to see the production line, but if they have a new model run, we get to see the engine assembly, leather shop or paint facility, because the new models are still secret. That is why absolutely no pictures are allowed on the Factory premises. Fast Lane Brand Ambassadors will get special ID’s, name tags and recognition in Stuttgart and Leipzig.



Proposed Fast Lane Travel Brand Ambassador Awards Program V-3

		Points	\$Value
1	SIGN UP to be a Brand Ambassador	1,000	\$ 100
2	Request Information Package	200	\$ 20
3	Do a Zoom training and/or familiarize yourself	300	\$ 30
4	PRESENT to a Club or Informal Goup	500	\$ 50
5	Provide the new contact(s) data for follow up	100	\$ 10
6	Conduct FLT/joint follow up	200	\$ 20
7	Prospect(s) sign(s) up for a trip & pay(s) deposit(s)	500	\$ 50
8	Final Payment Is paid	500	\$ 50
9	New participant(s) come(s) on the booked trip	700	\$ 70
10	Attendee(s) become(s) a Brand Ambassador after trip	1,000	\$ 100
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	Credit towards a future driving trip	5,000	\$ 500

This is our current thinking of the rewards menu; however, we are still refining it. It must be designed so that points are tied to the value of the trip – it makes no sense to award the same points for a regular PCA TREFFEN vs. a TUSCANY PORSCHE Fest. I will publish the final rewards and program after I get more feedback from you and my team. Stay tuned:

III. DON'T MISS: the delightful 2024 TUSCANY PORSCHE Fest.



This is our 15th wonderful trip to Tuscany. Since 2010 we have put this lovely estate: Casali di Bibbiano on the map. On this year's trip, as always, we start out In Stuttgart where we pick up our Porsches.

Traveling on our Porsche Fest to Tuscany is an unforgettable experience. The enchanting villages are sure to capture your

heart and you will enjoy simple, yet elegant meals and of course . . . fine wines.

The excursions will take your breath away and you will experience exceptional destinations. One of our favorites is the medieval wine capital dating back to Roman times, Montepulciano, where we have the “*unheard of*” privilege of being allowed to park our Porsches on the **Piazza Grande** with a police escort.





Our special photo rally will take you to places and see sights you might not find on your own. We love to share the beauty of this part of the world with you and you will even receive “valuable” prizes after our “Rally Dinner”!

Please join us on this fascinating tour for the most memorable trip of a lifetime.

You’ll also enjoy a Tuscan cooking class and estate wine tasting. Furthermore, for you golfers right across the valley below the hills of Montalcino is the renowned

Ferragamo Golf Course, where we can arrange a round for you on this world-famous course.



Don't forget we prefer to also handle your flights because when you are in Europe if your travel plans change or, for example, if the airline cancels your flight, we are able to help you because we have access to your flights record. If we did not book it, we cannot. **Come to Tuscany!**

IV. My Final Thoughts; I love being old:

Source: Ron Herold

I love being old, I learn something new every day and forget 5 other things.

A burglar broke into my house last night. He started searching for money, so I got up and searched with him.

Just remember, once you're over the hill, you begin to pick up speed.

Having plans sounds like a good idea until you have to put on clothes and leave the house.

It's weird being the same age as old people.

When I was a kid, I wanted to be older... this is not what I expected.

Life is like a helicopter. I don't know how to operate a helicopter.

Marriage Counselor: Your wife says you never buy her flowers. Is that true? Me: To be honest, I never knew she sold flowers.

Never sing in the shower! Singing leads to dancing, dancing leads to slipping, and slipping leads to paramedics seeing you naked. So remember. . . Don't sing!

If 2022 was a math word-problem: If you're going down a river at 2 MPH and your canoe loses a wheel, how much pancake mix would you need to re-shingle your roof?

I see people about my age mountain climbing; I feel good getting my leg through my underwear without losing my balance.

I'm at that age where my mind still thinks I'm 29, my humor suggests I'm 12, while my body mostly keeps asking if I'm sure I'm not dead yet.

You don't realize how old you are until you sit on the floor and then try to get back up.

We all get heavier as we get older, because there's a lot more information in our heads. That's my story and I'm sticking to it!

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**

