



Item: Fast Lane News #1 in 2025 (Issue # 253 since 2020) On January 4th, 2025. I'm writing from our cozy family home in snowy Steubenville, Ohio and flight WN 4252 PIT- TPA, and our Florida Office: **Our Fast Lane Travel Family** in Australia, Canada, Dubai, Europe, Iceland, Israel, Japan, New Zealand, Singapore, South Africa and in the USA!



Subjects: Rückblick 2024; Looking back on 2024; WSJ: Money Can Buy a Longer Life—to a Point; Photo Contest; My Final Thoughts; & This week's Happy Memories from awesome PORSCHE Trips.

I. 2024 was a good year . . . In 1966 Frank Sinatra's song "It Was a Very Good Year" was the rage and played on every station for weeks. And compared to the truly disastrous 2020 COVID year, when thousands of businesses in our industry, went bankrupt and had to close. 2024 was a good year. It was not yet as good as the pre-pandemic years, but it was a good year.

- Our **PORSCHE Euro Delivery Business** doubled from 2023. We designed and planned wonderful European Driving Experiences for lucky customers. We first gave them our "Driving is Different in Europe" publication; then our European Staff briefed them on current traffic issues they need to look out for; and provided them with the required Autobahn permits and toll stickers. Our European Delivery program facilitated their



PORSCHE pickups in Stuttgart and provided them with our “you don’t have



to think” service. Lucky Fast Lane Customers picked up: a Panamera GTS, a 992 Turbo, 3 GTS RSs; a 718 Spyder RS, a Boxster GTS4; and the rest were 911’s in various configurations. Folks often laugh when I tell them that my top 3 priorities for you when you pick up your new baby, and are driving it on the Autobahn, country roads and mountain passes are: parking, peeing and dining! I wouldn’t park a quarter-million-dollar car on the street in front of a B & B in Italy; secondly, on country roads, there aren’t many options for peeing; and we have been to all the places where you drive, dine and sleep. Don’t pick up a car without us . . . I can tell you some stories

about that over a drink. Since the inception of the program, we have managed **over 500 European Deliveries** for very happy customers.



- We have designed several **Custom Trips** for families and groups. My favorite, which I personally conducted with Marc Hildebrand, was the **Buena Vista Touring**



Group from Miami. What an appreciative and kind group of four couples.

- We also provided multiple customers with an awesome experience on the legendary **Nürburgring**. Sitting in the passenger seat of a GT3RS with Theo Kleen driving the Ring for the 100th-some time, is a life-changing experience. Please go to the bathroom and don’t eat anything before you get into the car with him.



The sign reads: you are driving into Hell . . . the Green Hell, that is. Check out this article from: <https://www.lamborghiniipalmbeach.com/blog/what-is-the-nurburgring/amp/>

- The traditional **Spring PCA Treffen to Stuttgart** was an intimate group of 5 Porsches, guided by Fabian. In 2025 we have renamed the PCA Treffen to “Porsche Fest” – the original name from 1981. The PCA now prefers to conduct the “Domestic Treffen” and the “Treffen at Sea.” Both are excellent trips, but they do not include the original visit to the PORSCHE Factory and the new PORSCHE Museum in Stuttgart. But **Fast Lane** is here for you to give you an impressive and memorable PORSCHE Experience in Germany at www.fastlanetravel.com.
- The crowning trips of the year were our **two 50th Anniversary Trips** – both sold out. Everyone on both trips has enjoyed between 2 and



15 previous Fast Lane PORSCHE trips. Some highlights of the 50th trips included: 😊 Hans-Peter Porsche personally greeted us at his amazing new Porsche Traum Werk Event Center in Bavaria.

😊 He also took us to his underground collection of rare Porsches, and we were the first to see the latest model, not yet introduced to the public.

😊 In busy Vienna, we securely parked our Porsches in the Favorite Suburb at the Blaguss Bus Company.

😊 Verdi's La Traviata, of course, charmed us with its classical music score and voices. Although, the stage setting was a bit too modernistic for my taste. I like period costumes and stage sets, but everyone loved it.

😊 One of the highlights was our visit to the charming town of Mürzzuschlag in the State of historic Steiermark. Gerald arranged a police escort, front & back and the Mayor Karl Rudischer personally hosted us for coffee and Apfelstrudel in a historic Railroad Dining Car at the beautiful Railroad Museum. We also visited the local Austrian version of the AAA, the ÖAMTC, where Gerald's lovely wife, Renate, organized a musical visit for us. What a lovely day.



😊 We also visited Zell am See, the Porsche Family's hometown.

😊 And being so close, how could we not visit Gmünd the birthplace of our beloved Porsche 356? A tour of the unique Pfeifhofer Porsche Museum rounded out the day.

😊 Of course, the Interlpen in Tirol was our favorite respite.

😊 The executives at Porsche rolled out the red carpet and several executives attended the big 50th anniversary dinner in Stuttgart.

😊 The executive in charge of Porsche factory expansion, Bernd Würsching, presented us with a compelling PowerPoint presentation about Porsche's "wow" future expansion plans.



😊 The Stuttgarter Hymns Choir Boys touched everyone's hearts with their rendition of American songs and German madrigals.

😊 A big thank you also goes to many of our Porsche friends, who graciously attended this wonderful presentation, like the Volker & Nobuko Gempt, Ilse & Jürgen Nädele, Tilman & Anne-Marie Brodbeck, Mathias & Luciana Menner, the Euro Delivery Manager: Rebecca Seidl & Denice Lidmila, and several others. They were impressed by the huge turnout of the American PCA members filling up the ballroom at the Steigenberger Graf Zeppelin Hotel in Stuttgart.

This 50th Anniversary Trip was so compelling that I decided to do another trip to the same "Green Heart" of Austria on a new trip far off the beaten track to the "**Hidden Austria**". We'll visit "hidden" places, villages, castles, distilleries, the Porsche Winery, the legendary Zotter Chocolate Factory, the Malta Valley (Gmünd) and the **Town of Treffen** on bucolic



Across Lake Weiher from Castle Leopoldskron, the Sound of Music movie castle with the Salzburg Fortress in the upper left background

Lake Ossiacher. We'll drive country roads, through forests and meadows, where hardly any American Tourists have ever been. It'll be a once-in-a-lifetime experience. Police escorts and privileges you could never enjoy traveling by yourself. **Come with me on June 1st to June 14th, 2025 to my Hidden Austria. It may be my last hurrah to my original home country, and it will be an amazing experience for you.**

- **The 12 Alpine Passes** – or, as some folks call it: the **Adrenaline Adventure**. I personally guided this tour with Gerald, our Austrian State Trooper as my driver. Of course, the Passo dello Stelvio was THE favorite; followed closely by the Hahntennjoch; and the always-popular Timmelsjoch. We also stayed at the amazing V-8 Hotel in Stuttgart. It was a fabulous trip. The Austrian and Swiss Alps are breathtaking.

- **The 2025 Fast Lane Tour Schedule:**

FRI	9-May	SUN	18-May	CRO	Luxury Yacht Cruise: Croatia	\$ 11,998
SUN	18-May	FRI	23-May	SPF	Fast Lane Spring PORSCHE Fest	\$ 6,998
SUN	18-May	MON	26-May	SPP	Fast Lane Spring PORSCHE Fest PLUS	\$ 12,998
SUN	1-Jun	SAT	14-Jun	AMA	Amazing Hidden Austria - Off the Beaten Path	\$ 19,998
SUN	8-Jun	MON	16-Jun	LEM	2025 102nd 24 Hour Le Mans Race	\$ 24,998
MON	16-Jun	WED	25-Jun	TAP	Twelve Swiss & Austrian Alpine Passes	\$ 12,998
THU	10-Jul	SAT	19-Jul	COL	USA Colorado Rocky Mountain High	\$ 11,998
SUN	31-Aug	THU	11-Sep	FDA	Fast Lane Dolomites & Alps PORSCHE Tour	\$ 16,998
TUE	16-Sep	SUN	21-Sep	FPF	Fast Lane Fall PORSCHE Fest	\$ 6,998
TUE	16-Sep	WED	24-Sep	FPP	Fast Lane Fall PORSCHE Fest PLUS	\$ 11,998
SUN	12-Oct	FRI	24-Oct	TPF	Tuscany PORSCHE Fest	\$ 17,998
THU	23-Oct	THU	30-Oct	FMF	USA 58th Dawsonville, GA Moonshine Festival	
FRI	5-Dec	FRI	12-Dec	CHR	Christmas in Vienna, Austria	

Note: For details go to <https://fastlanetravel.com/> – please check your schedule to determine which trip is your best fit. **BOOK NOW, SPACES ARE FILLING UP QUICK!**

- ➔ On the Yacht Cruise in awesome Croatia. I have 4 cabins left.
- ➔ The Spring Trips are almost sold out – book now!
- ➔ The Hidden Austria is very popular.
- ➔ Tuscany will be sold out by February – just like every year
- ➔ Colorado is THE most popular USA Trip – drive your own Porsche.

II. Money Can Buy a Longer Life—to a Point

Saving makes your nest egg last longer. Spending might make you last longer.

By [Joe Pinsker](#) Appeared in the December 31, 2024, print edition Wall Street Journal
ILLUSTRATION: ELENA SCOTTI/WSJ

The rich get richer—and older. People with high salaries and net worth tend to live longer lives, research shows.

Once Americans make it to their late 50s, the wealthiest 10% live to a median age of around 86 years, roughly 14 years longer than the least wealthy 10%, according to a study published earlier this year in [JAMA Internal Medicine](#).

People with more money can afford healthier food, more healthcare and homes in safer, less-polluted neighborhoods, says Kathryn Himmelstein, a co-author of the study and a medical director at the Boston Public Health Commission.

Though you can't add more months or years to your online shopping cart yet, health and aging researchers say there are ways to spend money to improve your chances of living longer. They suggest favoring purchases that help you track your health, stay active and reduce stress.

"We know the things that help us age better, and everyone's always disappointed when you tell them," says Andrew Scott, director of economics at the Ellison Institute of Technology in Oxford, England. "Eat less and eat better, sleep more, exercise more and spend time with friends."

Much of that is possible without pulling out your wallet, but each can also be helped along with some strategic spending.

Swing trading

One way to try to buy more longevity is to focus on spending that provides multiple health and social benefits, says Corinna Loeckenhoff, a gerontologist at Cornell University.

"I often tell people one of the best ways to stay physically and cognitively fit is to go into ballroom dancing," she says.

Loeckenhoff also recommends using money to knock down barriers in your life that get in the way of healthy routines.

THINK ABOUT THIS:

What spending decisions have you made that are intended to increase your lifespan?

For example, if you want to exercise more but can't easily go to the gym because you have young children, buy equipment you can use at home. If you want to cook more but don't feel confident in the kitchen, spend on cooking classes.

Of course, money can be spent unhealthily. Meanwhile, plenty of things that are good for you don't come with a bill, such as going on a walk or minimizing screen time before bedtime. Some recommendations, such as drinking less alcohol and eating less restaurant food, might actually save you money.

But certain gadgets and luxuries can be worth the cost, some researchers say. Devices such as the [Apple Watch](#) and [Oura Ring](#) can instill healthy habits and catch worrying patterns that might emerge between annual checkups, says Joe Coughlin, the director of the MIT AgeLab.

"It's in front of you all the time," he says. "It prompts awareness and therefore prompts action." Coughlin says he once went to the emergency room because his Apple Watch detected a spike in his heart rate that he hadn't noticed himself.

Lifespan inflation

"For the super wealthy, suddenly living longer and living better has become the new prestige," Coughlin says.

Higher incomes correlate with longer lives, but there are diminishing returns. Each successive jump in pay is linked to smaller boosts in longevity, a 2016 study from [the research group Opportunity Insights](#) found.

On average, someone with a household income of \$14,000 would live about 10 fewer months than someone making \$20,000, per the study's calculations, which used inflation-adjusted 2012 dollars.

That same 10-month gap exists between household incomes of roughly \$160,000 and \$225,000, as well as between \$225,000 and \$1.95 million.

A key to the relationship between income and longevity is that money doesn't just buy stuff that helps you live longer. It also buys time and reduces stress. "If you've got a nice place to live and you don't have to worry about food on the table, you have the mental head space and resources to prioritize your health," says Steven Woolf, a professor at Virginia Commonwealth University School of Medicine.

Someone juggling multiple jobs might not have the free time and flexibility to exercise regularly or cook a nutritious meal at home. Moreover, many lower-income jobs are more physically taxing and more prone to workplace accidents and exposure to harmful substances.

But money's influence on lifespan operates on more than just an individual level. Richer people live in richer communities, which in turn tend to have less violence and higher-quality schools, parks, housing and other infrastructure.

"It's not just one individual and their income," says Hannes Schwandt, an economist at Northwestern University. "It's more like the whole package around a person."

Investing time

[Trying out new activities and hobbies](#) is also a worthy investment of money and time, say researchers who study aging.

This applies first in younger years, when you can hit upon lifelong passions that might fill your days in old age. Later in life, novel activities can provide vital social and intellectual stimulation.

After 60- to 90-year-olds spent 15 hours a week for three months learning new skills in quilting and digital photography, their brain function showed improvement as much as a year later, according to a 2015 study by researchers at [the University of Texas at Dallas](#).

"People put so much emphasis on living more in chronological years," says Loeckenhoff, the Cornell professor. "People should ask themselves: Why do

they want to live longer? What activities that matter to them would they want to spend those extra years on?"

My Comment: It's clear that a Fast Lane Travel Trip with me will enhance your life experience and longevity. You'll be surrounded by friends, enjoying new adventures, and pursuing your passions. Join me in Croatia, Tuscany, or, best of all, my exclusive "Hidden" Austria trip, which I will only offer once.

III. Enter the Fast Lane Travel Photo Contest for a Chance to Win Big!

Calling all adventurers and photographers! Fast Lane Travel is thrilled to announce the extension of the deadline for our Travel Photo Contest. You now have until **January 31st, 2025, at 5 PM** to showcase your incredible photography skills and memorable moments from our exhilarating tours.

By entering, you could win up to **\$3,000 in travel vouchers** toward one of our scheduled tours in 2025!

Here's how it works:

- Submit your **favorite three (or more!) photos** taken during your Fast Lane Travel tour.
- Email your entries to **April@FastlaneTravel.com** with the subject line: **Photo Contest**.



Prizes up for grabs:

- The photographer of the most-loved photo will win a **\$3,000 travel voucher**.
- All participants submitting at least three photos will be entered into a raffle for a **\$1,000 travel voucher**.

Whether it's a breathtaking landscape, a heart-pounding action shot, or a candid moment from your travels, we can't wait to see the world through your lens.

Visit our website at www.fastlanetravel.com for more details. Don't forget to follow us on [Facebook](#) and [Instagram](#) for updates, and inspiration, and to see featured entries.

Let's relive those memories... Good luck, and we'll see you on the road in 2025!

IV. TRIP of the Month – Please register ASAP – YES, I will conduct our renowned TUSCANY trip in 2025. YES, for the 15th year, in Buonconvento, in the Province of **Siena**, we will be enjoying your favorite estate: **Casali di Bibbiano**, now under new ownership and re-named to the charming **Ombrotoneta**, translated: the place with shade trees, i.e., to relax and unwind with a glass of the delightful Casalone Estate Wine created right here in this charming Casali di Bibbiano. Yes, of course, we'll also enjoy our special **wine tasting** AND our famous **Tuscan Cooking class**. The good news is that the new American owners have invested well into seven figures to upgrade the estate. For example, there is a fabulous new bar, and the rooms and suites have been upgraded. As one of the participants exclaimed: **"This is like living in a painting!"**

You must come with us to this wonderful estate in Tuscany.

Furthermore, the charming medieval little town of **Buonconvento** alone is worth the visit. It has charming little bistros, shops and a market square. The small leather factory for the **Pianigiani Bags in Buonconvento** is 10 minutes from the shop – you'll love their tour. You'll fall in love with **Susy's**



Sartoria Artigianale shop where a mother & daughter produce handmade scarfs, blouses and ladies' clothing. Look them up on the web.

Over **300** elated **customers** have been on our legendary **Tuscany Porsche Fest** since 2010. About 16% of them had been on three or more Fast Lane Porsche tours before they came with us to Tuscany. Of the same group 47% returned for more Fast Lane Porsche Tours afterwards.

TUSCANY trip 2025: Sunday, Oct. 12th to Friday, Oct 24th. Please register ASAP – it ususally fills up by the end of December or mid-January. **Limited to 12 couples.**

<https://fastlanetravel.com/2025-tuscany-porsche-fest/>

Here is just an example of a couple's reaction after their first trip with Fast Lane which was **Tuscany in 2011**.

Hi Peter,

Gail and I are practically back to reality in Connecticut. I don't think that before the tour, I appreciated how wonderful it would be. We had a great time and our expectation, of what "your" Tuscany would provide was far exceeded. I was not ready for how wonderful Tuscany would be. I will send you some pictures that I took on the tour and please feel free to use them in any advertising or publication that you chose. The weather was wonderful and the company was excellent. Gail and I will never forget some of the scenery we saw. Gail and I would very much like to return on another Fast



Lane Porsche tour. Please let us know if you are planning to be in New York and we will have to get together again. With best regards, Gail and Peter

My Comment: Dr. Peter and Gail Byeffer have been back since then for another 14 Porsche trips with us. We are so very grateful for our many

loyal repeat customers. Thank you very much. **Don't miss out on our 2025 Tuscany PORSCHE Fest GO TO this link please don't delay!**

<https://fastlanetravel.com/2025-tuscany-porsche-fest/>

Who parks a dozen Porsches on “**Pedestrians ONLY**” Piazza Grande in Montepulciano in front of City Hall and the Cathedral Santa Maria Assunta?



Please also think about getting a **group of friends together** – the perfect size is six or seven couples. Your Porsches are waiting for you. Call me and I'll help promote it for you: 813 343 3001.

Also don't forget, we have a much appreciated service element that makes your life much easier, has your back and avoids hassling with the airlines and hotels: The Fast Lane Luxury Travel

Agency – Contact Susan at 813 475 5989. We make your travel planning easier with:

- All types of cruises anywhere in the world
- Tours to exotic destinations, including safaris
- Private jet charters
- Limo transfers
- Train travel to any location
- Romantic honeymoons
- Various historic travel experiences
- Auto races, especially Le Mans
- Incentive travel programs

Please call me at **813 343 3001**. I have been in this business for 50 years and counting!

V. My Final Thoughts: A New Year

Source: <https://blog.journey.cloud/funny-new-year-quotes/>

1. New Year's is just a holiday created by calendar companies who don't want you reusing last year's calendars."
2. "I can't believe it's been a year since I didn't become a better person."
3. "May all your troubles last as long as your resolutions." — Joey Adams
4. "Cheers to a new year and another chance for us to get it right." — Oprah Winfrey

5. "A New Year's resolution is something that goes in one year and out the other."
6. "My New Year's resolution is to stop feeling guilty about not keeping last year's resolution."
7. "I would quit drinking in the New Year, but nobody likes a quitter."
8. "I was going to resolve to think twice before saying something, but then I thought... why?"
9. "An optimist stays up until midnight to see the New Year in. A pessimist stays up to make sure the old year leaves." — Bill Vaughn
10. "I'm planning on remembering 2025 like it was yesterday."
11. "I resolve to work on my resolutions all year, no matter how hard they prove to be...failed already!"
12. "My New Year's resolution is 1080p."
13. "Dear New Year, please be nice to me this time. I haven't been mean to you!"
14. "Good resolutions are simply checks that men draw on a bank where they have no account." — Oscar Wilde
15. "May the New Year bring you more happiness than your husband's resolutions bring him."
16. "This New Year's I resolve to be less awesome since that is really the only thing I do in excess."
17. "I can't believe it's been an entire year since I didn't become a better person."
18. "New Year's Day is every man's birthday." — Charles Lamb
19. "Let's make sure the things we collect in 2025 come without expiration dates."
20. "When you're laughing with friends and family this New Year, remember to turn your resolutions into jokes; it's okay to fail, laughing is thriving!"

21. "Just like wine or this message, may you age well and remain current—at least until February!"

I so very much look forward to seeing you next year in Croatia, Stuttgart, in "Hidden Austria", Tuscany, on one of the four PORSCHE Fests (formerly called Treffen to Stuttgart); the Dolomites or on the, ever popular, spectacular 12 Alpine Passes – labeled as the "Adrenaline Adventure" by participants. If you prefer to drive your own PORSCHE in the US, join us for our spectacular Colorado Trip or the Fall Moonshine Festival in Dawsonville, Georgia. Of course, the legendary Tail of the Dragon and the Cherohala Skyway are part of that magnificent trip. Go to www.fastlanetravel.com – early sign-ups get rewarded.



On your path to success, remember to always look forward with optimism. May you achieve your goals and find joy along the way. Here's to a thriving 2025! We truly appreciate your business and can't wait to see you on tour. We wish you a safe and healthy 2025 brimming with possibilities. Happy New Year!



- Peter and your Fast Lane Travel Team