



Item: Fast Lane News #12 in 2024 (Issue #212 since 2020) on Mar. 23rd 2024, I'm writing from our offices in Oldsmar, Florida along the shores of Tampa Bay & the Gulf of Mexico
To: Our Fast Lane Travel Family in Australia, Canada, Dubai, Europe, Iceland, Israel, Japan, New Zealand, Singapore, South



Africa and in the USA!

Subjects: European Delivery of Your New PORSCHE; My Final Thoughts: Medical School Test and some random pictures from Austria anticipating our 50th Anniversary Celebration.

I. European Delivery of your PORSCHE then. Picking up your new baby goes back as far as the 356 days in the 1960's.



In 1958 this Lufthansa Lockheed Super Constellation started at LAX with a group of eager PCA'ers and stopped at BWI to fill up the plane with more PCA members. About 15 hours later it landed in Stuttgart where their new 356s were waiting for them on the tarmac. The PCA Treffen program stopped in 1962 due to airline charter contract obligations that the Club could not fulfill. In 1975 I resurrected The PCA Treffen. In 1979 I worked

with Ed Peter, then VP Marketing at Dr.Ing.hc F.Porsche AG in Stuttgart to restart the Euro Delivery program, resulting in 30 Porsches being delivered at Porsche's Ludwigsburg (a northern suburb of Stuttgart) Marketing HQ in



Picture Source: Dr. Ing. hc F. Porsche AG Archive

September 1979. The Executives in Ludwigsburg were so pleased with the results of the new Euro Delivery Program they asked me to accelerate the promotion of the program. In 1981 I advertised European Delivery in the PCA PANO and the folks in Ludwigsburg were elated. For the next ten years the PORSCHE Company registered the following European delivery sales on Fast Lane's program: 1,118 participants picked up 437 brand new PORSCHEs. The Fast Lane record year was 1983 where 87 PORSCHEs were delivered to 139 customers. Ed Peter and his colleagues hired a crane with a basket that lifted a photographer high enough to get a picture of the long line of cars being delivered. It was front page news in Stuttgart's newspapers, in the second week of October 1983. We then headed to Salzburg and to Vienna, Austria. It was fabulous. Well, PORSCHE European Delivery has come a long way.

II. European Delivery of your PORSCHE today.

How does it work? The short answer is GREAT! We all remember the excitement, that butterfly in your tummy, when you see your new PORSCHE for the first time. It glows, the aroma of the leather, the smooth curves . . . sorry, I digress to memory lane. There is no other new-car delivery experience than picking your new PORSCHE up in Stuttgart or Leipzig. It's second only to the experience when you hold your first born in your arms. Fast Lane has delivered well over five hundred PORSCHEs to eager and grateful Neuwagenkäufer = that is your title at PORSCHE when you arrive. FYI, I personally have taken Euro Deliver 8 times!

PORSCHE Cars North America (PCNA), in Atlanta and in Toronto, have an outstanding team of executives that facilitates this process. They take over once you order your car from your dealer. Here is what you do:

1. Go to <https://configurator.porsche.com/en-US/model-start/>
2. And get more details:
<https://www.porsche.com/usa/motorsportandevents/deliveryprograms/europeandelivery/> You may also want to call us at this important point: **1 813 343 3001** to help you decide where you want your car delivered.
3. Then go to your local PORSCHE Dealer. Typically, dealers have a key sales person who is familiar with European Delivery.
4. Tell the dealer you want your car delivered in Stuttgart or Leipzig.
5. Order the model and configuration of your choice and, the hard part, write the check.
6. **Once your order is placed, call us again at: 1 813 343 3001** and we'll go over an initial trip outline. Plus, we'll go over timing, places you might want to visit, Autobahn and mountain drives and places you should include.
7. My life, in planning European Deliveries, revolves around your safety, parking and peeing 😊. We also publish a booklet "Driving in Europe is Different." We include what to do and, more importantly, what **NOT** to do.
8. Wait patiently until you hear from PCNA regarding the anticipated delivery date of your new PORSCHE in Europe.
9. You'll get a beautiful PORSCHE New Car Delivery Package with lots of materials, information and vouchers.
10. Once you have the delivery date, call us immediately **1 813 343 3001**. We will manage your total delivery travel experience from booking and managing your flights; laying out the routes; reserving your hotels; making restaurant recommendations/reservations; designing a complete NAVIgation booklet with maps and key contacts. We'll have our staff in Europe available to meet with you, guide you, and also assist you with returning your car for shipment.
11. All reservations are made with your credit card, so you'll get the points. We charge an up-front deposit of \$2,500 to do the work against which we offset our hourly planning charge of \$135/hr,
12. While you are in Europe, we'll monitor your daily progress and occasionally check in with you to make sure you're on track.

Each month we have **several European Delivery requests** from the lucky folks who are looking forward to having their new Porsche delivered in Stuttgart or Leipzig. We are here to help you maximize your enjoyment and enjoy this experience of a lifetime.

Here is some recent feedback:

Dear Peter, we have made it and have one day under our belts. We are so excited to pick up our Panamera GTS today, and to meet up with you tomorrow. Here it is in front of the Porsche Experience Center at the



Leipzig factory. Susan and I drove from Leipzig to Rothenburg ob der Tauber to tour that beautiful city. We left there and drove down to Stuttgart. We look forward to meeting up with you and the guests of the InterAlpen PORSCHE Fest for dinner. We were in good hands. Thank you all so much for everything & God bless you all. Roger & Susan

To get started and to give the

Neuwagenkäufer a useful response, we ask them the following questions:

1. When are you planning on taking delivery? Approximate month is OK for now?
2. Where – Stuttgart or Leipzig?
3. What PORSCHE did you order or are you planning on ordering?
4. Are you planning on travelling by yourself, i.e., how many are travelling? For example, we've had parents w. 2 kids in a Panamera or Cayenne.
5. Do you have any specific destinations in Europe in mind? Some folks want to visit ancestral hometowns, for example, or have

specific destinations in mind, like Tuscany etc. This is important because I can help you decide what to do and what NOT to do with a brand-new PORSCHE. But 90% want to enjoy safe Autobahn driving, Alpine roads, luxurious hotels and safe parking.

6. About 50% of our European Deliveries join one of our tours – the balance, mostly due to scheduling requirements, need to have a custom tour designed. Frequently we get calls about staying in little B & B's or quaint little local inns. We have learned over the years that THE most important element of designing a custom tour is **SECURE PARKING**. We have over 45 years of experience in designing PORSCHE trips.
7. The advantage of joining a scheduled Fast Lane trip with your own car is that you don't have to rent a PORSCHE; you have a lead drive guide to whom you are connected with walkie talkies; you are part of a fun group.

Once I know what you're looking for, I can also put you in touch with customers who have taken European Delivery and get their experience first-hand. Our 50 years of practice shows when we create luxurious, you-don't-have-to-think, Porsche experiences.

TRIP of the Week – Please register ASAP – Our 50th – 2 more



couples needed. Anniversary is **filling up** during THE very best time of the year: From Sunday, Sept. 1st to Friday, Sept. 12th 2024 We have created PORSCHE travel happiness since 1974! This trip is the crowning achievement of our 50-years track record.

Please don't miss this fantastic trip. Please go to:

<https://fastlanetravel.com/flt-50th-anniversary-trip-1/>



I am personally inviting you, my dear friends and customers, to **join me** in **Germany and Austria** next September to help me **celebrate my 50th year** of designing exciting tours for PORSCHE enthusiasts. As you know, I grew up in Austria and have many fond memories of my life there before coming to the United States as a



teenager. Not only will this trip allow me to take you to the places I love, but it will also **give me great joy to share this experience with you.** I



will lead this very special tour to provide insights into the countries I love, including some very personal post-WW II perspectives. Of course, **all** luxury accommodations, gourmet meals, cocktails and beverages, luggage van, planned nightly car

wash, gasoline, taxes, tolls and gratuities are included per itinerary. **I hope you will join me on this very special celebratory tour!**

IV. My Final Thoughts: When I was young, I decided I wanted to be a doctor, so I took the entrance exam to go to Medical School. One of the questions asked us to rearrange the letters PNEIS into the name of an important human body part which is most useful when erect.

Those who answered spine are doctors today. The rest of us are sending Final Thoughts via email.

V. SOME MORE HAPPY MEMORIES FROM AUSTRIA









Please stay healthy and stay young; be happy and take good care of yourself...Let's look forward to the great times we will have together again on one of our fabulous PORSCHE Tours this year and let's look forward to 2024. **I will see you soon in Stuttgart. Can't wait. Peter**

