

## **LIFE in the FAST LANE™**



2025 #37 & issue #289 on Saturday, September 13<sup>th</sup>, 2025. I am writing from: our office in windy Oldsmar, Florida along the churning Gulf of America.

To: Our Fast Lane Travel Family in Australia, Canada, Dubai, all of Europe, Iceland, Israel, South Africa, Brazil, Central America, Japan, New Zealand, and the USA!



**Subjects:** Peter's 12 Rules of Customer Service in the Luxury Travel Service. Preview of our first 2026 Porsche Panorama Ad next month; Feedback regarding our 2026 Plans; My FINAL THOUGHTS: Progress

### **I. 12 Rules of Customer Service**

1. Put yourself in the customer's shoes.
2. Spoon feed customers.
3. Don't ever assign homework to the customer.
4. Don't ever say "NO" to a customer – let the customer say "NO" to you.
5. Packaging is 80% of the cost of cosmetics.
6. Always acknowledge that you received an email or message.
7. Don't ASSUME anything. (Ass/u/me)
8. The customer's financial values may not be the same as ours.
9. Be sure to remember what is important personally to a customer.
10. Whenever you send an invoice or e-mail include some "candy."
11. Admit mistakes and apologize for any transgression no matter how minor.
12. Remember, it is the customer who pays your salary.

## II. 2026 Porsche Panamera Ad ~



### Driving Tours 2026



Over 50 Years of Unbeatable Experiences

Tours planned 2026:

#### WINTER

Snowbird Rally  
Florida

#### SPRING

Dubai & World Cup  
UAE, Abu Dhabi

24-Hours of Le Mans  
France

#### SUMMER

Twelve Alpine Passes  
The Best of Germany, Austria,  
Switzerland & Italy

#### FALL

Austrian Castles & Wine  
Salzburg, Gmünd, Town of Treffen  
& the PORSCHE Winery Estate

PORSCHE Fest Plus  
Germany, Austria & Lake Como

Tuscany PORSCHE Fest  
Germany, Austria & Italy

Southern Fall Colors  
Tail of the Dragon & Cheroke

Romantic Wild West Tour  
Tucson & Utah to Las Vegas

#### WINTER

Dubai/ F-1 Race  
UAE, Abu Dhabi

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### III. Feedback regarding our 2026 Plans:

*We have been receiving suggestions and requests for some specific trips and suggestions for destinations – this is our current planning, plus we have had requests for another Romantic Wild West and another Carolinas trip. I have also had requests for a California trip like Carmel to Sonoma up to the Redwoods.*

*Remember, we can plan, create, design, and implement **THE** most creative, enjoyable, and amazing driving adventures. After **50 years in business**, we are by far **THE most experienced PORSCHE** (and other luxury brands) driving company.*

*Some of the Key elements of our driving tours are:*

- 1. You do not have to think.*
- 2. Your personal preferences are integral.*
- 3. On our trips, over a week, we include a luggage van so that your large luggage is waiting for you in your room at our next hotel.*
- 4. For our European tours we conduct a PowerPoint compelling driving safety briefing.*
- 5. We publish a “Driving is Different in Europe” booklet.*
- 6. Bathroom stops are carefully planned.*
- 7. In Europe, we have multi-lingual drive-guides, leading small groups of about 6 to 8 Porsches, all connected with construction-grade walkie talkies.*
- 8. But you have the choice of going off on your own – see you at the bar tonight.*
- 9. We take you to amazing places where our customers have commented: “We would never have found this on our own!”*
- 10. We organize interactions with company executives, work with retired company managers and are hosted by local dignitaries,*

***What is THE most important element of success of our planned tours? Other than 50-years of experience creating amazing driving routes, spectacular vistas, secure parking, superb hotels,***

**and exquisite cuisine? Answer:** sufficient participation of at least 7 to 8 cars per driving group. Why is that important? Because even THE best walkie talkie units we use (cost 600 Euros/unit) only have the range of one football field. Secondly, three driving groups per trip are the minimum we need to cover all the fixed costs of drive guides (who have to drive Porsches, stay in hotels and be compensated), the luggage truck and driver, special treats like the Stuttgarter Hymnus or Vienna Boys Choirs at special dinners and our small home office operation in Oldsmar, Florida plus our small office outside of Frankfurt, Germany.

We are fortunate that several **PCA Regions** have realized the value of the service we provide like the PCA Santa Barbara Region, who, in about a week, have a group of 18 Porsche Lovers enjoying the custom Porsche Driving Tour we designed for them. We have included Stuttgart, where we pick up their Porsches; drive the German Autobahn; multiple spectacular Alpine Passes in Austria, Germany and Switzerland and Five-Star renowned Hotels. They will bring home life-long happy memories and will imbue the desire to duplicate this Porsche trip with everyone they talk to at their Club meetings.

Why don't you approach your Club Executives with the idea of Regional or even Zone Porsche trip to the source of our happiness with a company who has been doing this for 50 years and provides amazing service? We offer **quantity discounts, raffle prizes, and/or contributions to your various eleemosynary endeavors.**

**Call my office: +1 813 343 3001** and let us start planning your next Porsche event.  
Do not forget we also do Porsche tours in the US!



#### IV. My Final Thoughts: Progress



**Enjoy more of my very fond Memories!**













Please stay healthy and happy. I am looking forward to the great times we will have together again, with our Team on one of the fabulous PORSCHE tours we are planning for 2026.

All the very best to you, **Peter**

