

## LIFE in the FAST LANE™



2025 #46 & issue #298 on Saturday, November 15<sup>h</sup>. I am writing from our office in beautiful Oldsmar, FL on the sunny shores of the Gulf.

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



**Subjects:** Eagerly awaited Trip of the Week: Our fun Snowbird Rally in Florida; How do we create our tours at Fast Lane? PORSCHE Festival of Speed at the Ocala World Equestrian Center; My Final Thoughts: If Airlines Sold Paint

**I. Trip of the Week:** in March 2026 Join us on our fun **Florida Snowbird Rally**, also referred to as our **Flamingo Trip** **March 12<sup>th</sup> to March 19<sup>th</sup> 2026.**

Three days ago, **Stu Jones**, Founder and CEO of the **Florida Powerboat Club** called me. Stu and Jackie have been on several Fast Lane PORSCHE tours to Europe – notably driving Porsches from Stuttgart through Switzerland and Austria to Monte Carlo and the French Riviera and back to Stuttgart through the Black Forest. But now let's do the USA!

**Florida Snowbird Rally . . . GREAT NEWS . . . New Dates:** You drive your own car starting in St. Augustine, on Thursday, March 12<sup>th</sup> 2026 (early arrival on the 11<sup>th</sup> is recommended) to Naples arriving on Wednesday, March 18<sup>th</sup> 2026. The **Florida Powerboat Club Fleet** will meet us there. Stu is also arranging some awesome boat rides in the Gulf. **Be sure to note the dates on your calendar!**



**Our 1<sup>st</sup> Trip in 2026: The Florida Snowbird Rally:** Please join us on an unforgettable Florida journey that blends coastal charm, cultural highlights, and exciting experiences all in true Fast Lane Travel style. Embark on a week-long Florida fun tour that begins in St. Augustine, where a welcome cocktail reception and dinner set the stage for new friendships and adventure.

Guests will drive their own vehicles – whichever Marque they treasure. While Porsches have long been a favorite, past participants have included Corvettes, Lexus, and even a classic '62 Cadillac with the elegant tail fins, along with a few timeless Mustangs. Each brings its own style to the journey.

We will visit the **Classic Car Museum** of St. Augustine; enjoy a “**Red Train**” sightseeing tour; visit the **Brumos Collection** and do a little shopping in Old Town’s **St. George Street**.

**Please join us by registering now** for this incredible trip with an amazing group of new friends!

<https://fastlanetravel.wetravel.com/i/6859c48dc5826ee0b5bbbe82>

We will drive on wonderful Florida back roads and country vistas. **St. Augustine, Ocala National Forest, Mt. Dora, Daytona Beach, Space Coast, Sebring, Sarasota, St. Armands, and Naples.**

**It does not get better than that.** Let’s do it and have some fun to get rid of the winter blahs!

## II. How do we create our tours at Fast Lane?

- A. We start with 50 years of experience of Porsche trip design and implementation.
- B. We maintain a record of accolades which made over 8,000 customers truly happy.
- C. Maintain a repository of key contacts, pee stops, amazing vistas, and THE best venues that offer secure parking. Call every one of them. Secure space options. Negotiate deposits.
- D. Understand the local customs, holidays, and success elements. Establish registration deadlines and deposit requirements.
- E. Carefully calculate all costs – that is particularly important in the US where resort hotels charge taxes and fees you never heard of, like the historic preservation fee, city, county, state taxes and the mandatory 20% “gratuities” – now there’s an oxymoron.
- F. We prepare for contingencies and necessary changes.
- G. We quality control the promotional materials (occasionally some errors still slip through), update the web site, highlight the trip in our newsletter – which you are reading right now – and make sure that we get the minimum participation so we can cover the fixed costs of the trip, like guides, luggage van, photo rally etc.
- H. The trip is conducted, and we make sure that we send a team member ahead to every venue to secure parking upon arrival. Appropriate service, cuisine, cocktail parties, and entertainment is secured.
- I. On longer trips we even have a photographer with us for your post-trip photo book and memories.
- J. Each night you receive a good-night note card outlining tomorrow’s activities plus a small present.
- K. We strive to create lifelog memories and the highest repeat travel rate possible. The PORSCHE Compamny’s motto is “Excellence is Expected!” We follow that adage and have added our own motto: “It’s our business to do pleasure!”

### III. Ocala World Equestrian Center Porsche Event



Saturday, November 8<sup>th</sup>, 2025, our team trekked up to the renowned **Ocala World Equestrian Center** as a **Festival of Speed Sponsor** and **Exhibitor**. We brought our newly detailed Wolfgang Porsche designed Panamera along with a ton of materials for our 2026 trips program.

In addition, we ordered 200 PORSCHE Crest cookies at Elizabeth's, our local European Patisserie. They were by far THE biggest attraction. We had over 200 guests stop by our display. We had strong interest in our 2026 program, with 63 potential participants providing their contact details for follow-up. The next **Festival of Speed** is at **Vinoy Park** in St. Petersburg, FL, in **February 2026**, which, of course, we will also attend. The key to success and, hopefully, a nice ROI of this show's investment, is meticulous and prompt initial follow-up, with a "show special" offer; with subsequent repeat follow-ups; plus adding the show signups to the Petergram subscriber list. The feedback I get from the various 2025 trips to date is enormously helpful in conveying the fun, enjoyment, luxury, and camaraderie of our trips to the folks who are thinking of signing up for one of our events.

#### **IV. My Final Thoughts: IF AIRLINES SOLD PAINT**

Customer: Hi. How much is your paint?

Agent: Well, sir, that all depends on quite a lot of things.

Customer: Can you give me a guess? Is there an average price?

Agent: Our lowest price is \$12 a gallon, and we have 60 different prices up to \$200 a gallon.

Customer: What's the difference in the paint?

Agent: Oh, there isn't any difference; it's all the same paint.

Customer: Well, then I'd like some of that \$12 paint.

Agent: When do you intend to use the paint?

Customer: I want to paint tomorrow. It's my day off.

Agent: Sir, the paint for tomorrow is the \$200 paint.

Customer: When would I have to paint to get the \$12 paint?

Agent: You would have to start very late at night in about 3 weeks. But you will have to agree to start painting before Friday of that week and continue painting until at least Sunday.

Customer: You've got to be \*&%^#@\* kidding!

Agent: I'll check and see if we have any paint available.

Customer: You have shelves FULL of paint! I can see it!

Agent: But it doesn't mean that we have paint available. We sell only a certain number of gallons on any given weekend. Oh, and by the way, the price per gallon just went to \$16. We don't have any more \$12 paint.

Customer: The price went up as we were talking?

Agent: Yes, sir. We change the prices and rules hundreds of times a day, and since you haven't actually walked out of the store with your paint yet, we just decided to change. I suggest you purchase your paint as soon as possible. How many gallons do you want?

Customer: Well, maybe five gallons. Make that six, so I'll have enough.

Agent: Oh no, sir, you can't do that. If you buy paint and don't use it, there are penalties and possible confiscation of the paint you already have.

Customer: WHAT?

Agent: We can sell enough paint to do your kitchen, bathroom, hall and north bedroom, but if you stop painting before you do the bedroom, you will lose your remaining gallons of paint.

Customer: What does it matter whether I use all the paint? I already paid you for it!

Agent: We make plans based upon the idea that all our paint is used, every drop. If you don't, it causes us all sorts of problems.

Customer: This is crazy!! I suppose something terrible happens if I don't keep painting until after Saturday night!

Agent: Oh yes! Every gallon you bought automatically becomes the \$200 paint.

Customer: But what are all these "Paint on sale from \$10 a quart" signs?

Agent: Well, that's for our budget paint. It only comes in gallons. One \$5 gallon will do half a room. The second gallon to complete the room is \$20. None of the cans have labels, some are empty and there are no refunds, even on the empty cans.

Customer: To hell with this! I'll buy what I need somewhere else!

Agent: I don't think so, sir. You may be able to buy paint for your bathroom and bedrooms, and your kitchen and dining room from someone else, but you won't be able to paint your connecting hall and stairway from

anyone but us. And I should point out, sir, that if you paint in only one direction, it will be \$300 a gallon.

Customer: I thought your most expensive paint was \$200!

Agent: That's if you paint around the room to the point at which you started. A hallway is different.

Customer: And if I buy \$200 paint for the hall, but only paint in one direction, you'll confiscate the remaining paint.

Agent: No, we'll charge you an extra use fee plus the difference on your next gallon of paint. But I believe you're getting it now, sir.

Customer: Indeed, I am. Thank you very much!

Agent: Thanks for painting with United.

Please stay healthy and happy. I'm looking forward to the great times we will have together again with my Team on one of the fabulous PORSCHE tours we are planning for 2026. All the very best to you, **Peter**

