

## LIFE in the FAST LANE™



**2025 #50 & issue #302 on Saturday, December 13<sup>th</sup>, 2025.**

**I am writing from our office in beautiful Oldsmar, FL, on the sunny shores of the Gulf of America.**

**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 in the USA!**



**Subjects: Fast Lane History; The Fast Lane Brand, Statistics; Check out our great 2026 program – please register ASAP – hotels always want to know: “How many rooms/suites do you need?” My Final Thoughts: Some Customer Feedback.**

**I. Fast Lane History:** It all started with a family Thanksgiving dinner in 1974. Peter's late brother-in-law, Dr. Stephen K. Alexander, MD, had purchased a PORSCHE 912 in Switzerland and brought it back to the US. In the early 1970's. Several of Stephen's physician friends had also bought PORSCHEs and when they would get together, Stephen would tell his colleagues about how he drove his PORSCHE in Europe the way it was designed to be driven, very fast on a public highway, the German Autobahn, and on many of the beautiful Alpine Passes! Something none of his friends had ever done before.

At the Thanksgiving dinner of 1974, Stephen told Peter that his friends wanted to experience driving on the Autobahn with a PORSCHE. Stephen asked Peter if he could organize an exclusive trip for himself and his buddies to go over to Germany to see the PORSCHE Factory and to witness how their dream cars were made.

Always the entrepreneur, Peter, decided to embrace this challenge from Stephen, even though he had little knowledge of or contact at the PORSCHE Company or Stuttgart at the time. After multiple phone calls to Germany in 1974 (Peter is fluent in German), Peter flew to Stuttgart on a pre-tour inspection and met with Frau Mall, Dr. h.c. Ferry Porsche's private secretary. Frau Mall immediately took Peter into Dr. Porsche's office, who cheerfully welcomed Peter's ideas and encouraged him to bring groups from the U.S. to visit the Factory. Thus, in 1975, Peter developed a fun itinerary for this group of upstate New York physicians to visit Germany and, specifically Stuttgart, where they toured the Factory as promised; visited Munich and got a chance to enjoy the local Oktoberfest. Thus, Fast Lane Travel, Inc. (the Company) was founded in 1974 by

Peter Sontag.

The next year, the Porsche Club of America (PCA) approached Peter and requested that he design a tour for club members that would take them to Stuttgart to visit the Factory. Twenty years earlier in the 60s, the PCA sponsored similar tours to Germany called PCA "Treffen" which is a common German word translated as getting together or meeting. At that time, the PCA had overextended itself with two airline charter contracts, plus the logistics became overwhelming, and the early tours were discontinued in 1964.

Thus, Peter resurrected the old traditional but dormant PCA Treffen in 1976. From then on, for the next 30 years, his Company was tasked to organize annual tours to Germany for the PCA. Peter developed a close relationship with the Porsche Family and key executives at the Porsche Company. In fact, on September 19<sup>th</sup> 1984, Peter was the interpreter at Ferry Porsches 75<sup>th</sup> birthday when he addressed the "Amerikaner" at our farewell dinner in Stuttgart (picture → that's Peter 35 lbs. ago with Dr. Porsche thanking him for being the Dolmetscher - translator).

There were some hilarious and memorable moments at that dinner. That year we also had the opportunity to visit Weissach, the legendary top secret Porsche Research and Development Center. As part of the visit, we were able to lottery off a dozen rides on the Weissach Test Track in the legendary 917 Langheck Le Mans Race Car (Picture Source: Stuttcars) driven by the renowned Herr Mimmler Porsche Race Driver. After 8 laps the car had an issue and was removed. The folks at Weissach replaced it with a Porsche 935. At dinner Dr. Ferry Porsche took questions, I translated the questions, English to German and his answers, German to English. One customer complained: "I was the lucky winner of a 917 ride, but the car broke down after eight laps!" Suddenly, I didn't have to translate. Dr. Porsche responded in English, with a heavy Austrian accent: "Dear sir, ze 917 is designed to run at Le Mans for 24 hours at over 200 miles per hour continuously!" His voice rose up "It is NOT a TAXI!" The red-faced questioner wanted to slide under the table.



**II. The Fast Lane Brand:** The common business refrain is: “it’s our pleasure to do business” - at Fast Lane we believe it is the other way around: **“it’s our business to do pleasure!™”** We live our motto every day and on every tour we organize. The compendium of accolades underscores our highly appreciated service quality. We are a luxury travel company where we make sure that our customers don’t have to think, just enjoy.

Fast Lane has become an international brand name as witnessed by the fact that customers have joined our tours from Singapore, Hong Kong, South Africa, Australia, New Zealand, Brazil, Chile, Mexico and even from several European countries like Iceland, Ireland, UK, and, yes, even from Germany.

Our repeat purchase rate is exemplary. The record holders are Eddy and Susie Yates from Virginia. On their 24<sup>th</sup> Porsche trip with us, at the farewell dinner at Lake Como, Eddy stood up. He extolled the ambience of the trip, beautiful scenery, fast cars, exclusive hotels, superb cuisine, and all the new friends they made. He concluded: “We’ll be coming back until Fast Lane gets it right!” Their 24<sup>th</sup> trip – no comment.

### **III. Fast Lane Statistics since then:**

- 6,336 customers have enjoyed our Porsche tours.
- 48% have been on more than one trip.
- An additional 10,000+ had inquired and received information.
- We have an 8,000+ high net worth customers database.
- We have managed 582 Porsche European Deliveries for a total Porsche sales delivery value of over \$100 million. I personally have enjoyed European Porsche deliveries 16 times in 50 years: 15 in Zuffenhausen, 1 in Leipzig.
- I personally also have spent about 2 years of my life at the Graf Zeppelin hotel in Stuttgart.
- Since Q1 2020 we have published a widely read weekly newsletter: “Life in the Fast Lane” but often called “The Petergram” as dubbed by our customers. We started it during the debilitating COVID Crisis when we wanted to make sure that our customers knew we were alive and pushing forward. The newsletter has become a valuable marketing tool. To date we have published over 300 weekly issues.



#### IV. Our Great 2026 Program – Please Go To:

<https://fastlanetravel.com/all-tours-2026/>

Day	Date	Day	Date	Code	Description	Price pp
Thu	12-Mar	Fri	20-Mar	SNO	USA Florida Snowbird Rally Florida - Ends in Naples	\$ 11,998
Tue	24-Mar	Fri	3-Apr	DUB1	Dubai, World Cup	\$ 23,998
Sun	3-May	Mon	11-May	GLC	Secret Bavaria	\$ 12,998
Sun	7-Jun	Tue	16-Jun	GC	A&K Greek Cruise	\$ 14,895
Sun	7-Jun	Mon	15-Jun	LEM	2026 24 Hour Le Mans Race/Training starts: 6/13	\$ 23,998
Sun	14-Jun	Wed	24-Jun	TAP	Twelve Alpine Passes	\$ 13,998
Sun	30-Aug	Thu	10-Sep	FDA	Italian Dolomites & Alps PORSCHE Tour	\$ 17,998
Mon	5-Oct	Sun	18-Oct	TPF	Tuscany Porsche Fest	\$ 19,998
Mon	19-Oct	Mon	26-Oct	SFC	Southern Fall Colors (was Moonshine)	\$ 7,998
Sun	1-Nov	Wed	11-Nov	RWW	USA Romantic Wild West, Tucson to Las Vegas	\$ 14,998
Tue	1-Dec	Thu	10-Dec	DUB2	DUBAI , Formula-1	\$ 23,998

#### V. 2025 Some Customer Feedback:



Wendy,

Words cannot express how wonderful a trip we had doing the **12 Alpine Passes**. Thomas and Miro were exceptional. They made the trip a pleasure. They made the trip flawless.

Please let Peter know that he has created a great experience and we are already looking forward to our next Fast Lane Travel excursion.

Again, an over-the-top experience that will live with us forever. Thanks again to Fast Lane, particularly Thomas, for his expertise, kindness, patience, and overall great attitude.

P.S. We would like to stop by one day when we are back home to say hello face-to-face and hopefully meet you and Peter.

Thanks!

Robby & Leanne

**Peter's Comment:** "Robby and Leanne did stop by our office in Oldsmar, Florida on Wednesday, July 23<sup>rd</sup>, 2025. We went through their trip experience, day by day, and were able to get their first-hand comments and trip stories. It was very much appreciated."



Hi Wendy:

We are home. After our Fast Lane tour, we spent 3 days on our own (in a rented Hyundai) touring Rothenberg and Regensburg before flying home out of Munich. This extension was arranged by a travel agent we have been working with for many years.

Our feedback on the tour is all good. We had requested a Macan but were presented with a 911S, which we really enjoyed. It was good to compare it to our own 2012 911S. All the accommodation and tour directions were wonderful. We were impressed by the many organizational details: the luggage van, the daily parking and preparation of our cars, the nightly gift and note from Thomas.



We want to give special thanks to Fabian, who led our group of 6 cars and did a fantastic job of keeping us safe while giving us some very sporty driving. We really appreciated him!

Our California Central Coast Porsche Club (Bill is Treasurer) publishes a magazine, and we will write an article about our adventure with Fast Lane. We're gathering pictures and thoughts for this article and will share it with you when it comes together.

Thank you for reaching out,  
Bill & Barbara C.  
**Santa Barbara Porsche Tour**



## VI. Fond Memories:







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 best to you, **Peter**

