



Special Edition • Relax & Discover

REGINE SIXT, BARBADOS' HONORARY
CONSUL IN GERMANY, IN DIALOG
WITH THE GOSIXT EDITOR IN CHIEF:
"MY HOMELAND BARBADOS".

SEN. THE HON. MAXINE P. O. MCCLEAN,
MINISTER OF FOREIGN AFFAIRS AND
FOREIGN TRADE OF BARBADOS
APPROACHES EXCLUSIVELY TO GOSIXT.

MISTER EVERGREEN: THE WORLD'S
FAMOUS POPSTAR SIR CLIFF RICHARD:
"MY TRUE LOVE BARBADOS".

An aerial photograph of a beautiful tropical beach in Barbados. The beach is wide and sandy, with a long line of blue beach umbrellas and lounge chairs set up along the shore. To the left, there is a dense line of palm trees. The turquoise ocean meets the shore with gentle waves under a clear blue sky with some light clouds.

BEAUTIFUL BARBADOS!

REPORTAGE: THE WONDERFUL
CHARISMA OF THE BARBADIANS.



Experience the ultimate blow dry.

(Rent the convertible BMW 1 Series at sixt.com)

WELCOME

My dear Sixt friends,

There is one place on this planet where the phrase comes to my mind: "This is definitely paradise on earth." I talk about Barbados. The Caribbean island is not only offering one exceptional seaside which is indeed called "paradise beach" with calm light blue waters and fine white and pinkish sands. This island is a perfect example and a model for the world.



Barbados leads the list of developing countries in the official Development Index of the United Nations. In the Americas, it is number three behind Canada and the US. Nine out of ten Barbadians – also known colloquially as Bajan – are of African descent. Most of the remaining population derives originally from the United Kingdom. So Barbados retains a strong British influence and is referred to by its neighbours as "Little England". In 1966 Barbados performed its first own free elections. But it still currently maintains Queen Elizabeth II as head of state.

Yes, I am addicted to Barbados, the place where heaven and earth meet. Driving from one coast to the other is an experience in breath-taking scenery. Barbados' unique charm comes from the old world happily coexisting with the new. Glass and marble offices stand next to brightly painted little shops, and high tech SUVs drive alongside donkey carts.

The main reason for that success of the country, explained Maxine P.O. McClean, the Minister of Foreign Affairs and Foreign Trade, in a conversation with me in my role of the Honorary Consul of Barbados in Munich, is the fact that the government invests roughly 20% of its annual national budget on education. All young people in the country must attend school until age sixteen. This gains in a literacy rate close to 100% and ranks the country worldwide in the top 5 concerning alphabetisation. The population has access to free health care and related social services.

All that truly portrays Barbados as being the place to live, play and work, as it also provides a suitable environment for business. So I invite you to visit Barbados: Acquaint yourself with the island's places and with the people who make it so special. They are ambassadors how to live life and they really have mastered the art of fine living!

Yours,

Regine Sixt

Beautiful Barbados – Land of The Smile.
Leisure caribbean lifestyle at the Gold Coast.



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Title Photograph: Erol Gurian

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Regine Sixt, Barbados' Honorary Consul: *“Barbados invest in education and progress, in environmental protzec-tion, sustainability, and technology. Education is oriented toward Merry Old England – a positive remnant of colonial times. And consider that today, ninety-nine percent of Barbadians have a school education.”*

FOTOS: EROL GURIAN, SIXT SE

“ALWAYS ONE STEP AHEAD”

Ideas create growth. Alexander Sixt, Manager Corporate Development at Sixt SE, about the innovative carsharing scheme DriveNow, modern mobility and bold investments.

With our carsharing product DriveNow, we are tapping into a new customer base that has considerable potential. This is a decisive investment in the future, in the growth of Sixt SE.” The 34-year-old is cautious only in his private life; when it comes to business, he prefers to look to the future – to new market shares and new target groups. “Lots of people are looking for a product that meets their own idea of mobility. There is now less emphasis on cars as status symbols, and more on target-oriented and flexible mobility. The underlying aim is to use cars only when they’re needed. And this is exactly what DriveNow offers,” says Alexander Sixt, Head of Corporate Development at Sixt SE and responsible for the latest innovative rental idea from Sixt: the carsharing premium product DriveNow. This fifty-fifty joint venture with the BMW Group was launched in 2011. Its set up and implementation was incredibly smooth thanks to the joint cooperation with BMW. DriveNow has already achieved some astonishing figures: Berlin, Düsseldorf, Cologne, Hamburg, San Francisco and Vienna. 500.000 downloads, and 50.000 Facebook fans are now signed up. Modern mobility has a new buzzword: DriveNow. Alexander Sixt does not even attempt to hide his glee about the successful launch of DriveNow. The Master of Science, who studied in Paris and London and spent a few years honing his skills in demanding roles in the Merger & Acquisitions (M&A) Department at Deutsche Bank and also at Roland Berger, has led a team of 25 employees that deals with M&As, cost management, Sixt purchasing (except cars) and various projects

since 2009. Money and future are his business. So is he a just another cookie-cutter businessman in a suit? No, absolutely not. As well as his desire to make money (“Profits and innovation go hand in hand”), the proactive manager loves new ideas like DriveNow and implementing them. The success it has enjoyed makes him quite proud in a business sense because “as always, Sixt has developed an innovative idea and as a result is one step ahead of the competition.” And what differentiates DriveNow from other carsharing models? “That we

“Ah, fun in life begins with work.”

offer well equipped premium vehicles from MINI to BMW X1, as well as a simple rental service. With our premium product, we want to completely reinvent the concept of carsharing and get straight down to business.” Straight down the line. Alexander Sixt, a project manager and financier, has a knack for promoting creative growth within what is a highly competitive environment.

And what about stress? “Ah, fun in life begins with work” and grins at a question about what he does in his spare time. Doesn’t your head get a bit fuzzy with all this corporate passion? “Absolutely not. I’m happy to be able to encourage, shape and be responsible for the search for and implementation of the ideas and processes that we create as a team here. Without the passionate commitment of our employees and the fruitful



DriveNow premium fleet comprising Minis and 1-series BMWs: mobile target group.

DriveNow

is a 50-50 carsharing joint venture between the BMW Group and Sixt SE. The BMW Group supplies the company with the cars and car technology; Sixt SE provides the premium services, rental know-how, IT system and a comprehensive network of customer registration stations. DriveNow is available in Munich, Berlin, Düsseldorf, Cologne, San Francisco, Hamburg and Vienna. DriveNow uses only high-quality premium cars from the Mini and BMW (1-series) brands. All cars are decked out in the blue/white DriveNow design, have at least four seats, comfort equipment (e.g. parking sensors, air conditioning, heated seats etc.) and efficient engines. www.drive-now.com



Alexander Sixt,
Head of Corporate
Development at Sixt SE:
“With our premium product,
we want to completely
reinvent the concept of
carsharing and get straight
down to business.”



Carsharing brand DriveNow: "All processes are IT driven."

Vita – Alexander Sixt

has been Head of Corporate Development at Sixt SE since June 2009. In this role, he is responsible for all corporate strategy and M&A projects as well as the program to increase the company's efficiency. In addition, Alexander Sixt (34) also manages the Workflow and Process Management Department and Central Purchasing Department at Sixt SE. Before he took on this post at SIXT SE, he was a consultant in the Competence Center for Restructuring at Roland Berger and also worked for Deutsche Bank in London as a member of the M&A Department. Alexander Sixt has an M.Sc. in Corporate Finance from City University London, a Diploma in Business Studies and a Grande École Diploma from ESCP.

exchange of ideas, such achievements would not be possible." Yes, so is he a workaholic? No fun, no vacations? No, but his job in corporate development and vacations ("Traveling is a bit of a dream for me. I want to experience adventure, but I'm not the kind of person who deliberately opts for luxury") go hand in hand for Alexander Sixt. "It's important to switch off for a few days a year just to clear your head. Otherwise you become a slave to your own ideas," says the lively multitasker. But, he emphasizes, he feels "lucky" to "be able to" have this position in the company ("my parents made sure I had my feet firmly on the ground and taught me the meaning of humility"). And Alexander Sixt sees himself in two ways. "I'm a split personality" laughs the Head

"Profits and innovation go hand in hand."

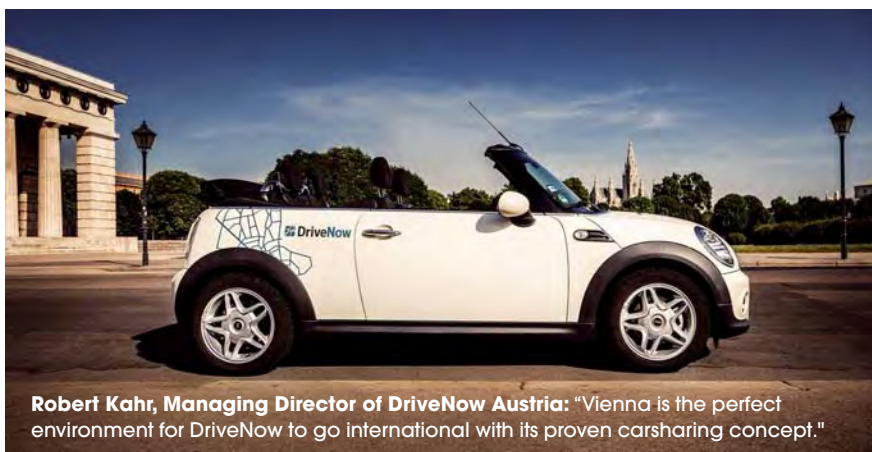
of Corporate Development, "I'm responsible for both growth and costs." Yin and Yang. Yet the market analyzer ("we are our own scouts") never forgets one particular saying: profit is everything. "If you take a sensible approach to costs, you can invest your profits in a bold way." Such as with DriveNow. His keen aptitude for business is already coming to the fore in this new project: it uses Sixt's high-tech infrastructure free of charge ("all our processes are IT driven"). The cool-headed calculator and passionate creative individual flashes a grin that is full of hope. Alexander Sixt, a calm man with a driven soul.

WOLFGANG TIMPE

DRIVENOW BECOMES INTERNATIONAL

The carsharing product from Sixt SE and the BMW Group has been successfully launched in Austria's capital.

DriveNow, the joint carsharing venture of the BMW Group and Sixt SE is expanding internationally. Launched on 17th October 400 vehicles from the MINI and BMW brands (1-series) are available to rent within the carsharing area in Vienna. Just as in Germany, DriveNow vehicles can be rented on the spot within the carsharing area and returned to a place convenient for customers. Fixed pick-up and return stations familiar to traditional carsharing concepts are not part of the DriveNow scheme. With DriveNow, cities can re-



Robert Kahr, Managing Director of DriveNow Austria: "Vienna is the perfect environment for DriveNow to go international with its proven carsharing concept."

DriveNow

SIXT
rent a car



The future of car sharing: DriveNow.

(Rent anywhere, return anywhere)

drive-now.com

Car sharing from BMW i.

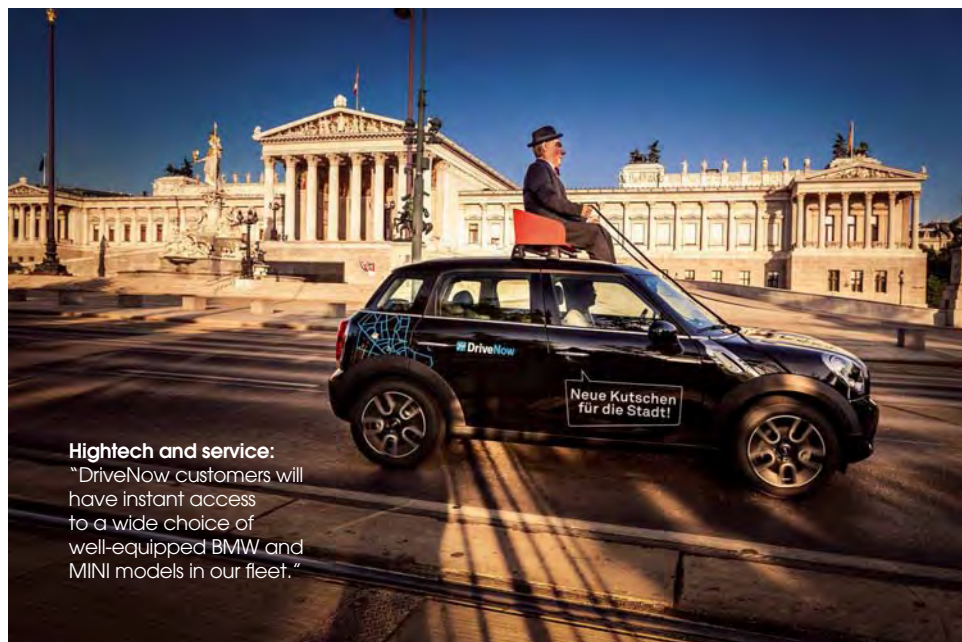


duce the number of private cars on the roads and therefore also CO2 emissions. The carsharing concept offers residents worldwide an excellent opportunity to get mobile with a car in an environmentally friendly and completely spontaneous way.

The DriveNow carsharing area is located mainly around the inner city area. "Vienna is one of the most important cities in Europe. In terms of culture, economy and science Vienna is a melting pot and an innovation center and in regard to quality of life and infrastructure it is one of the best conurbations anywhere in the world. So it is the perfect environment for DriveNow to go international with its proven carsharing concept", asserts Robert Kahr, Managing Director of DriveNow Austria. "Our customers will have instant access to a wide choice of well-equipped BMW and MINI models in our fleet", continues Kahr. "So they can pick up the right vehicle for any occasion, say for dining out at a good restaurant, for going shopping, or for keeping important business appointments." From day one onward, DriveNow will offer its customers the possibility of using DriveNow cars for trips from or to Vienna's international airport at Schwechat. DriveNow is planning to expand to ten American and up to 15 European major cities within the next years.

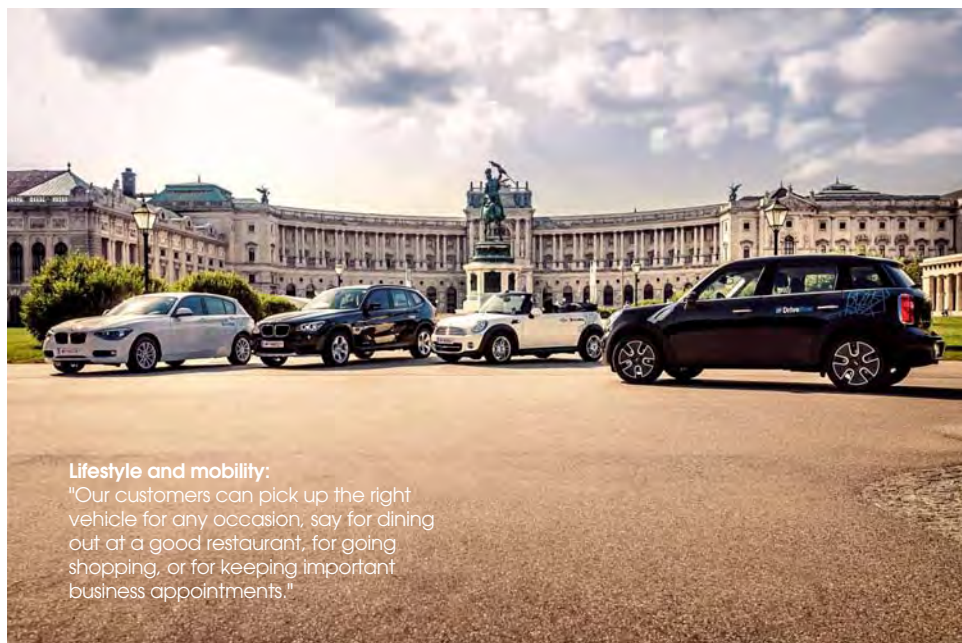
The regular, once-only registration fee for joining DriveNow is EUR 29. Each trip is billed by the minute at rates starting from 27 cents per minute, depending on the selected model and the tariff. The rates are all-inclusive, so there are no extra charges for fuel, road tax, insurance or parking. If you need to park the car but don't want to return it until later, you will be charged a cheaper rate of ten cents per minute. The DriveNow vehicles can be returned on public roads anywhere within the carsharing area. This includes free and paid public spaces, but not residents' parking bays. Cars may not be returned or parked in these bays.

DriveNow is currently operating in the five German cities of Munich, Berlin, Dusseldorf, Cologne and Hamburg, and also with e-carsharing in the USA in San Francisco. The 330,000-plus customers currently registered with DriveNow rank it the biggest carsharing organization in Germany. Registered users have access to some 2400 premium-brand BMWs and MINIs in any of the DriveNow cities. WWW.DRIVE-NOW.COM



Hightech and service:

"DriveNow customers will have instant access to a wide choice of well-equipped BMW and MINI models in our fleet."



Lifestyle and mobility:

"Our customers can pick up the right vehicle for any occasion, say for dining out at a good restaurant, for going shopping, or for keeping important business appointments."



Worldwide and ecological:

"DriveNow is currently operating in the five German cities of Munich, Berlin, Dusseldorf, Cologne and Hamburg, and also with e-carsharing in the USA in San Francisco."



**0 to wind force 10
in 5.1 seconds.**
(The BMW M3 Convertible at sixt.com)

The Caribbean stage. When the soft light colours the ocean turquoise and the mild afternoon sun coats the sand ochre colour, Barbados breathes paradise. Aerial view of the west coast of Barbados near the fishing village Sherman.

LAND OF THE SMILE

Dignity, beauty, rhythm: Barbados. The Caribbean island enchants all your senses. Waves, sand, calypso – and the Barbadians. They have character. Beautiful Barbados. BY WOLFGANG TIMPE AND EROL GURIAN (PHOTOS)



Bajan sculpture. The finest chandeliers sway under the tropical wood roof timbers, antiques invite colonial relaxation and the breeze through the open side walls caresses the soul. Living room without walls in the Barbados villa by culture architect Alang Alang for the British luxury resort developer Mike Pemberton.

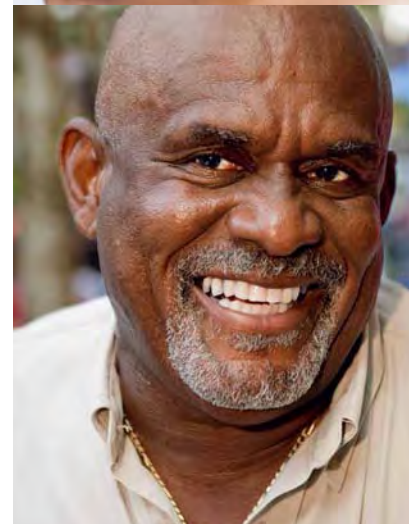
Surfer Opera. The rough Atlantic tightens its stormy belt. Aerial view of the east coast in the district of St. Andrew.

The Breeze: Fresh wind and the finest water mist cool the skin and caress the soul.



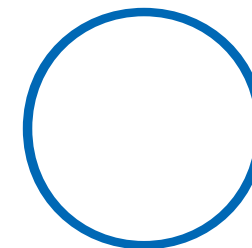
"Barbados is home, the United Kingdom in the Caribbean."

Michelle Dexter, graphic designer from London celebrates her birthday on the Island.



"The well-educated people are our asset."

Austin Husbands, Deputy Chairman, Barbados Tourism Authority.



h my God, stop it, please, unbelievable!", neat midlife British women cheering at the race, while the young Michelle simply shouts out "funny". But loud whistling in the green forest brush is all part of it. The defender "Miss Piggy" pounds through meter deep mud holes with a howling

four wheel drive, jumps over puddles to then crash land on the leaf springs of the jeep and to test the elasticity of the spine. „Hey Ladies, it's just a marketing tour of Land Rover", The guide laughs and driver Jan Webster laughs over his own joke, while the brown "mud" soup from the forest ground coats the off roader. "Okay, okay ladies", Jan assures his small adventure community of eight, "I'll bring you back to civilisation." Everyone is laughing, everyone is perspiring, everyone is looking forward to the heavy endurance competition at the next stop at Barclays Park, Atlantic. Dream destination Barbados. The easternmost Caribbean island with its picturesque pacific beaches in the west and its rough Atlantic coast in the east the entire splendour of its diversity, beauty and uniqueness unfolds on this Island Safari Tour. Palm beaches, sugar cane plantations, historic farm houses, rum distilleries, luxury resorts and water sport. Here in the east Barbados shows its individual Caribbean face. Here where steep cliffs take turns with surfers for the best swell in Bathsheba; where the breeze blows unremittingly, where fresh wind and the finest water mist of the surf cool the skin and leaves a slight salty taste on the tongue: Tour participant Michelle Dexter, 43-year old graphic designer from



Bajan smile. „We are enjoying the breeze on the east coast." Sunday excursion by Naenae (re.) with her younger sisters in Barclays Park, Bathsheba.



ROYAL SPLENDOUR

Barbados completely in itself: it still has its historical, unique colonial culture.

The plantation house “The Fisherpond Great House” of 1637, this splendidly preserved representative gem of Rain und John Chandler, is with its original dinnerware, cutlery, chandeliers and antiques from the 17th and 18th century, a cult location for weddings, business incentives or royal dinner soirées. Care for some names? Oscar winner Helen Mirren, Prince Edward or Prince Harry and Barbados fan Sir Cliff Richard. The pop star: „The Fisherpond is a terrific place.” No comment.

Chandelier Weddings, Rain Chandler, „The Fisherpond Great House”, St. John, Barbados W. I.
T. +1 246 433 17 54, M. +1 246 266 83 74; www.visitbarbados.org/Listing.aspx?lid=1976&catid=17

London, feels at home here. “Barbados is home, Barbados is the United Kingdom of the Caribbean” she beams and enjoys the first day of her holiday to the full. She is like all visitors and the Barbadians themselves excited about the contrast between the laidback Caribbean atmosphere on the Gold Coast in the west and the rugged east coast, the “Little Scotland” as the locals have christened it. Barbados, once the world’s largest sugar producer, declared its independence on 30th November 1966 after a short Portuguese and then longer British colonial rule and today lives essentially on its tourism which accounts for 75 per cent of the gross national product. The Barbadians are proud that they are wealthiest country in the Caribbean and have the best education level. “The well-educated people are our asset, their smile is our trademark.” says Austin Husbands, Deputy Chairman of the Barbados Tourism Authority. The friendly elder statesman finds it important that Barbados positions itself

economically more broadly in the future. „We want to develop and grow new competences in the IT area.” How? “We are sending well-educated young people out into the world and they then come back and modernise Barbados further. “Not just Austin Husbands, all Barbadians are proud of themselves, their island and their standard of living.

It’s no coincidence that the Global First Class feel at home in Barbados with luxury resorts Sandy Lane or The Crane as well as the new premium villas from culture architect Alang Alang on Paradise Beach (yes, where else?). Whether Oscar winner Helen Mirren, Prince Edward or Sir Cliff Richard dine colonially in the historical plantation house “Fisherpond Great House”; or whether Elton John, Andrew Lloyd Webber or motor sport guru Eddie Jordan have already bought several Alang Barbados villas: “In Barbados the X Factor rules”,

GREETING

I INVITE YOU ALL TO VISIT BARBADOS!

**SEN. THE HON. MAXINE P. O. MCCLEAN,
 MINISTER OF FOREIGN AFFAIRS AND
 FOREIGN TRADE OF BARBADOS APPROACHES
 EXCLUSIVELY TO THE READERS OF »GOSIXT«**

I first want to take this opportunity to thank Mrs. Regine Sixt, Honorary Consul of Barbados in Munich, for dedicating this issue of Go magazine to Barbados. Mrs. Sixt has been Barbados’ Honorary Consul in Munich, Bavaria for more than ten years and she represents Barbados in Germany with great enthusiasm and dedication. Her work on behalf of Barbados is of great value and highly appreciated by the Government of Barbados.

Barbados welcomes between six and seven thousand tourists from Germany annually and we hope that this publication will serve to increase the number of Germans visiting Barbados as they come to learn more about Barbados and what the island has to offer.

Over the years, Barbados’ tourism officials have identified Germany as one of the key countries in the European Union as a growth market for increasing numbers of visitors to Barbados. We believe that our mix of quiet order, beautiful beaches, lush countryside and pulsating rhythms and nightlife would appeal to the discerning German traveller. These attributes, among others, serve as the foundation for the vibrant tourist industry which we enjoy today and which is the mainstay of the Barbados economy. I invite you all to visit the website of the Barbados Tourism Authority at www.visitbarbados.org to book your visits to Barbados.

“BARBADOS’ TOURISM OFFICIALS HAVE IDENTIFIED GERMANY AS ONE OF THE KEY COUNTRIES IN THE EUROPEAN MARKET.”

Barbados has had to work very hard to obtain the level of social and economic development that it has attained since it became an independent nation on November 30, 1966. We have had to rely first and foremost on the ingenuity, initiative, and hard work of our people who are our greatest resource. As a small island developing state with an open economy Barbados is very vulnerable to exogenous factors such as climate change, global economic crises, and liberalisation of trade, to name a few.

Successive democratically elected governments in Barbados have unfailingly emphasised the importance of education and health to the development of the nation and these two sectors account for the largest percentage of annual government expenditure. The result is that Barbados has a well educated population which has access to free health care and related social services and this has been recognised by the placing of Barbados as the number one developing country in the United Nations Development Index.



“Regine Sixt represents Barbados in Germany with great enthusiasm and dedication.” Regine Sixt, Barbados’ Honorary Consul in Germany under discussion with Sen. the Hon. Maxine P. O. McClean, Minister of Foreign Affairs and Foreign Trade of Barbados.

With regard to Barbados’ foreign policy, I would say that the principles which inform our domestic policy, namely democracy, justice and the rule of law, are the very same which underpin our practice of diplomacy. Barbados seeks friendly relations with all countries. Barbados has earned a reputation in the international arena as a small developing country which deserves the respect of others because of its promotion and strict observance of human rights, and its long tradition of democratic governance and adherence to democratic principles.

Barbados and Germany have enjoyed a strong relationship since formal relations were established in March 1967. In fact Germany became the first European mainland country with which Barbados formalised relations after attaining its independence. In the realm of trade, exports from Germany into the Barbados market in 2008 totalled approximately US\$28 million, while Barbados’ exports to Germany accounted for a mere US\$2 million. Despite this obvious skewing of trade in Germany’s favour, the Barbados authorities consider that there exist opportunities for Barbados to improve its trade performance with Germany, both in terms of volume of trade and diversity of products traded.

In conclusion, I would say that as the Minister of Foreign Affairs and Foreign Trade of Barbados one of my main goals is to continue by our interactions in the international sphere to solidify Barbados’ impeccable reputation, to defend it unflinchingly, and to undertake policies which will redound to the improvement of the standard of living of all Barbadians.

I hope that this brief sketch of Barbados will awaken a keen interest in our island on the part of many German nationals. Barbados looks forward to welcoming you to its shores for a visit which I can assure you will become the first of many.

Again, my thanks to our hard-working Honorary Consul, Mrs. Regine Sixt, and every success to her in all her endeavours.

Info and booking: www.visitbarbados.org



Sundowners give you wings: Sandpipers in front of Mullins Restaurant.

adds Geoff Wilford, sales director of Luxuslofts (luxury apartments) where the living rooms have no walls, so the Barbados breeze can caress the soul. Also that individual versions cost in the two-digit million range, does not matter. Crisis?

Our customers do not need to refinance luxury. They have it“, laughs Wilford. A wealth that not everyone truly has on Barbados, but perhaps also does not necessarily need. Envious? Very rarely. Good education, solid career prospects, neighbourly help and low crime provide a social sound ground on Barbados: To be able to enjoy. For the 36 year old Sonie from St. Peter it is the most wonderful thing to give a “gospel breakfast” to her mother Cynthia on her 60th birthday in luxury resort The Crane. Both are proud that here at The Crane is one of the top ten beaches in the world and that people come from all over the world to Barbados. And Royal Diadems gospel choir leader Ronald Bullen is happy when he goes across the island with his “mobile church” and “relaxes people’s facial features in singing.” For: „Singing is the root of life. Those who don’t sing get sad.” It says, and in the background the turquoise coloured ocean waves ripple to the Crane’s waterfront. The paradise can be heard. Or swimming underwater. On the turtle swim tour with the catamaran “Excellence Too” fun and adventure sport are enjoyed – leaving you at the end with the feeling of Barbadian life. After a warm-up rum punch, a light lunch and an un-

„Respect the water. The ocean has no emergency exit.“ Captain Roger and Maat Shawn are conducting the turtle tour with catamaran “Excellence Too”.

TOP BARS

MULLINS BAR

Pure beach bar: Sun loungers under blue awnings: The Caribbean feeling, what more do you want? The best cocktails and snacks. Here “the Sundowner gives you wings”.
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Barbados W. I.
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www.roundhousebarbados.com

WATERFRONT CAFE

Anglo Saxons get to the point: “The Experience”. This is what owner Susan “Sue” Walcott names her bar, bistro and dinner pearl with live jazz in the evening. Situated directly in the historical Bridgetown and in the heart of the marina visitors can enjoy the city life at

the port with drinks, seafood dishes to Caribbean and American snacks. Hotspot in the capital city.

Waterfront Cafe
The Careenage
Bridgetown
Barbados W. I.
T. 246 427 00 93
Mon-Sat. 10am – 10pm
www.waterfrontcafe.com.bb

BERT’S SPORTSBAR

Whether it’s the world baseball or football championships: Bert’s is around the world with its giant satellite dishes. The best service, hardwearing grill ware: ribs, grilled fish and every burger imaginable await the Barbadians. Life down on earth!
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You don’t need a towel to reserve this German sunbed.

(Rent the BMW Z4 Roadster Series at sixt.com)

derwater paddle with tamed turtles Maat Shawn Carter puts on a disco. And from onward there is no end of dancing on the return journey into the port of Bridgetown.

Regardless of whether you are fat or thin, young or old, stuffy or relaxed, everyone, really everyone swings to the rhythms of Soca, Barbados versions of Harry Belafontes Calypso. Soca – a word marriage from soul and calypso – let your hips swing and even the last stress heads just relax. The powerful stature with a deep pounding voice of barman David that enraptures the ladies and sweeps them away – is another Caribbean story. Gentle afternoon light illuminates the Caribbean stage in the west of Barbados, the mild light coats the dream beach ochre colour. Barbados breathes Paradise. East-Caribbean reality. And if something goes wrong in life – in Barbados the feeling of wellbeing is present day and night with a constant 27 degree Celsius – then you simply forget the seriousness of life: just with a smile. Tourist manager Austin Husbands, 62, has trained it. „I have learned to smile at least once a day“. That makes me self-assured and gives me a good feeling.” No Keep Marketing Smiling, but a real lust of life, quiet optimism. Dignity, beauty, rhythm: Barbados. The Caribbean island with its gentle pacific und the rough Atlantic coast enchants all senses. Sun, sea, calypso and Barbadians. The people have character. Beautiful Barbados. Land of the smile.



LUXURY CARNIVAL

Every summer Barbados dances its Calypso and colour parade festival for four weeks: The “Crop Over Festival”.

Alongside the legendary jazz festival at the beginning of the year Barbados carnival, the „Crop Over Festival“ is the top event for the locals as well as guests on the easternmost Caribbean island. Rio has its own shimmering “branch” – just more casual and friendlier! Every year since 1780 the Barbadians celebrate the end of the sugar cane harvest over a four week period. Since the decline of the sugar industry (in the 18th century Barbados was the world’s largest sugar producer), the festival has transformed itself into a global “Calypsound” pageant event. www.funbarbados.com/crop_over

“We are a mobile church.”

Choir leader Ronald Bullen (centre) with his „Royal Diadems“; Sonie gave her mother Cynthia (right) the “gospel breakfast” on her birthday at the Crane Resort.

TOP HOTELS

TAMARIND COVE

It doesn’t always have to be super luxury: The Caribbean charm and natural friendliness of the service in this smart boutique hotel is unique. Bejan atmosphere, outstanding breakfast buffet (all warm dishes freshly prepared!) and the dream sunset included. Barbados at home. [Tamarind Cove Hotel Paynes Bay, St James Barbados W. I. T. +1 246 432 13 32 www.tamarindbarbados.com](http://www.tamarindbarbados.com)

LONE STAR HOTEL

Small, fine and super intimate: This mini boutique hotel on one of the most beautiful west coast beaches directly at the turtle diving site breathes Barbados. Unobtrusive, casual

and exquisite: this not describes the sea view suites but also the cooking from the dream restaurant with exquisite fish and pasta dishes. [Lone Star Hotel Mount Standfast St. James, Barbados T. +1 246 419 05 99 www.thelonestar.com](http://www.thelonestar.com)

LITTLE GOOD HARBOUR HOTEL

The colonial plantation charm of the 18th century plus modern luxury affairs like an outdoor pool and top cuisine in the “Fish Pot” restaurant. An idyll on the edge of the small fishing village Sherman near Port St. Charles. Breathe in the tranquillity! [Little Good Harbour in Sherman, St. Peter Barbados W. I. Tel. +1 246 439 20 20 www.littlegoodharbour.com](http://www.littlegoodharbour.com)

bourbarbados.com

SANDY LANE RESORT

The one and only top resort on Barbados. Modern colonial class plus top golf (“Green Monkey”) and perfect private service. A jewel (see interview on page 36 also) [Sandy Lane Resort St. James, Barbados T. +1 246 444 20 00 www.sandylane.com](http://www.sandylane.com)

THE CRANE RESORT

The top ten beach worldwide is the whitest pearl since Mr Flash. The tranquil small Disney town is enthroned as a luxury apartment resort on a steep coast. Unique: The Atlantic kisses the Pacific. Nature sounds magic? It is. Indeed. [The Crane Residential Resort St. Philip, Barbados T. +1 246 423 62 20 www.thecrane.com](http://www.thecrane.com)

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TOP LUNCH & DINER

THE CLIFF RESTAURANT

The favourite restaurant of pop star Sir Cliff Richard – not because of the name. There is “great food and service”, Mediterranean, French cooking à la Barbados. For Sir Cliff it is a “wonderful treat for a special occasion”, a pure treat for any special occasion. 2-course menu from 85 Euros. Sheer view: From several terrace levels one looks upon the torch-lit coral reef and the Pacific. Don’t forget to eat! Oh yes, you also order James Bond Champagne: „Bollinger, La Grande Année, 1999”. Price? A matter for negotiation.
The Cliff Restaurant
Derricks, St. James
T. +1 246 432 19 22
www.thecliffbarbados.com

DAPHNE'S RESTAURANT

Positioned directly on the beach of Paynes Bay, west coast. Modern Italian top cuisine with Asia variations and fresh Barbados fish (grilled!) Competent service. After diner: Relax in the white lounge sofas of the bar and sip the fresh Caribbean cocktail.
Daphne's Restaurant Ltd.
Paynes Bay, St. James
T. +1 246 432 27 31
www.daphnesbarbados.com

THE COVE RESTAURANT

Filled crap shells, Calaloo soup, fillets of flying fish – regional Top cuisine! All fresh product, from Barbados or the Caribbean, Chef Laurel-Ann Morley is the star of the lunch and brunch restaurant (Sunday is authentic Barbados

atmosphere with the locals); on Cattlewash Beach (east coast). A simple local with a great view of the Atlantic. Start with an original rum punch: Sour-hot, not sweet! Shrimp cocktail with salsa lime dip: A must have.

The Cove

27 Atlantic Park
Cattlewash-on-Sea
St. Joseph, Barbados W. I.
Di.-Do. + Sa./So., 12-15 Uhr
T. +1 246 433 94 95

RUM-PUNCH

Hot, sour, fresh: The original recipe for Rum Punch from Laurel-Ann Morley:
1 part lime juice
2 parts sugar syrup
3 parts golden rum
4 parts soda/water
1 dash of Angostura bitters
1 pinch of nutmeg (fresh!)
on ice and drink



Lunch tempel „The Cove“, Cattlewash, St. Joseph: Star chef Laurel-Ann Morley with her legendary shrimp cocktail and rum punch.

ECO AWARD FOR BARBADOS

Petra Roach, Vice President Marketing of Tourism Authority, on Germans and relaxed attitude.

This smile brings the Caribbean to Munich. Petra Roach, Vice President Marketing of Barbados Tourism Authority, visits travel partners and friends in Munich. The Barbadian speaks and writes German perfectly (I learned German at school and got the fine tuning from my German partner Daniel) and would like to lure even more Germans to the easternmost Caribbean island. “The tourism on Barbados accounts for 75 percent of the gross national product. Every year we welcome 8000 Germans to Barbados. Naturally many more are warmly welcome.”

And what shall lure holidaymakers to Barbados, what is so unique compared to other Caribbean destinations? „almost all the beaches are accessible to the public. On the one hand Barbados offers turquoise waters with the typical Caribbean beaches on the west coast; on the other hand there are fantastic waves for surfing with kilometre long beaches on the east coast

to the Atlantic. Barbados is a year-round destination with on average 27 degree – day and night. From July to November the increased probability of rain is a welcome refreshment.

And what should visitors not miss? The diving trip with the Atlantis submarine, where you can get to know the underwater world. We are the first nation in the Caribbean to receive the Green Certificate from Green Globe International Organisation, says Petra Roach. What makes Germans different from Barbadians? „We Bajans are more relaxed. Even though we are not as organised as the Germans, we always reach our goal.”



Petra Roach

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Oceanfront oasis: Boutique hotel "Little Good Harbour" with gourmet restaurant "The Fish Pot."

BARBADOS

Whether on Barbados or in Germany: The Barbadian Tourism Authority advises on holiday planning and bookings (wedding, adventure, sport, history, culture, restaurants hotels)

Barbados Tourism Authority c/o
Aviareps Tourism GmbH
Sonnenstrasse 9
80331 Munich Germany
T. +49 (0)89 23 66 21 70
www.barbados-karibik.de
Barbados Tourism Authority
Bridgetown Barbados W. I.
T. +1 246 427 26 23
www.visitbarbados.org

CONDOR



Twice a week Condor flies directly from Frankfurt/Main airport with a Boeing 767-300 to Barbados. Flight duration: Approximately 9-11 hours there and back every Monday and Thursday.
T. +49 (0) 1803 133 31 30
www.condor.de

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The Shallow Draught
Bridgetown, Barbados W. I.
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F. +1 246 430 09 01
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www.tallshipscruises.com

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Children: 55 US \$
info@islandsafari.com
www.islandsafari.bb



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Bridgetown airport - BGI
Christ Church
15131 Barbados
T. +1 246 434 844 0
Mo.-So., 7-23 hrs

Delivery Service
24026 St. Kames
T. +1 246 422 3000
Fax: +1 246 434 844 9
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"There is no rain, only liquid sunshine.
Safari adventures with defender "Miss Piggy".



"Every day, my gift is people's beaming smile."
Regine Sixt, Honorary Consul of Barbados, with Petra Roach, Vice President Tourist Board Barbados, in front of the painting by the Barbadian artist Catherine Forter Chee-a-Tow.

"MY BEAUTIFUL BARBADOS!"

Regine Sixt, Honorary Consul of Barbados, in conversation with GoSixt Editor in Chief Wolfgang Timpe about her second home.

Regine Sixt, Lady Honorary Consul, a large oil painting dominates your office in the Sixt main administration building in Munich-Pullach. It looks very Caribbean.

Regine Sixt: That's right. This picture, painted by the famous Barbadian artist Catherine Forter Chee-a-Tow, gives me the beaming smile of the people of Barbados and the tropical splendor of this island every day.

This Caribbean paradise is your second home, you say...

... Yes, it's fair to say this. My husband and I fell in love with Barbados during our honeymoon. At that time, the airport consisted of a chattel-house-like building, and when the PanAm planes landed, the steel bands began to play.

And you and your husband have never lost this love?

(laughs) Do you mean our love? Yes, it has held us together and our common love for Barbados too. Do you know, there are places in the wide world that always bring you back to them, that won't let you go, about which you think with wistfulness and tingling, just as you think about a lover. Usually these places are far away. Barbados is a place like this.

"IN BARBADOS, YOU CAN SEE THE WONDERS OF CREATION."

I know what you're talking about. You have remained true to Barbados, and fifteen years ago, the government of Barbados named you Honorary Consul ...

... a title that is an honor and a duty for me. Such a beautiful country. I can put my arms around it every day, even from far away.

What can you learn from the people of Barbados?

The ways of living together that are endangered in Europe, for here blacks and whites live peacefully beside one another. In Barbados there is poverty, but it's not experienced the same way; the people who are better off help the disadvantaged. You learn from people to surrender to the splendor of nature and to discover the great in the small. The hibiscus blooms, the bougainvilleas and the little hummingbirds that fly from blossom to blossom, as well as the baby turtles that crawl peacefully on the beach. And don't forget about the monkey families that jump from palm to palm. Do you know, I think it's very simple; on Barbados I'm really closer to God than anywhere else.

A God of which religion?

Oh, the concern is not religion. In Barbados, you can see the wonders of creation. There are 295,000 inhabitants on the island and more than 100 religions and communities of belief, and everyone exists in harmony, tolerance, and respect, one beside the other. When we, as a family, set out on Sunday mornings for our island tours, we are touched by the sounds of gospel songs, sung by inhabitants dressed in their Sunday best, who stream out of the small, colorful wooden churches and chapels. Then I know: there must be a God somewhere!

Do you like to visit churches?

Naturally, especially the Jewish synagogue with the neighboring Jewish cemetery. It's so peaceful there. Frequently I will sit down on one of the gravestones, some are from the seventeenth century, and consider the history behind the name inscriptions, perhaps my history. Such as the history of Jews in Barbados. For although the Netherlands did not succeed in taking Barbados away from the British, some Dutch Jews settled here nonetheless: they even played an important role in the history of Barbados. In addition to these Dutch Jews, there were some who

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Regine Sixt on the terrace of Sandy Lane, Barbados.

„I could embrace this beautiful country every day, even from afar.“

came in the 17th century, who imported sugarcane from Brazil. Thus they taught the British, who had already settled on Barbados, how to plant sugarcane, and they set milestones for the sugar industry, which would last through the centuries. Furthermore, they built windmills that still exist today in order to grind the sugarcane. This plantation history is displayed in living color each year during the Crop Over Festival.

What distinguishes Barbados from other islands, what makes it so special? After all, it is surrounded by island worlds...

This island, far from the coast of Venezuela, a part of the Lesser Antilles, distinguishes itself through an incomparable charisma, its unique personality. And Barbados has developed from a colonial land into a progressive developing land, one of the most prosperous countries in the Caribbean.

What touches you especially?

The way the Barbadians treat one another and respect each other. Through proximity to them, regardless of their function, I am a little closer to the pulse of the island, and they help me to zero in on Barbados and understand the country. Sometimes I read in the faces with their gleaming white teeth a quite peculiar, almost anxious wistfulness.

These people have been marked the most historically by the adventurous, horrible history of slavery.

And their history is still reflected in some faces today: a deeply rooted memory of the times of humiliation and slavery. When you land in Barbados and sit comfortably in the backseat of a taxi, as you are driving by it, you hardly see the horrifying sculpture of a slave who is breaking his chains during the slave emancipation that took place between 1806 and 1834. Take a look at it the next time you land in Barbados!

Today, Barbados is an independent country.

Yes, and yet it is still a member of the British Commonwealth, with a sophisticated English school system. For “Freedom of thought is freedom of life.”

You are interested in the history of the country...

...Yes, very, for the inner substance of this island, which is hardly sixty kilometers long, can be deciphered through time travel into the past. It is documented in numerous reports, in engravings and oil paintings, which can still be seen in the finest plantation houses and museums. Very impressive is the “Barbados Jewish Museum,” built by the families of Paul Altmann and Michael Tabor.

Ms. Sixt, you travel to Barbados often. How does the Honorary Consul spend her days in paradise?

Unfortunately, the days are always too short. I have hardly looked at the fishermen, fishermen bringing their full nets to land, read a book or played a little tennis and had a swim when it’s twilight again. The fishermen sail off to the horizon with the setting sun and the sun disappears again behind the endless horizon—like a flash! I feel intensely how life passes one by, but the fishermen come again at dawn. For me, this knowledge is the key to happiness.

It is hardly possible to express the longing for Barbados more clearly.

But it is possible! You can, for there is a wonderful Barbadian song that says more in a few words than our conversation:

Beautiful, beautiful Barbados,
Gem of the Caribbean Sea.

Come back to my island Barbados

Come back to my island and me!

Please come back where the night winds are blowing

Please come back to the surf and the sea

You’ll find rest; you’ll find peace in Barbados

Come back to my island and me.

The sugar industry is no longer the main source of income for the country due to the elimination of the guaranteed sugar price in England, and ...

... No, this hasn’t been the case for a long while. Today, tourism is the most important source of income on Barbados. Imagine that George Washington traveled with his brother Lawrence in 1750 – the only time that he left his homeland – to Barbados, and he recuperated and relaxed so much that he became the first President of the United States! There are charming and wonderful hotels; one of the most beautiful hotels in the world is the legendary Sandy Lane Hotel. And there is a lot more worthy of mention: the beautiful, spectacular restaurants, especially the Cliff Restaurant, the Fishpot, and Naniki’s in the mountains with Tom’s traditional jazz brunches. There is also an interesting artists’ colony in Barbados. The pictures of Vanita and Catherine Forter Chee-A-Tow are shown in international galleries today. Yes, and last but not least: there is Sixt Holiday rent-a-car with many fun cars.

**“SOMETIMES I READ IN THE
FACES AN ALMOST
ANXIOUS WISTFULNESS.”**

In what does the government of Barbados invest primarily?

In education and progress, in environmental protection, sustainability, and technology. Education is oriented toward Merry Old England – a positive remnant of colonial times. And consider that today, ninety-nine percent of Barbadians have a school education.

How does the island present itself to you?

Anyone who wants to look the island in its beautiful but scarred face should speak to native friends who can open up your eyes, people who live and work here. They give me the kick that I need when I return to my saturated European homeland. And here too, all the misery and exploitation started three hundred years ago. Also on your beautiful little Barbados.

The story about paradise on earth, you can sense that still today; that was Barbados before people came from Europe. This thought does not make today’s travelers wistful often enough. The shame for all the environmental damage, arrogance, and greed.

Do you experience wistful moments on Barbados?

Of course. There is wistfulness and sorrow in every life. These are a part of life and they can also be precious. The death of my parents-in-law, who lived in Barbados, was certainly one of the saddest experiences of my life. They had spent their winters in Barbados since 1969. It was their paradise, their fountain of youth, and I was able to experience it with them. They brought us to Barbados and gave it to us as a gift – and to our two sons – *tempi passati!* I remember the endlessly long walks on the beach with them, where I soaked up all of the wisdom that they could give me.

Tell us more...

That’s very private. Their thinking and acting was a guideline that we could pass along to our children. It was marked by unity of thought and action, respect for one another, and respect for the family. We accompanied our father on his last journey home from Barbados. And even today, I hear his voice in my ears with the words: “Regine, every tear of parting also bears the joy of reunion!”

Did he really say that?

Again and again, whenever I said good bye to him at the airport. And today I answer him: there is a reunion on Barbados. I will renovate a small Quaker chapel that I will give my in-laws, the “Sixt Memorial Chapel.” We will hold charity concerts there for the children of Barbados.”

What do you love the most about Barbados?

When I can pick up my husband and our two sons, Alexander and Konstantin, with their partners at the airport and drive along the coast with them– happy vacation days, embedded in our family harmony.

What sound rings in your ears when you dream of Barbados?

The sound of a steel band, of course! Did you know that? The Bayans, the Barbadians, found oil drums on the beach and noticed that you can conjure sounds from them– yourself. “Eine kleine Nachtmusik” or the “Habanera.” Or also the calypso with the limbo dance, which brought freedom to the slaves. These exist still, these rarities on Barbados: and especially my Mr.

**“REGINE, EVERY TEAR OF
PARTING ALSO BEARS THE
JOY OF REUNION!”**

Ward, whom we engage every now and then so that he can sing us the most beautiful songs from the colonial times. But also the world-renowned Barbadian song princess, the music award winner Rihanna. And don’t forget the reggae sound of Bob Marley from Jamaica– with his engagement, he gave blacks hope of recognition, the courage to fight against their downtrodden social situation.

So then it’s appropriate: reggae is derived from “rex” and your name is Regina ...

... So (sings aloud): “No Woman, no cry”...

... then you have an immediate desire to break away.

Yes, you’re right about that. Somehow I can only truly sense my feelings for Barbados, where I am talking to you about it, right now. Naturally I know how to appreciate an elegant hotel like the Sandy Lane or the landscape of the golf course. I cannot honor them or love them. So these are the scars, the weaknesses and barbs, the shimmering of the personality of my Barbados that always bring me back again.

Wild Atlantic East Coast of Barbados:

“There are places in the wide world that always bring you back to them, that won’t let you go, about which you think with wistfulness and tingling, just as you think about a lover.”



Snow-white Caribbean beach in a mahogany grove: "Our location on the Platinum Coast is a real magnet."



Modern Colonial style in Villa Patio with balcony:
"We embody an extremely special lifestyle that gives our resort a personality of its own."

Luxury is never a static thing. To remain competitive in global competition, even unique first class resorts like Sandy Lane on Barbados have to continually improve. Director Robert Logan talked with GoSixt Editor-in-Chief Wolfgang Timpe about why he and his team focus heavily on personalised service to augment the magic of Barbados. The idea is to make the "residents" feel at home, as only intimate, individual service makes for premium-class relaxation.

MR. LOGAN, YOU RUN ONE OF THE WORLD'S TOP LUXURY HOTELS ON BARBADOS. WHAT GIVES YOUR HOTEL ITS PARTICULAR BARBADAN FLAVOUR? Sandy Lane has a style reflective of the unique ambience of Barbados. Built in 1961 on the grounds of a former sugar cane plantation, Sir Ronald Tree personally selected the site for Sandy Lane, knowing it was the perfect spot for a luxury hotel. Today the lovely curving beach and old mahogany grove are complemented by the classic elegance and impressive architecture of the coralstone buildings. The interiors were designed with the same care and attention, using extremely high-quality materials to create a hotel that offers extraordinary luxury and leaves nothing to be desired for the modern international traveller. On the over 400 hectare grounds we have created three outstandingly beautiful golf courses and a country club while preserving the existing landscape. The Green Monkey golf course for example was made on the site of an old limestone quarry, stone from which was used in the 2001 renovation.

WHAT DEFINES THE DISTINCTIVE CHARACTER OF YOUR RESORT? Our special identity derives from a blend of authentic style, cultivated tradition and our overarching commitment to providing nothing but the very best service, ensuring that every guest at Sandy Lane receives the best the Caribbean has to offer. The way we go about our work is what makes us stand out. We embody an extremely special lifestyle that gives our resort a personality of its own.

RELAXED BEAUTY

Modern Colonial style, gorgeous Caribbean beaches, personalised service and the magnificent Green Monkey golf course: this is the first class Sandy Lane resort on Barbados. Hotel General Manager Robert Logan runs the resort with his own brand of genial hospitality.

Robert Logan, general manager Sandy Lane:
"Our guests can feel the pride and satisfaction our employees feel to be working here."



DO YOU HAVE YOUR OWN PERSONAL MANAGEMENT PHILOSOPHY? Our philosophy is employee-centred, as they are our greatest asset. It is they who individually and on a daily basis make good on the Sandy Lane promise that each visitor will have a memorable time. We want every guest to experience unforgettable moments here. Thus in addition to training and personally supervising our employees we also look after our employees' families.

PEOPLE LOVE THE ISLAND BREEZE AND RELAXED LIFESTYLE OF BARBADOS. IS THERE SOMETHING EVEN MORE SPECIAL ABOUT THE BREEZE BLOWING AROUND SANDY LANE? The environs here are unique, and our guests always tell us how relaxed they feel here. The inimitable Sandy Lane lifestyle and high standard of personalised service we uphold are part of the magic. Our vision is to be the world's premier luxury resort.

SEVERAL MILLION US DOLLARS WERE INVESTED TO MODERNISE SANDY LANE. WILL THIS INVESTMENT PAY OFF? Sandy Lane is owned by private individuals rather than a huge corporation. This means we are able to run the place the way we see fit. We intend to continue building the Sandy Lane brand, based on what is best for our presence here and for our employees. The owners of Sandy Lane are constantly investing to maintain its reputation as the world's top luxury resort.

COMPETITION IS STIFF IN THE HOSPITALITY BUSINESS. HOW DOES SANDY LANE COMPETE AGAINST OTHER LUXURY RESORTS ON BARBADOS? We like to think of ourselves as a home away from home, yet one where you can really get away! We respond to every guest's wishes, for it takes much skill and dedication to create a feeling of true luxury. Our spacious rooms and suites are a big part of the home-like appeal of the resort. And then of course our location on the Platinum Coast and our 300-meter white-sand beach are a real magnet for our guests. Many visitors to the island, like Erich and Regine Sixt and their boys Alexander and Konstantin, love our gourmet dining as well.

YOUR GUEST LIST READS LIKE A 'WHO'S WHO' OF INTERNATIONAL VIPs, RANGING FROM TIGER WOODS TO THE ROTHSCHILDS. WHAT DO THEY LIKE ABOUT SANDY LANE? Here everyone feels like someone special. Some of our guests



Intimate first-class hotel with fine gourmet dining: "We want every guest to experience unforgettable moments here."

even coordinate their travel plans in order to meet and keep up the friendships they have made here.

IF A GENIE APPEARED AND GAVE YOU THREE WISHES, WHAT WOULD YOU WISH FOR? Wow, that would be great. My first wish would be that Barbados should remain blessed with this fantastic weather, and continue developing with security and freedom; secondly, I'd wish that the warm and friendly culture of Barbados will never change, and thirdly that its authentic historical legacy should become more widely known.

WHAT DOES HAPPINESS MEAN TO YOU PERSONALLY? You just have to see things positively, then happiness is there waiting for you. Everyone is responsible for his or her own happiness.

Green Monkey golf course and luxury spa: "We like to think of ourselves as a home away from home, yet one where you can really get away."



ALL PHOTOS: SANDY LANE RESORT AND SPA



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**Internet fan
Konstantin Sixt:**
„grew into the
entrepreneurial
passion early on.“

“WE ARE THE CLEAR LEADERS IN INNOVATION FOR THE INTERNET“:

FOLLOW ME, MOBILE YOU.

Konstantin Sixt, Head of Sixt Internet Business and Managing Director of Sales Germany, on rapid Internet, mobile cell-phone and laptop applications and enjoying work.

PHOTO: SIXT SE

The Internet has become the most important sales channel for us and has the highest priority in our business. At Sixt SE nowadays, we generate more than 55 percent of all bookings worldwide via the Internet. “Calm, objective, charming, clear. The man knows all the figures and knows what he wants to achieve strategically. “I am very glad that almost all services that were offered by Sixt over the telephone are nowadays also covered on the Internet and mobile devices.“ Service and friendliness to customers is a Sixt trademark, after all, in addition to always being a considerable step ahead of the competition. “Our customers are mobile, and since the importance to us of the cell phone for communication is always increasing, we are developing mobile applications for all smartphone interfaces.“ On the one hand.

On the other hand, the Web itself is also changing radically for Konstantin Sixt. “The internet is becoming increasingly mobile. The importance of the mobile Internet for cell phones, laptops and PDAs will increase greatly.“ And he wouldn’t be Sixt if he didn’t consider the advantages for the customer. “We started our first mobile application for the Apple iPhone in 2008 - as one of the first car rental companies worldwide. And today we generate more than 25 percent of all online bookings via our mobile services.“

Konstantin Sixt has been in charge of the online business of Sixt SE since 2005 and has also been the managing director of Sixt ecommerce GmbH since 2007. The fact that the 31 year old has a lot of gasoline in his blood since birth“ is not surprising with the Sixt family tree. Whether Sixt SE is a listed company or not, the family members are the power behind Sixt.

And was there ever any doubt whether he would take a job at Sixt or possibly do something completely different somewhere else? “No,“ laughs the dynamic Web fan in a relaxed and sovereign manner. “In our family, it was always all about business from breakfast to dinner.“ And didn’t that get on your nerves? “On the contrary, that’s how we grew into the entrepreneurial passion at home.“ Full stop. That’s just how they are, successful owner op-

erated family companies in the globalized world. Conscious of tradition and – unlike many employed Dax managers – at tuned to changes. There is no rest. “We are definitely the market leader in Germany and Austria. We want to continue strengthening this dominant position and expand it to several other countries. In addition, our strategic focus is on the internationalization of our products. We are massively tackling the area of the Internet abroad and want to win further market shares.“

And he sees clear advantages for Sixt in the internet. “We are the clear leader in innovation for the Internet; no competitor has websites as advanced as ours.“

“The Sixt SE nowadays generates more than 55 percent of its bookings via the Internet.“

Konstantin Sixt

Unique selling points are the best business model. And as regards the question of personal preferences, these are quickly found. “I am an internet freak,“ says the passionate surfer, „but we don’t do anything at our company just for fun, of course.“ Right, sorry. “There is a clear business model behind our activities for the Internet and the mobile services.“ But the great James Bond fan also has a leisure life, of course. And when the auto lover likes things relaxed, he drives his grandmother, Erika Sixt’s, Mercedes 280 SL Pagoda on week ends. “An athletically and technically beautiful classic.“

Konstantin Sixt combines personal passion for the automobile and the Internet with a zest for successful business. His Black berry is ringing. A presentation for new Internet applications on the French Web. The Sixt Web manager is concentrating on global business – on the internet and on mobile terminals. Yes, the man has gasoline in his blood – in a digital dosage as well. The future is mobile: Sixt Online, Sixt ecommerce. Follow me, mobile you.

WOLFGANG TIMPE



Brand: “No competitor in the world has websites as advanced as those of Sixt.“

Konstantin Sixt studied business administration in Geneva, Paris and London and has a Master of Science in Finance degree from City University, London (Cass Business School). Since 2003, Konstantin Sixt has been active with Sixt SE, one of the world’s leading mobility service providers. After initially participating in process management of Sixt Leasing, he joined the E-Commerce Unit, e-sixt GmbH & CO KG, in 2005. Since then he has been in charge of the online business of Sixt SE, through which over 47 percent of the company’s turnover is generated. In addition, Konstantin Sixt (31) is Internet and Sales Director Germany Sixt SE. Konstantin Sixt speaks French and English fluently. His hobbies are road racing, long-distance running, literature and contemporary art.

Costa Vicente National Park:
Nowhere are there hotels to offend the eye here. This land was already inhabited during the Stone Age and was a holy place for the Celts during the Neolithic Period, as shown by over 200 menhirs. Children think the standing stones were left by Obelix.

MORE!

Steep cliffs, blossoming mimosa and spacious sand coves: Portugal's Southwest forms the most beautiful end of Europe and offers the finest of life's pleasures around the fishing village of Sagres. Relax in the Algarve.

by Berndt List and Christina Körte (Photos)

They thought the
earth was flat.

Oases of calm:

Whether the southwest end of Europe with the lighthouse Cabo de São, the fishermen of Sagres or the peaceful natural luxury at the Martinhal Beach Resort & Hotel - the coastlines breathe the rough charm of genuine Atlantic culture. "There are times in life when one has to be courageous."



Listening to the ocean's heartbeat.



The end of Europe, the beginning of the sea: Moderate warmth, blossoming mimosa, blue islands of wild rosemary, an unspoiled coast and lovely, spacious sand coves. Nowhere are there hotels to insult the eye.

Vern! Verão. Vern!” Come, summer, come! Show your cheerfully fluttering banner spreading out in the rough west wind on Portugal’s wild Atlantic coast. Here, far to the south, a good two hours by car from the metropolis of Lisbon, one’s longing for sunshine and spirited surfing adventures is satisfied. The Algarve, the extreme southwest of Portugal, is exactly the right place in Europe for letting yourself go – including this insiders’ tip: the unique Costa Vicente National Park and its surroundings. Moderately warm, blossoming mimosa, blue islands of wild rosemary, an unspoiled coastline and lovely,

Hotel manager Rodrigues Machaz, re.: “I need to go surfing every day, at least two or three hours. I can’t let go!”



spacious sandy coves. Nowhere are there hotels to insult the eye. This extraordinary stretch of land was already inhabited during the Stone Age. Not only that – it was a holy place for the Celts during the Neolithic Period, as shown by over 200 menhirs (standing stones) in the region. It is possible, however, that children will think that the standing stones were left by Obelix. The Costa Vicente National Park begins right behind Sagres and the Bay of Martinhal and then runs along the west coast of Portugal for about 60 kilometers.

Thomas Berendonk, getting into his Pajero, knows every nook and cranny of the National Park. He likes the Sagres holiday-makers. “Very relaxed, pleasant guests.” And he loves variety. He recently sat together with ten people from nine nations. Berendonk came to Sagres twenty years ago. “I sat there on the beach and asked myself why I shouldn’t stay here,” he tells us. „I was working 16 hours a day for a computer firm in Germany. Two telephones constantly in my ears. It was insane,” he shakes his head. “You could see the breakdown coming.” During that very same year he moved with his wife to Sagres. A digital manager in charge of websites and readers’ forums, he has remained true to the computer. But in a very relaxed way now. Nature helps.

We’re going toward the west coast. First asphalt, then we turn onto a sand road. Four-wheel drive is not necessary. The road ends abruptly at a small parking lot. Very few cars. A few steps further and there is a breathtaking view. The waves of the Atlantic Ocean roll far, far below into the bay enclosed by almost sixty-meter-high rock cliffs against which the ocean crashes into a spray of effervescence. Foaming spray, making the cliffs cloudy; the Praia do Telheiro. A stairway leads down to the beach. A bit further out in the sea swell, neoprene fig-

ures wait for waves, swinging themselves onto their boards, ride on them and glide along on them for a few more seconds until the wave breaks and runs out on the beach.

The coves around the peninsula of Sagres have a worldwide reputation as the non plus ultra for surfers. They can select the optimal cove each day here according to the wind direction and waves. The season lasts all year round. Surfing maniacs like Rodrigues Machaz establish roots there: “I have to surf two or three hours each day. Always. I can’t do otherwise,” he laughs almost apologetically. Because he is in a hurry. Duty calls. He is a hotel manager. Castalejo, Cordama, Barriga, Mirrouque, Murracao, Amado – this is the order of the bays until one can look back onto an overwhelming panorama from Ponta. The rugged cliffs, the foam on the rocks, the aerosol-saturated haze above them, in between, the beach coves – the picture makes an indelible impression. Whoever climbs down finds lonely, wind-protected nooks at the foot of this imposing backdrop where you can listen to the heartbeat of the sea.

Hiking trails make the National Park accessible; they are also ideal for biking. Pine groves speckle the gentle hills which become steeper toward the interior of the land. It can only be José’s herd of sheep crossing. “I am 85,” he proclaims, both proudly and reticently. “I’ve always tended sheep,” he grins, casually hailing his two dogs and continuing along leisurely. He is not an isolated case. The Portuguese people have a relaxed way of life that is contagious. The island’s most famous monument is the Fortaleza, which sits enthroned over the harbor of Sagres. It was destroyed during the devastating earthquake of 1755. It was rebuilt later, but only a stone circle, 43 meters in diameter with 43 stones in the courtyard of the fortress has remained from its most important period, the



Slumbering algae culture: Nature leads the Portuguese people to a relaxed way of life that is contagious.



Costa-Vicente-shepherd José, 85: „I have always tended sheep," he grins mischievously, casually hailing his dogs and moving on.



Agaves watch over the sea: The rugged cliffs, the foam on the rocks, the aerosol-saturated haze above them, in between, the beach coves – the picture makes an indelible impression.



Sagres, a colorful fisherman's paradise: Sardines, mackerel, gillheads, red mullet, squid and shrimp – fishing promises much success here.

15th century – perhaps a compass dial or a sundial. Portugal's greatest national hero, Infante Henrique, known to us as Henry the Navigator, founded a seafarers' academy here. That was in the year 1415. Portugal was poor, sandwiched between Spain and the Atlantic Ocean. Henry developed a vision. He wanted to gain control of the lucrative spice trade and eliminate the Arab, Persian, Turkish and Venetian middlemen. Spices, and especially much-coveted pepper, were fetching exorbitant prices through them.

While accompanying his father on one of his conquests in North Africa that Henry came into contact with the knowledge of the ancient Greeks – the astronomical calculations of Ptolemy. The latter's observations had led him to believe in a spherical earth. In the Christian Occident, however, the earth was still considered to be flat. And all-consuming monsters were believed to be lurking behind the endless expanses of the Mare Tenebroso, the dark sea, as the Atlantic Ocean was called. Henry the Navigator, however, believed the Jewish and Arab scholars and decided that there must be a sea route to the remote Spice Islands. However, this was by no means to be made public.

The location of Sagres was ideal. Under the greatest secrecy, he brought together the most experienced navigators, astronomers and cartographers to the Fortaleza in order to impart his nautical expertise for high-risk voyages of discovery to the seafarers. But Henry's vision was fulfilled only 70 years later, when it was possible to cruise against the wind with a new type of ship, the caravel. Portugal became the richest country in Europe by importing spices directly from the producers. The voyages of discovery of Vasco da Gama and Ferdinand Magellan made it possible. To this day, the Portuguese are grateful to the initiator of these voyages. All over Portugal, the most beautiful streets are called "Infante Henrique."

A visit to the peninsula of Sagres would be incomplete without a visit to the southwesternmost point of Europe. There is a lighthouse, 75 meters high on the Cabo de São Vicente, surrounded by sheer endless ocean. The beams of the light

reach 90 kilometers out to sea. The location conjures up longing and visions; it is a magical place where the sun sinks into the sea, indeed a holy place. The Celts worshipped their gods here, the Phoenicians consecrated the plateau to the god Melkart; for the Romans it was Saturn. The Christians finally named the cape after Saint Vincent, whose body is said to have been washed up in a neighboring cove. The present day is more profane. The sign at a concession stand proclaims: „Last Bratwurst from America.“ One can also obtain a certificate for it.

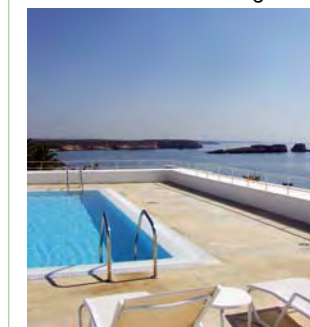
The small town of Sagres is not renowned for an attractive town center, but for its utterly relaxed atmosphere. Whoever sits down for a cup of coffee here can safely stay put for hours. The Portuguese do the same. Only when night falls do the bars come alive in Sagres. The Dromedário or the Pau de Pita, the Água Salgada or the Topas. The preferences of the predominantly young clientele fluctuate. But it's only a few steps from one bar to the next.

One can see the natives fishing everywhere on the cliffs of the west coast. Fishing is not without its dangers. One false move and the ocean can swallow you up forever. This happens to tourists year after year – but also to natives. Fishing does, after all, promise much success here. The sea is clean, the fish are still plentiful and the fisherman of Sagres supply the entire region. In the mornings the boats come in and the restaurants of the area obtain their supplies at the auction. Sardines, mackerel, gilthead, red mullet, moray eels, squid, shrimp, whatever get into the nets. Yes, this is pure fishing and Atlantic romanticism. Fresh mild air, wild Atlantic waves and blossoming mimosa tufts in the Costa Vicente National Park. Don't hesitate, get going. Come, summer, come. Vern! Verão. Vern!

HOTELS

Memmo Baleeira Hotel

Regarding tasteful, private living, people used to say that a person creates themselves from the landscape. "Here, as little as possible should distract one from significant



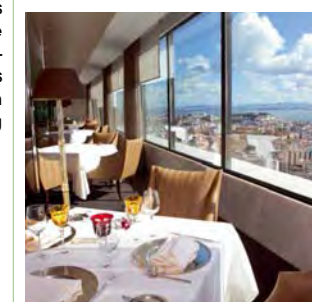
things", says Rodrigues Machaz, Hotel Manager, about his refined white hostel in Sagres, "and this is the environment. The lake is the focus." He has succeeded! The beautiful simplicity of the long rows of buildings from the Design Hotels™ luxury group invites the lake into the 105 rooms and 39 suites through its panorama window and guides the senses outside, because the Moorish colors and warm earth tones contrasted against brilliant white in the rooms ensure a refined feeling of Feng Shui.

Memmo Baleeira Hotel
Sítio de Baleeira
8650-357 Sagres - Portugal
Tel +351 282 624 212
Fax +351 282 624 425
www.designhotels.com/memmobaleeira

Sheraton Lissabon

Anyone in need of shaded recovery after hours of glistening sun in the Tejo metropolis will be well-served by the exclusive, heavily shaded luxury hotel atmosphere of the Sheraton Lisbon Hotel & Spa. The king's house of the Arabella Starwood Hotelgruppe has the best location on a hill above the old city and was completely renovated in 2007. First-class service and large, extravagant rooms. The bath is separated from the beds by a blind. The guest can relax next to the outdoor pool for the siesta. There is wonderful view from the high-class restaurant on the 26th floor, whose kitchen has received many awards. Dine like a prince by candlelight on top of Lisbon.

Sheraton Lissabon Hotel & Spa
Rua Latino Coelho 1
1069-025 Lissabon
Tel: +351 21 312 00 00
Fax: +351 21 354 71 64
sheraton.lisboa@sheraton.com





Spacious atmosphere, sharp design: Personal atmosphere and privacy impart the feeling of being at home.

"I SAW THE LAND AND HAD THE IDEA RIGHT AWAY."

The Martinhal Beach Resort & Hotel is an oasis of peace. The Costa Vicente National Park begins right behind the resort. In 2002 the Swiss Roman Stern discovered this little piece of land with just two houses standing on it. The grounds belonged to two Swiss. „I saw the land and immediately had the idea for a project," Roman Stern relates. „I always wanted to undertake a hotel project, somewhere abroad. It wasn't so important where." And this piece of pure nature between the white beach of Martinhal and the National Park fascinates him. Stern is an entrepreneur, one of those who uses his mind and not his capital. „There are certain times in life when one must be courageous."

He had a resort facility in mind that would go together with the National Park surrounding it. Roman needed seven years to pay back the sale price to his Swiss fellow-countrymen, seven years in which he gradually built the Martinhal Beach Resort & Hotel consisting of about 200 houses. He ensured the financing by selling houses, managing the rentals and paying a return to the owners. He engaged the star architects Conran & Partners for the execution of the project. They developed simple cubic houses fleetingly reminiscent of the Bauhaus style but really influenced by the traditional building method of the Algarve – furnished with furniture of their own design made of local materials such as cork. As partners with know-how for the hotel business, he got Niguel Chapman and Nicholas Dichenson on board; they successfully operated small luxury boutique hotels in England. „I am not a hotel manager," Roman laughs, „I leave that to those who can do it." And after just eight years, after completing the Martinhal Beach Resort the realistic dreamer Roman was also finally able to open his small luxury boutique hotel in the middle of nature: the Martinhal Beach Hotel.



Resort founders Roman Stern and his wife: "I am not a hotel manager – I leave that to those who can do it."

All 38 rooms of the hotel have an Atlantic view and are separated from the beach only by a strip with agaves, grass and mimosas. Of course one's own terrace goes along with it – privacy has the highest priority. Comfort is a matter of course and it's up to date; and there is not only an Internet connection but also a Bose docking station for the iPod. One can relax in a spa where every conceivable treatment is possible alongside the sauna area – with natural cosmetics, of course. There is a gym and club for a workout, ranging from tennis to basketball. And of course one can hire mountain bikes or try one's hand at windsurfing on the hotel's beach.

The Martinhal Beach Resort & Hotel specializes in culinary delights with excellent meals in the O Teraco. For example, the mildly spicy olive oil with freshly baked bread – a true poem. Pea purée with quail egg, then peppermint sorbet. It can make you melt. All products come from the region – also the well chosen wines from headwaiter Louis. Competent, and no stuffy counseling. The Martinhal Beach Resort snuggles up mimetically to the rugged beauty of the Atlantic coast. A jewel in the middle of untouched nature at the most beautiful end of the earth – in the southwest of Portugal.

BERNDT LIST

Martinhal Beach Resort & Hotel, Quinta do Martinhal, Apartado 54, 8650-908 Sagres – Portugal; T. +351 282 240 200 ; www.martinhal.com



The colors of nature: All the rooms have a view of the Atlantic and offer digital wellness with Bose docking stations.



LISBON – METROPOLIS OF SERENITY

Immerse yourself in the Portuguese way of life: an enchanting view over the old town.

Weekend Trip

Strolling over the mosaics of the sidewalks, being carried up and down the hill by the trolley – there's never any hurry, immerse yourself in the Portuguese way of life. And marvel at the wonders – the courtyard in the garden of the Fronteira Palace lavishly decorated with azulejos (tiles) or the Castelo de Jorge used by the Moors above contorted Alfama – the oldest and poorest quarter of the city.

Pure Nostalgia

Like a long swing, trolley line 28 connects the hill of Castelo with the Barrio Alto on the opposite hill. The wagons meander through the lanes and take on each incline with bravura. The natives like to tell tourists all about the special qualities of the sights that can be seen from the trolley.

Shopping

The Baixa, the lower town, is below, the lower town, newly built after the earthquake and tsunami of 1755. Here is where the shopping quarter is, going up along the slope toward Chiado, with the most stylish shops in the Rua dos Franqueiros, Rua da Prata, Rua Augusta and Rua de Libertad. Many old, long-established businesses offer Portuguese products here that cannot be obtained anywhere else.

Elevator to the Revolution

The iron Santa Justa elevator tower by Jean Eiffel, builder of the Eiffel Tower, is unique. One can take the elevator up to the roof. In the twilight, there opens up an enchanting view over the old town. So beautiful when the passersby far below stroll along Lisbon's unique pavement mosaics made of white and black stones. The exit above leads to the Parca do Carmina – the square where the Carnation

Revolution ended peacefully on April 25, 1976. The Portuguese people overthrew the Salazar dictatorship in one day. On the evening of that day, the people of Lisbon stuck carnations into the barrels of the soldier's guns at the Parca do Carmina.

The Scene

A few steps further on and you're in the Barrio Alto, the renowned café and restaurant quarter. The music clubs also open up here at late hours. The oldest of the restaurants is the Bota Alta, meaning high boot. The tables are small and placed closely together. Solid Portuguese cuisine at fair prices in a top ambience. The natives also stand in line if they haven't made reservations. Travessa de Queimada 37, 1200 Lisbon; tel. +351 21 342 79 59

Nightlife

BedROOM. The latest trend – the best flirt-bar. From hip-hop and electro to jazz; Rua do Norte 86 (Barrio Alto); tel. +351 213 431 631; Wed–Sat., 8:00 pm. – 2:00 am.

Capela. Daring style mixture with neo-baroque elements. Patrons a mix of ages and nationalities. Cramped. Mostly electro-pop by owner and DJ Pedro; Rua Atalaia 45 (Barrio Alto); tel. +351 213 470 072; daily 8:00 pm. – 2:00 am.

Lux Fragil. The very thing with the international jet set. Choosy doormen. Cool design with glamour and sophistication. From jazz and house to electro – also concerts. Rua Gustavo Matos Sequeira 42 (Santa Apolónia); tel. +351 280820890; Wed.–Sat. 10:00 pm. – 6:00 am.

ALGARVE-TIPPS

Pizza

A secret-tip Pizzeria, a bit off the touristic hotspots – and successful! The Pizza Pazza in the village of Predalva! It is located above the westcoast, surrounded by hills, 10 minutes away from Vila do Bispo. This trendy pizzeria is crowded every evening and it is difficult to be seated at the long tables without a booking in advance. Even Prince William and Harry enjoyed a pizza here. And apart from the dinner, the show of twirling the round pizza dough is worth coming around! T. +351 282 639 173 **Predalva, Vila do Bispo**

Kart

How about some thrills? You can have them at the Autódromo Internacional do Algarve. There is a kart track for the youngsters, while Dad can get Porsche training at the same time and then go for a few laps on the race-track. There's an older Schumi Ferrari for advanced drivers. T. +351 282 405 600 **autodromodoalgarve.com**

Golf

The picturesque Parque da Floresta golf course is only 10 minutes from Sagres. Embedded in gentle hills, the greens are lined

by eucalyptus, pines and olive trees. Tel. +351 282 690 054 **www.parquedaflorestagolfclub.com**



HOTLINE FOR RESERVATIONS:

0180 - 6 25 25 25*
www.sixt.de

*0,20 ct / min. in German landline

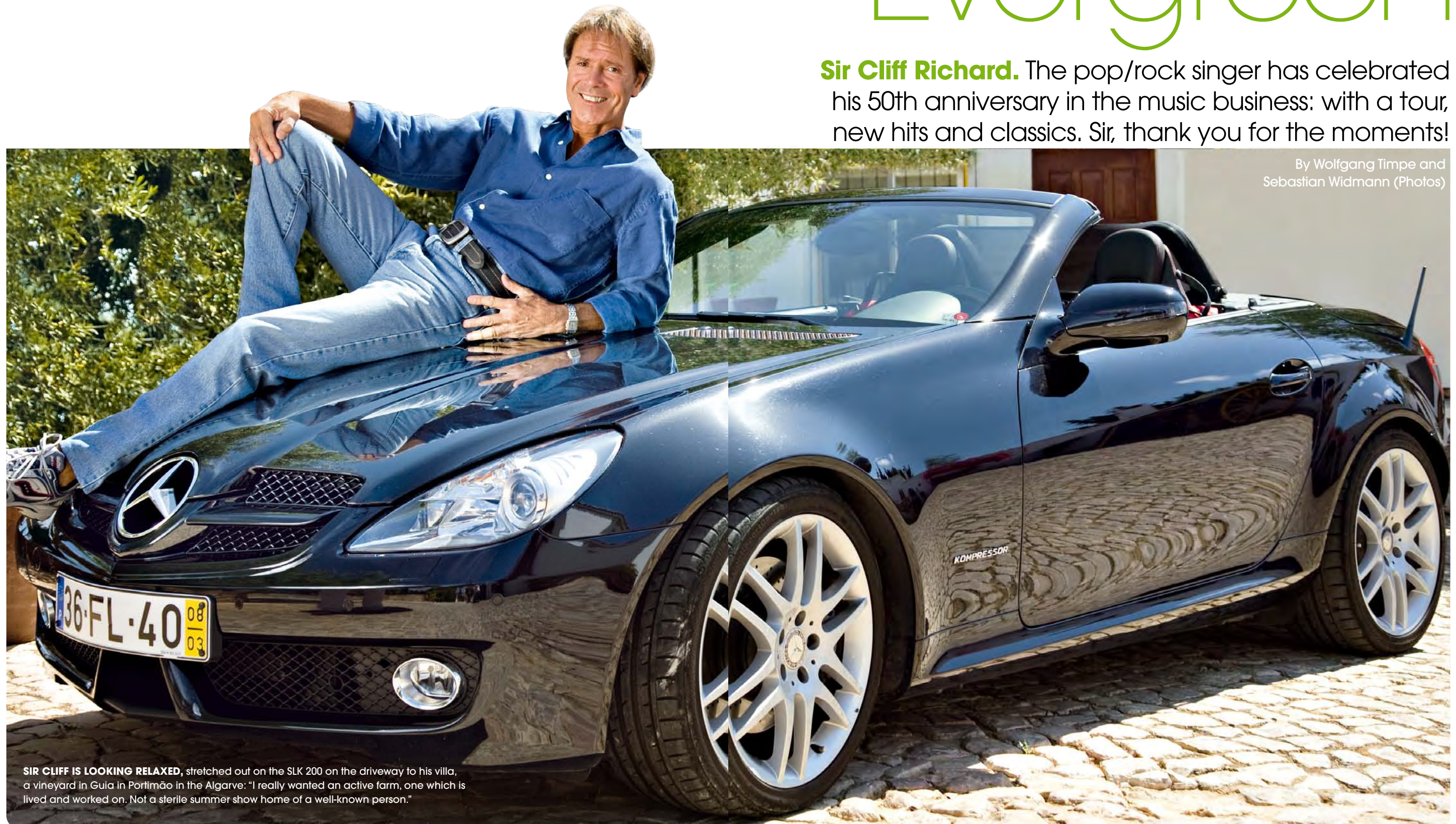


Airberlinflies daily from German metropolises to Lisbon.

Mr. Evergreen

Sir Cliff Richard. The pop/rock singer has celebrated his 50th anniversary in the music business: with a tour, new hits and classics. Sir, thank you for the moments!

By Wolfgang Timpe and
Sebastian Widmann (Photos)



SIR CLIFF IS LOOKING RELAXED, stretched out on the SLK 200 on the driveway to his villa, a vineyard in Guia in Portimão in the Algarve: "I really wanted an active farm, one which is lived and worked on. Not a sterile summer show home of a well-known person."



The lovingly restored main building with a pool and nature garden: "I have no homeland. The world is my home."

We're all goin on a summer holiday / No more workin' for a week or two / Fun and laughter on our summer holiday / No more worries for me and you / For a week or two." Admit it: you were shaking your hips and singing along when you read those lyrics just then! This ever fresh and catchy song "Summer Holiday" by Sir Cliff Richard from 1963 also burned in the human hard drive like "Lucky lips" from the same year, "Congratulations" from 1968 or "We don't talk anymore" from 1979 as well as "Some People" from 1987. Stop! We are not in a golden oldie chart, but on Youtube. The video Summer Holiday, for example, is a click hit. True pop giants carry personality and no expiry date. It seems to be this genuinely light desire for a summer holiday in Cliff Richard's voice that gives the song its aura. And while in the video the young Cliff with Elvis pompadour drives a red double-decker bus through the summer countryside, Cliff Richard's secret is uncovered. Cliff is entering his years fit, gorgeous and confident, and he will proudly turn 71 this month, but like an angel the Londoner, still like an Adonis of pop and rock, surfs into the hearts of mature and self-assured women as well as into the souls of young girls browsing Youtube. However,



Like an angel the Adonis of pop/rock surfs into the hearts of mature and self-confident women as well as the souls of young girls.



From the balcony of his kitchen Cliff Richard looks at the vineyard of his farm Quinta do Moinho: "Apropos love letters. If I stop tomorrow, my secretary still has 15 years of work. The fans take an enormous interest in my life and tell me about their life."



CLIFF RICHARD IN FIGURES

He has released **200** albums and **119** chart singles. He holds the sole record to have placed **43** songs in the **TOP 20** of the English charts. In **1999** Cliff Richard entered the charts his **14th** number one hit with "Millennium Prayer" and in **2006** the single "21st Century Christmas" went into the charts at no. **2** in England. So Cliff Richard is the only artist in the world to have achieved a top ten hit in **5** consecutive decades. Together with Elton John he holds concert attendance records. Englands.



48 years after the premiere of "Summer Holiday", he is no oldie jukebox, but songs, voice and charisma are ever young in the simplest meaning of the word. Sir Cliff Richard is Mr. Evergreen. The planet is bursting. We walk through the little town of Guia in the province of Albufeira, a stone's throw away from the picturesque little port town of Portimão. Here in the Algarve we cruise along a driveway abundant in olive trees to Quinta do Moinho, relaxed in an open top Mercedes-Benz Roadster SLK 200 Compressor. Spreading Bougainvillea shrubs await us on the patio and to the left of us, snoozing in the Mediterranean midday sun, the snow-white, excellently kept mill on the lush green lawn straight ahead. The lord of the manor, Sir Cliff Richard greets us smiling. "How do you do. Are you fine?" Fine, after some 250 kilometres of the finest convertible driving in the Mediterranean from Lisbon to Guia, to the vineyard of the all-time popstar.

"I was five years ahead of the Beatles."

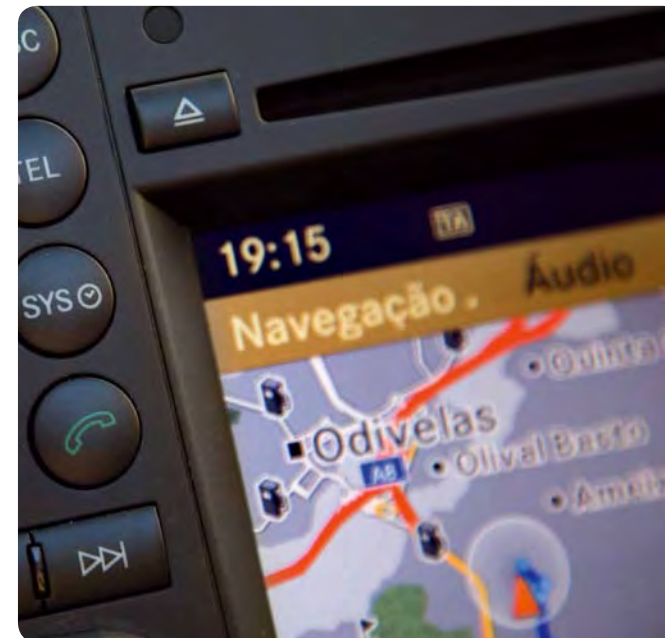
How do you actually address the knighted superstar? By his full name? "People call me Sir Cliff. I am no longer a mister – not on my passport or credit card, but for this conversation please call me Cliff." For such a heartbreaker the encounter with Sir Cliff Richard can only be fascinating and relaxed. Cliff leads us through a small archway into this Mediterranean paradise. Turkish blue doses the pool with lilos ahead, a wild nature arranged garden ensnares the 350 year old main building. We sit on the blue and yellow lounge sofa projecting out on the terrace, blue and yellow tiling decorate the whitewashed walls. Why a vineyard? "I really wanted an active farm, one which is lived and worked on. Not a sterile summer show home of a well-know person", explains Cliff. Likeable, down-to-earth, direct, laid-back. The ice is broken. We have Mr. Nice Guy before us. Don't take anything for granted in the pop business for, we have Sir Cliff Richard superstar before us. The man holds countless all-time records: so he has sold more albums than Elvis Presley and the Beatles. ...you don't have to be amazed", he smiles charmingly, "when the Beatles became famous, I had already been in the business for five years" he says and smiles pleased with himself. No marketing firm has claimed that with the albums by the way, yet the British equivalent to RTL's "Ultimate chart show" worked out precisely. "No one can take that from me, I'm really proud of that", says the charmer with a deeply moved voice - honest recognition of success and a tremendous effort..

Holding record attendances with Elton John.

Did you know that? The man has stood spectacularly at number one 1938 times around the globe, has released over 200 albums, produced 119 chart singles and amazingly had 43 singles in the English Top 20 charts. So it's no wonder that Cliff Richard holds all the attendance records of appearances in British concert halls together with Elton John: Cliff Richard Superstar. The man is a performer! And Women from 18 to 88 are at his feet. "Regarding love letters If I stop tomorrow, my secretary still has 15 years of work. The fans take an enormous interest in my life and tell me about their life."

MERCEDES SLK 200 IN FIGURES

500.000 roadsters have so far been sold by SLK 200 since 1996. The facelift in 2008 gave the first convertible with a retractable steel roof a new compressor performance by horsepower of **184**, achieving nought to 100 km/h in **8,0** seconds. Fast. The four cylinder engine manages **234** km/h. At SLK never save **470** euros for heater blowers in the headrests. Cruising plus wellness!





The fact that the rock pop bard is not ignored as a “hit master”, but has remained a pop rocker in all the smoochiness of many titles, seems to be part of the success. When he made his breakthrough in 1958 with “Move it” he was compared with Elvis Presley. Less is more, Cliff was thinking at that time and concentrates on what he can do well: entertain intelligently. He develops his personal brand mark, the upmarket pop rock ballad with entirely his own Cliff Richard rhythm, the Cliff mood. “I was named as the British answer to Elvis”, he recalls and says: “but you can’t replicate a career”. So he didn’t become a rock ‘n’ rock copycat, but forged his own brand: Cliff Richard.

While in the 60’s the pop artist scene debated free love, free sex, peace and inspiring marihuana, Cliff Richard worked. The Brit, born as Harry Rodger Webb in October 1940 in Lucknow, India, grew up in London and had to accept the stick of his father early on.

“We were extremely poor. I couldn’t afford any distractions and I could only make my music because I dutifully trained in the television industry. His father was dubious of a pop career (“he instilled in me the ability to differentiate between good and evil”). So how come he posed on the cover of the album “Wired for Sound” in 1981 as a Bob Dylan wannabe with long hair? “That was the visual zeitgeist. I was never a true hippy”, says Cliff with honest conviction.

“I was never a true hippy.”

As he never encountered drugs and other pop addictions through his strict parents, he also never missed them. He swears that he “has still never smoked a joint to this day” His father was indeed strict, but never beat him: „He never beat me but he hit me, pushed

me.” He inherits the discipline, another brand mark of Sir Cliff Richard, from his father. He is therefore not content to do silly revival concerts, but always presents new songs to his fans. “I’m a singer and a singer is a tryer, have to be a tryer!” And as if driven by magical self-assertion he says dramatically:

“Try, try, try”. He is right though. No pain no gain. “I never had a problem with energy”, explains Cliff. Well that is a brand of Cliff Richards: the clean, upright show singer, the dream of mother-in-laws in their 60’s

50-YEAR ANNIVERSARY SIR CLIFF HITS IN GERMANY



1963 “Lucky Lips” was number one in the German charts for seven weeks.

1965 “Das ist die Frage aller Fragen” (That is the question of all questions), the German version of „Spanish Harlem” by Ben E. King from 1961, occupied number one place for four weeks.

1968 „Congratulations” was not a number one hit in Germany, but is his brand mark today and never disappeared from the play lists of radio stations and birthday celebrations. With “Congratulations” he was runner up in the Eurovision Song Contest for Great Britain in 1972.

1979 “We don’t talk anymore” was one number in Germany and Great Britain for five weeks.

2008 On 10th November he starts his 50th anniversary of his career „50th Anniversary – The Time Machine Tour” at Wembley Arena.

“My spirituality stems from the Middle East. Jesus comes from there. Buddha, Jesus, Mohammed – all search for love and truth, but only Jesus is the direct son of God.”

and 70’s years. Clean? Cliff frowns? “Why do people have to be dirty?” That is not a value in itself. “It is important to me that I am credible with my music and my songs. And I always try to be different. That is my brand mark. My music only comes once.”

„Have a browse! Enjoy!”

And how do you get to such a calm medium? The early death of his father in 1961, Cliff was only 21 years old, „initiated an inner search”. He is young and the preoccupation with his death allows him to become a faithful Christian. “My spirituality comes from the Middle East. Jesus comes from there. Buddha, Jesus, Mohammed – all search for love and truth, but only Jesus is the direct son of God.” He looks into my wondering face. “Don’t fear”, he laughs, “I don’t hear voices of God”. But why does he believe? “The romantic side in me. The birds now tweeting here so uniquely can only be the result of science. There has to be more.”

And where does Sir Cliff Richard now feel at home? In his villa on Barbados, at his country estate in Surrey 22 miles from London, or here on his villa on the Algarve? „I don’t have a home country”, replies Cliff, „the world is my home.”

What does it mean being so in with the times on his website on which fans blog and he places small accounts on his everyday life: “Have a browse! Enjoy!” Cliff Richard 2008. An experienced, grown-up boy of pop, whose only aim is to entertain and have lots of people simply take part in his happiness via music, that he made it from poverty into the pop heaven – over five decades. That’s entertainment. A likeable, down-to-earth superstar (“I never wanted to be any more than I am”) which draws out three characteristics. He is laid-back, not tactical and has preserved his boyish charm.

And how does the soon to be 71 year old stay fit? “I play on my own tennis court three times a week on Monday, Wednesday and Friday at 2 pm in the searing heat. That’s enough, I don’t need a fitness centre”, and smiles “Have a good ride”, he calls out on leaving, while we slowly cruise down the olive tree-lined driveway



New single for the tour:
Chart storming



of his Quinta do Moinho. The contours of Cliff in a blue linen shirt become blurred in the distance, blending with the blue Portuguese Mediterranean sky and slowly Sir Cliff Richard steps on the stage again: An elegant, smart smile, a slightly opened white linen shirt in front of an elegiac blue sky, charming receding hairline – the everlasting sound of romantic youth comes casually from his current single cover: “Thank You For A Lifetime”.

The constant chart chaser and ambitious discipline fanatic pop-rocks onto the web airwaves with his sentimental tour lead song more energetically and younger than ever. The song is available to download for free. Alas Cliff, we will think of you on 10th November when in London’s Wembley Arena Sir Cliff Richard sings his unrivalled “Summer Holiday” again incredibly twinkle-toed in front of thousands of fans after some new songs. Certainly we hear ourselves in the next decade - maybe with a new chart breaker. And if not? That’s not bad, Sir. You are still Mr. Evergreen, Sir. Bye, bye, Cliff.

PALMS, POP & POWER

He can't let go. The eternally young Sir Cliff Richard will be touring Great Britain and then filling the temple of pop music in Las Vegas in 2012. And he has composed and arranged an image song for Sixt: "What car!" Rock on, drive on.



A singular character. Sir Cliff Richard, in the palm garden on Barbados, believes in the power of one's own strength: "Before you can adapt yourself to the world, you must arrange yourself with yourself. Learn to love yourself."

What car, what car!" booms the good-mood rock from the speakers of the BMW 3 convertible on the Caribbean island of Barbados while Sir Cliff Richard cruises en route to additional studio takes of his new soul CD. The eternally young pop star has just recorded the Sixt song "What car" as a brand ambassador – and he just wants to put the worldwide Sixt community in 105 countries into a good mood with it. "Rock on. Drive on," he says in the interview (page 54). Simplicity is a recipe for success for Mr. Ever-

green – and perseverance. After more than 200 albums and 122 chart singles, the 70-year-old all-time star has not gone into pop-rock retirement. "When the Beatles became famous in 1963, I had already been in the business for five years," boasts the man with inner joy and pride. Why is Sir Cliff laughing on the CD cover with outspread arms? Because of "What car" – a Sixt car, of course! No comment. Nothing more? Turn the page to learn why Sir Cliff Richard loves himself and how he has found his own center. Sound off, Sir Cliff.

WOLFGANG TIMPE

"Be yourself. Trust your instincts!"

A conversation with Sir Cliff Richard about courage, music, and one's own center.

GoSixt: Sir Cliff, you look absolutely fit and you are enjoying your life in London, Barbados, and in the Algarve. What is the pop rocker Cliff up to these days?

Sir Cliff Richard: I am recording a soul music CD with duets by song icons such as Percy Sledge, the Temptations (Dennis Edwards), the Stylistics (Russell Tompkins Jr.), Lamont Dozier, Freda Payne, Candi Station, and other artists.

Can you, the eternal live performer, survive without touring?

Definitely not. In October I will go on tour in Great Britain and then in December, I will appear on the stage in Las Vegas.

What do you think about today's pop scene, from Lady Gaga to Justin Bieber?

The music industry is fighting very low sales figures all around. Lady Gaga, Justin Bieber, and other contemporary artists are keeping the music world alive.

Where does Sir Cliff Richard position himself today in the worldwide pop-rock competition?

I don't know where I belong anymore. I simply continue to take pleasure in my work and I always have sold-out concerts and interesting recording projects such as my upcoming soul CD. In the past year, I recorded a jazz album. Oh, I just love my life.

What makes up the core of the Cliff Richard brand?

Meanwhile, people know what I do. I don't have to prove anything, and therefore my fans trust that I will give it my best – and from time to time I even surprise them! I think that I'm credible.

In "GoSixt," we are reporting about the Atlantic coast of Lisbon, about Sagres, and Costa Vicente National Park. You live several months a year in the Algarve. Is it the end of the world or the beginning of adventures?

Portugal ends here. To the north, there is a breathtaking coast and to the east, the Atlantic Ocean flows toward the Mediterranean. The area is always worth a visit with a camera.

You look like the picture of a good evergreen. Do you have a motto for your even temper?

Keep up with the moving train without having to jump on it! Be yourself. Trust your instincts!

Your even temper is infectious. How does one find one's own center?

Before you can adapt to the world, it seems to me that you must first arrange yourself with yourself. For example, how can we love others when we do not love ourselves? Learn to love yourself.

How does the superstar Sir Cliff relax?

By playing tennis, spending time with friends, and: I love sea journeys. You feel as if you are cut off from the stress that the world brings with it.

And what distinguishes the capabilities and the personality of Regine Sixt?

Regine Sixt is like a volcano. Sparkling ideas are always bubbling forth from her and she never gives up until her plans have become reality. Regine is the face of Sixt, and her engagement on behalf of the company is impressive and inspiring.

INTERVIEW: WOLFGANG TIMPE

Sixt
rent a car



**0 to wind force 10
in 5.1 seconds.**
(The BMW M3 Convertible at sixt.com)



Lively identity. Sir Cliff Richard on Barbados – in addition to London and the Algarve, his third home: "I simply continue to take pleasure in my work and I always have sold-out concerts and interesting recording projects such as my upcoming soul CD."



"My wife and I were a team from the start. We took Sixt to the World":

Erich and Regine Sixt with their sons Konstantin and Alexander (r.).

WE WILL BE NO.1 IN EUROPE BY 2015

Operation Future has begun. Sixt SE, the market leader in Germany, is insistently expanding its market position in several European countries as well as in North America. The entire Sixt family works in managerial positions at the listed company – on the executive board and in marketing, innovations, and group development. The secret to their success? Nobody gets in each other's way.

You are successful if you are possessed, chase down your goals, and stick to the principles of honest business." Concise, clear, precise. Erich Sixt, chairman of Sixt SE, learned his business principles from the successes he has experienced. Nowadays the company is more than 100 years old. Something to be proud of? "There is no value in Sixt existing for such a long time", says CEO Erich Sixt, and the firm gaze behind those bushy eyebrows leaves no room for objection.

"Our state of mind and actions depend on the customer alone. Customers decide our destiny every day. The customer doesn't care if we have been around for one year or a hundred. They want good service and a sensible product at an acceptable price. We have to take care of that, not pat ourselves on the back." Period. My interlocutor is the man who made Sixt the market leader in Germany, Austria, Switzerland and several other countries worldwide, and since its IPO in 1986 has brought the company growth-rate figures of at least ten percent nearly every year. This is the Erich Sixt we know: modest, customer-oriented, and hungry for success. In this vein, the chairman has set out a "thoroughly committed" master plan for his colleagues on the executive board, managers, and all Sixt employees:

worldwide expansion. "The US have an enormous potential. We are talking about the biggest car rental market of the world. We started there in 2011 and are expanding very successfully. The business development exceeds our expectations. It cannot be ruled out that the US will become the second biggest foreign market for Sixt behind France in the foreseeable future.

But that's not all: "We are one of the leading car rental companies in Europe – currently we are No. 3. And there are big growth chances in other parts of the world. So there is still a lot of room for expansion." Operation Future is already well underway. Always be true to yourself. Set goals, reach them, move on. This entrepreneurial urge to move forward, passed down by his parents and grandparents, did not just infect Erich, but the whole family too. Regine Sixt, responsible for international marketing and expansion at the Mobility Group, and known all over the world in travel, hospitality, and tourism industry "like a colorful dog" (Regine Sixt), says this of her addiction to work: "I got the Sixt spirit from my husband and my wonderful parents-in-law – it wasn't in my blood, I inhaled it. That's the Sixt gene."

And her husband adds: "My wife and I were a team from the start. We just worked round the clock and took Sixt out into the world." And is the old cliché of the great woman behind the

PHOTOS: SIXT SE, EROL GURIAN

great man true in this case? "That'd be nice", says Erich Sixt, smiling to himself. "My wife is in front of me, at my side, and behind me." And so the tone does not become too informal, he adds sternly – conveying his serious intent: "A strict Sixt rule applies to me, my wife, and my two sons: we do not interfere with each other's responsibilities. This results in mutual respect."

Yes, that's right: Erich and Regine Sixt's partnership has become a veritable quartet. Their two sons, Alexander, 34, and Konstantin, 31, studied business management in Geneva, Paris, and London; and both speak fluent French and English and have sole responsibility for their of the company. They also embody the future strategy. Alexander Sixt, manager of Group Development and previously employed at Roland Berger, takes care of "process and cost optimization for the good of our customers and to improve efficiency" and assesses the "strategic development of the company". Konstantin Sixt is responsible for innovation. As head of the internet business and manager of Sixt e-ventures with projects like Autohaus 24, he runs Sixt's entire online and Internet business. Furthermore he is in charge of the sales business in Germany.

They both share the European ambitions of CEO Erich Sixt. Analyst Alexander Sixt: "Our strategic position in more than

"We are investing in efficient online marketing. This is how we reach people and drive our international expansion via the Internet."

Konstantin Sixt, head of internet business and Sixt e-ventures business

100 countries in the world is important and the right thing to do. We're quite successful in the US and working hard on expanding our market position in Europe." And, on the offensive, Konstantin Sixt adds: "We are investing in efficient online marketing. This is how we reach people and drive our international expansion via the Internet." Just an idea or is it true? Are the

facts obliging? Sixt SE now makes more than 55 percent of its bookings via the Internet. Alexander and Konstantin Sixt are already the fourth generation to work as managers of the company. The success story began in 1912 when Sixt Autofahrten,

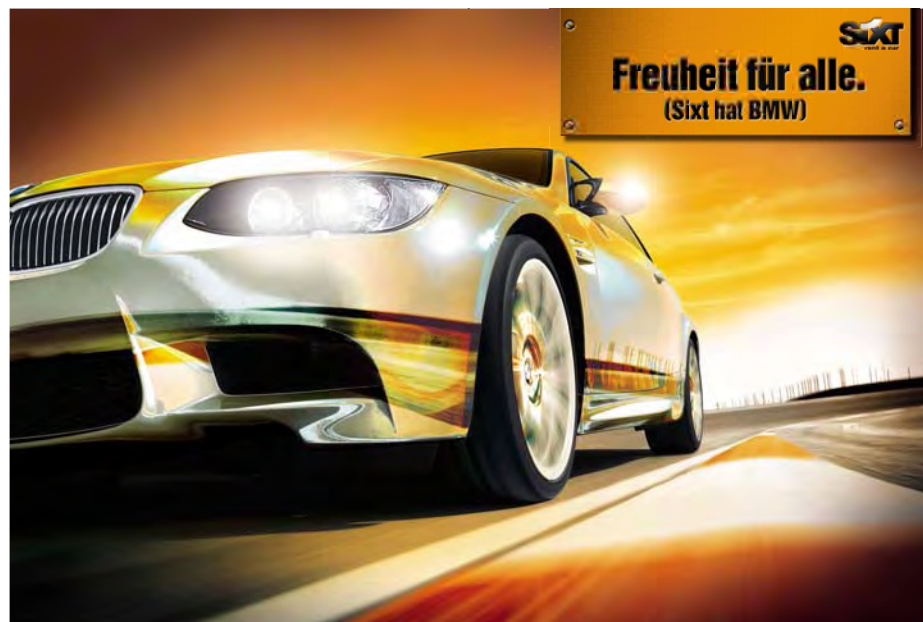
"Our strategic position in more than 100 countries in the world is important. We're quite successful in the US and working hard on expanding our market position in Europe."

Alexander Sixt, manager of group development

which was founded by Martin Sixt, was taken over by his son Hans in 1927 and was then revived as Sixt Auto with three salvaged cars after WW II. Under Erich Sixt, the expansion of the leasing business began in 1969 and after the launch in 1986 as Sixt AG, worldwide expansion began. Today Sixt is an SE – an European Company.

The ambitious project to be the number one automobile rental firm in Europe also inspires Detlev Pätsch, Chairman of Operations and Fleet at Sixt. Now that we're the market leader in German-speaking countries and have already entered international markets with a cost-oriented attitude, we are going to take on several tasks like the Europe and US-market," Pätsch says of the Sixt offensive. The man in charge of purchasing and selling the automobiles and for service at stations and counters has been on the Sixt success train since it was launched in 1986. The way he sees things, "Long-term orientation, flexibility, and fast decisions – and sometimes a quick correction – are pure fun. That's why I'm here."

Analysis, optimization, and implementation. Even Dr. Rudolf Rizzolli, CEO of Sixt Leasing AG, is fascinated that at Sixt, "I can be an entrepreneur within the company." The ambitious goal set by the CEO also fires up the boss of leasing. "In Leasing we also want to expand our market share by providing innovative, cost-efficient transport solutions to private, SME and huge fleet customers across Europe." And Rizzolli, as an ex-consultant at



Sixt campaigns "Freiheit" (Happy freedom) and "The Germans?" at airports: "We have always placed importance on our organic growth."



"Long-term orientation, flexibility, and fast decisions – and sometimes a quick correction – are pure fun."



SERVICE, PURCHASING, SALES

Detlev Pätsch, Chief of Operations and Fleet Sixt SE: "We are going to take on Europe and US-market."

CONDITIONS, DEADLINES, COSTS

Dr. Julian Putlitz, Chief Financial Officer at Sixt SE: "The operating performance is at least as important as the future!"



PRESENCE, PARTNERS, PRODUCTS

Dr. Rudolf Rizzolli, CEO of Sixt Leasing AG: "Our aim is to provide tailored mobility solutions for private individuals as well as for fleets of over 15,000."



the Boston Consulting Group, knows many European companies inside and out. He finds that none of them are like Sixt "where decisions are made today and put into practice tomorrow."

And Dr. Julian zu Putlitz, Chief Financial Officer at Sixt SE, who came to the company 2009 from Roland Berger and who produces Sixt's financial strategy, likes the "entrepreneurial spirit of Sixt, whose high capital ratio" means you can do serious business. At the same time, how could it be otherwise for the man responsible for finance and controlling? "The current performance is at least as important as the future." Always stay realistic, though. Revenue is being generated today. The shareholders are thankful for this. And Konstantin Sixt adds: "What makes us different from the competition and contributes significantly to Sixt's success is that employees have internalized the corporate spirit and dynamism". This is true today and will remain so, he says. And regarding seriousness, which is important to Alexander Sixt: "The main challenge remains the question of modesty. We have not made big acquisitions to influence the stock market as other companies have. We have always placed importance on organic growth. We have been successful over the past years thanks to conservative financial management."

"My sons are right. At the end of the day," says Erich Sixt, "it is not the size that matters, but revenue". And what will Sixt look like in 100 years? "That's the wrong question," growls his alter ego for operations. Why? "You have to think short-term in the car rental industry." Welcome to the listed company club of the future – Sixt SE.

WOLFGANG TIMPE

AN ENTREPRENEUR THINKS FREELY.

I DO NOT CONFORM!

Car rental king Erich Sixt knows what it takes to be successful. The chairman of Sixt SE is interviewed by »GoSixt« chief editor Wolfgang Timpe about yield, jazz, and trust.

The office of Chairman Erich Sixt in Pullach near Munich embodies understatement. There are no obvious luxuries or managerial vanities that hint of business success. Personal desk, conference desk, views of the river Isar. Erich Sixt approaches as if he were a servant, through the garden of the rental car king. Tie loose, a pocketful of Sixt promotional pens in his jacket; no Montblanc masterpiece or other top-management attire. "Status symbols mean nothing to me. I am a businessman." So far so good. Read on.

MR. SIXT, HOW DOES ONE BECOME A SUCCESSFUL BUSINESSMAN?

By dropping out of business school. (He laughs.) Seriously, business courses teach you to study statistical methods to understand the market; you draw charts and plot curves, calculate prices and demand, and you think you understand everything using mathematical models. People fail to recognize that business people are driven by ambition and the desire for power. People are not rational; they are, unfortunately, very emotional.

SO WHAT WERE YOU INTERESTED IN IN THE 60s?

I had much more fun with philosophy and psychology back then. Those were exciting subjects. There were no minimum grades required; I could hang around the humanities seminars. I profited in general from doing a degree course. To begin with, I still believed in the illusion that in terms of Kant's clarification, it was possible to track down truth. After all, he tried to save what there is to save before we plunge into chaos. (He laughs.) I admire Kant because he explained a change in our thinking.

YOU ARE CONSIDERED A FAN OF THE PHILOSOPHER KARL POPPER, WHO, UNLIKE KANT, POSTULATED THAT MAN KNOWS NOTHING.

Popper's ideas are based on Socrates: "I know that I know nothing." And "We have no answers, we can only ask questions." This branch of Greek thought, of doubt and unknowing, has not caught on, unfortunately; instead, we have Aristotelean and Platonic thought, the possessors of truth. This is why so much

**"As an entrepreneur you are free.
Shaping your own destiny is a joy."**

misfortune has befallen man since the days of Athens. Christians too have always thought they knew the truth. Misfortune arises from disregarding questions. We can never know, only suspect; we should pose many more questions much more often.

SOCRATES AND POPPER WERE IN THE MINORITY BACK THEN THEY WERE LIKE A PROVOCATION TO THE MEMBERS OF THE 68 MOVEMENT. QUESTIONS WERE OF NO USE IN DEMONSTRATIONS. DID YOU FEEL LIKE AN OUTSIDER BACK THEN? Look, in 1968 I had dropped out of university and was already working in my parents' company. I was forced to think about other things. But you are correct in thinking I really didn't like the school of thought represented by the '68 movement. Only black and white existed to them. If you saw something wrong in their views, you had to be converted. A member of the '68 movement would have said: "I am right". My standpoint is: We

Chairman Erich Sixt:
"Taking calculated risks is
part of the entrepreneurial
adventure."

PHOTOS: KURT BAUER

are mistaken. I might be wrong. Maybe a friend, a person I am talking to, or an employee is right. Let's talk to each other.

WHY DID YOU STUDY BUSINESS, GIVEN YOUR PASSION FOR PHILOSOPHY? DID YOUR PARENTS FORCE YOU?

I grew up in a family of entrepreneurs. Even my grandfather, who built a rental car business in Munich in 1912, was an entrepreneur. Even as a very young man, I learned the freedom of being an entrepreneur. It's a joy being able to shape your own destiny! Nota bene: together with my wife.



“I was a young boy in '69 and had completely forgotten that I also had to pay Krauss-Maffei for the 200 Mercedes lease cars.”

MANY CHILDREN OF ENTREPRENEURS FIND IT DIFFICULT, AND FIND THEMSELVES IN THE ROLE OF „PROFESSIONAL SON.“ YOU OBVIOUSLY FOUND IT FUN. HOW DOES THAT FIT IN WITH YOUR CURIOSITY FOR THE HUMANITIES?

It fits in better than you might think. Philosophical thought is amazement, being open to the world, and seeing it as a fantastic miracle. It's a great gift that you can do a lot with. Unconsciously, a businesspeople thinks philosophically – that is, extremely freely. He should be open to new ideas and if he is smart, he will consider even the most insane proposals. An entrepreneur enjoys thinking and realizing his ideas. Entrepreneurs are philosophers. They think in free-fall. (Laughs heartily.)

YOU TOOK OVER SIXT FROM YOUR FATHER WHEN IT HAD 200 VEHICLES AND NOW ARE THE CHAIRMAN OF A FLEET OF OVER 130,000 VEHICLES WORLDWIDE. WERE YOU NOT SCARED WHEN YOU SUDDENLY HAD TO MANAGE YOUR PARENTS' BUSINESS WHEN YOU WERE ONLY 24?

Scared? That's a typical German word and is way too negative. Fear is a fundamental state of the soul (he smirks). But seriously, what should I be scared of?

FAILING, NOT RUNNING A SUCCESSFUL BUSINESS, THROWING MONEY OUT THE WINDOW...

... I never found it important to have a lot of money. If you fail as a businessman, you lose a lot of money. But I never found

that idea so bad. In order to lead a sensible and happy life, you need enough money, but not much.

IS THAT NOT THE COQUETRY OF A SUCCESSFUL PERSON, FOR WHOM MONEY IS NO OBJECT?

Yes of course, it is easy to talk when you have enough money. But it's true. When I started in 1968, I had no money, just the 200 cars from my father and the modest salary of the head of a major department. I was definitely not craving for recognition. If you think money is very important, you will never be successful, and you will get scared. Fear is paralyzing. You tend to sit on your money and risk nothing. In a way, the entrepreneur even has to hate money, because otherwise they cannot use it, invest it. I've had periods where I've spent everything, where it was all or nothing.

My first lease deal involved simply sending a telex to the board of Krauss-Maffei. I told them I could manage the fleet better and more cost efficiently. They simply trusted me, and we understood one another. So I came home with a three-year lease for 200 Mercedes. I was a daredevil and doubled my fleet at a stroke. So far, so good. I was a young boy in '69 and had completely forgotten that I also had to pay for the 200 Mercedes. Suddenly I needed a loan of DM 500,000. Despite the presence of 200 vehicles, it was almost impossible back then. Again, I was aided by the banker, who trusted me. If I had messed up, he would have had problems too.

BEING BOLD PAYS.

I am still enjoying the adventure. A climber might be instinctively afraid of taking the next step for a few seconds. Constantly taking calculated risks is part of the entrepreneurial adventure. Until the IPO in 1986, I put everything on the line for Sixt. If a big project had failed, I would have been devastated. This is instructive and has a big advantage: you become more careful. One false move and you might be dead, and I found it an existential experience that shaped me and kept me humble, but which was so unbelievably exciting. I have now experienced seven economic crises and have not had a year without making a profit since 1968. Only once was I close. During the 1973 oil crisis, on the car-free Sunday on the A9, I was driving without a car in sight. I did not want to believe that there were no cars on the road. So I pulled over on the right and thought, Erich, that's the end of the road for rental cars.

YOU INVENTED THE GERMAN LEASING BUSINESS WITH VEHICLES. WHAT GAVE YOU THE IDEA?

I stole it from America. I just thought: if it works, it must also work here. As an entrepreneur, I always found the U.S. exciting; they were way ahead of us Europeans with their ideas. My father worked with American travel agency chains that sent U.S. tourists to Germany before the Second World War.

IT IS SAID THAT WHEN YOU WERE 18, YOU HELD SIXT PARIS TOGETHER.

What do you mean by Sixt Paris? From spring to fall, I was a one-man show in Paris: I washed the automobiles, filled them with gas, and drove them to the then airport, Le Bourget – at the peak we had 100 vehicles. There were no couriers back then so I made sure that airlines like Pan Am requested that their stewardesses announce: “Mr. Miller, on your arrival at Le Bourget your rental car will be waiting for you. Please go to the in-



**Gleaming car,
polished price.**
(Rent the BMW 5 Series Touring at sixt.com)



Businessman Erich Sixt: "I was aided by the banker, who trusted me. If I had messed up, he would have had problems too."

Erich Sixt

In 1968, at the age of twenty-four, Erich Sixt took over the family rental car business, which was founded by his grandfather in 1912. He started out with 200 cars and within 40 years turned the Sixt brand into a world-wide mobility service provider. His wife Regine opened up the international tourism market and in 1986 Erich Sixt launched the company on the stock exchange – the family is the majority shareholder. Today, Sixt has about 150,000 vehicles and the legendary cheeky Sixt advertising campaigns featuring Angela Merkel. The convertible hairstyle

and the ex-minister Ulla Schmidt with a stolen company car in Alicante ("It would never have happened with a Sixt car") caused a sensation. Bold, dynamic, efficient, customer-oriented. The service provider with a "spirit of mobility" is the market leader in German-speaking countries and is now represented by Sixt International in 105 countries. Erich Sixt and Regine have two sons: Alexander (34) and Konstantin (31), both of whom work for the company. In 2012, Sixt has celebrated its centenary.

formation desk." That is where I was standing with the rental agreements, and where I took payment for a full tank of gas. Afterwards, the customers gave the key to the airline employees.

AN EARLY FORM OF A ONE-PERSON COMPANY.

You could say that. I was 18 and enjoyed the enormous responsibility. Of course, seeing what was possible had a big influence on me and showed me what was possible. I had to organize myself. That was really exciting.

YOU BREAK THE RULES AT TIMES. YOU IGNORED THE CONVENTION OF BOSSES HAVING NOTHING TO DO WITH FEMALE EMPLOYEES AT THE COMPANY. YOU HAVE BEEN WORKING TOGETHER SUCCESSFULLY FOR YEARS. HOW IS THAT GOING FOR YOU?

Careful! I don't like relationships between people working in a direct hierarchy. Our secret is that we have a clear division of labor. Each of us has always had their own task area with their own employees. My wife's employees report to my wife, not me. There's no other way.

HOW DID YOU GET TO KNOW EACH OTHER, AND WHEN DID YOU MARRY? We have agreed not to talk about each other. And our wedding date will not be disclosed. Well, okay, it was yesterday.

INGENIOUS TRICK FOR STAYING YOUNG?

Right. The last birthday I celebrated was my fiftieth, and then I stopped celebrating birthdays.

IS THERE SUCH A THING AS LOYALTY IN GLOBAL BIG BUSINESS?

Of course, loyalty and partnership. Ethics play a part in business. I once clinched a DM 500 million deal with the former chairman of Daimler, Werner Niefer, by shaking his hand. Trust

sixt.com

Sixt
rent a car



Sixt makes dynamic managers aerodynamic.





FINISH THE SENTENCE

Erich Sixt

The Mercedes 300 SL with gullwing doors...
... **is an awesome car, a masterpiece of engineering, developed and built in a short period of time by 20 men—without wind tunnels and computers. The new SLS AMG looks the same. A timeless classic.**

My biggest disappointment...
... **there isn't one. You can only be disappointed if you have high expectations. But I don't. Nikos Kazantzakis, the author of „Zorba the Greek,“ has the following inscription on his tombstone: „I fear nothing. I expect nothing.”**

Success is...
... **the enemy of success. The greatest risk is to overestimate yourself. Stay humble!**

is everything. The contract, ready to be signed, was sent by the company lawyers a year later after all the cars had been resold.

IT APPEARS THAT AS AN ENTREPRENEUR YOU HAVE TO KEEP REINVENTING YOURSELF?

A good entrepreneur is always nonconformist, not bourgeois, and always open to new ideas. As Karl Valentin said: "Think laterally to the left". Not politically, but let your thoughts wander and re-order themselves. I am grateful that I grew up in a free country. I owe a lot to my father, who was a classic entrepreneur. He never took out insurance. He used to say: "As long as I can stand on two feet, I can feed myself. And if not, I'm dead." I grew up with this thinking. I don't know how to think about justify.

YOU LIKE CLASSICAL MUSIC AND OPERA. HOWEVER, YOU GREW UP WITH JAZZ AND ROCK'N'ROLL. WHERE DOES YOUR HEART LIE?

Rock'n'roll is trash. I'm a jazz man. When I was a boy I played the drums and at university I used to earn DM 150 a gig. Dave Brubeck and Miles Davis embodied the way I felt – and still do today. We couldn't accept Wagner and his outlandish ideology back then.

NOW YOU LISTEN TO TRISTAN'S RIDE OF THE VALKYRIES.

Tristan is the only honest Wagner work, a music revolution. The Tristan chord is unique and simply addictive. Tristan is a metaphysical experience. The music carries you off and knocks on doors that that are closed to us. Tristan lifts us out of our earthly existence.

“Tristan is addictive. It knocks on doors that are closed to us.“

YOU ARE A PILOT AND LIKE TO FLY ALONE ACROSS THE ATLANTIC AT NIGHT. YOUR FRIEND, AIR-BERLIN BOSS JOACHIM HUNOLD, SAYS: “ERICH'S NUTS. HE COULD GET SICK AND NOBODY WOULD BE THERE TO HELP HIM OUT”.

The autopilot does the flying and pilots only get sick in the movies. Saint-Exupery's novel *Night Flight* describes the fantastic feeling of being so incredibly close to the stars. It has – I like to repeat myself – a lot to do with freedom. Only freedom ensures that we can determine our own lives.

DO YOU FEEL FREE WHEN YOU ARE LONELY?

Of course. It's nothing strange. Everyone needs loneliness to reflect.

SIXT
rent a car



Get more than you bargained for.

(Rent the VW Tiguan at sixt.com)



ADVENTUROUS

Very personal, so refined. Distinguished, earthy African designs adorn cool, no-nonsense mates for intimate notes. Sigel's new Conceptum calendars have a lacquered, crocodile-feel appeal SIGEL.DE



DECORATIVE

Fine form ennobles glittery brush. Romantic decors, just without the plush and showiness. Glittering berries and starry stalks that radiate style and calmness. White Indian summer. ASA-SELECTION.DE



BRILLIANT

Thin display conjures up full HD. The slim silhouette of the AOC display is hidden behind the model name i2353h but captivates through its elegant presence and smart high-tech performance. LED technology creates eco-innovative brilliance and a sleek, 9.6 mm-profile image. AOC-EUROPE.COM

WHITE EXCELLENCE



SNAPPY

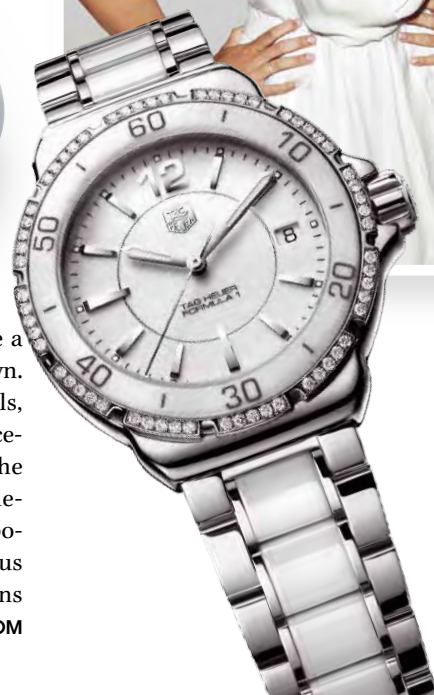
Elegance creates excitement. The new "Mamba" decanter series from cult wineglass maker Riedel surprises with nonchalant aggressiveness, with aggressive verve. Makes you want to be wine and speed your red molecules through this adorable vent line. Each carafe is a one-off, whether uncoloured or with black or gold appliques. An exalted hand-made jewel – a breath of fresh air for fine Bordeaux wines and the like. Riedel's Mamba 007.

RIEDEL.COM



RADIANT

Sport creates style. Diamonds are a girl's best friend. That's well known. But rarely do 60 sparkling details, surrounded by stainless steel and ceramics, shine as brightly as in the Formula 1 Lady Diamonds – designed by tennis icon Maria Sharapova. White, premium ceramics, plus Tag Heuer class. Casual luxury wins the day. TAGHEUER.COM



FLOATING

Driven lines. Move along, doors up. The new LSD gull-wing doors turn even the most modest of cars into a red carpet star. And anyone who feels that the power-Bavarian BMW M3 is a little too quiet under the hood can simply slam the door. Nobody will look away – including the TÜV. All sealed, all Made in Germany. LSD-DOORS.DE



SPHERICAL

Transparency creates energy. With the Linari Art Collection, owner and designer of Linari, Rainer Diersche, presents fragrant authority. The floral-spherical design creates a sensual chasm, cushioned by a clear scent. Peach, sandalwood, jasmine – a creative mix for room fragrance à point.

LINARI.COM



DIGITAL BUTLER

“CONNECTED DRIVE”, THE PREMIUM SERVICE, WAS TO BE PRESENTED AT THE 63RD IAA IN FRANKFURT WITH NEW HIGH-TECH FEATURES, SOME OF THEM EXCLUSIVELY AVAILABLE IN SIXT BMW RENTAL CARS. FOR THE DRIVER, PURE CONVENIENCE. HERE, BMW’S CHRISTOPH VON TSCHIRSCHNITZ TALKS ABOUT PREMIERES, CUSTOMER WISHES AND HOW MUCH HE ENJOYS HIS WORK.



The blue & white IAA star, the BMW 5 Series Gran Turismo: “We want to satisfy the tastes and functional wishes of our major customers.”

Uncertain times, new products. The world’s largest automotive exhibition, the 63rd Frankfurt Motor Show (IAA), will be showing off to trade visitors and the public alike not only with the manufacturers’ very latest models, but also showcasing the subject of “Mobility”. “Experience what moves” is the slogan the exhibition’s organisers have emblazoned on their banners – meaning so-called e-mobility, the future of electric cars such as the E-Mini, or new premium mobility services such as “BMW Connected Drive”. Developed by BMW, this digital butler, which turns the driver’s compartment into an Internet-based central control room, is offered exclusively in BMWs available for rental through Sixt. Pure convenience. Here, talking with *GoSixt* editor in chief Wolfgang Timpe, Christoph von Tschirsnitz, Head of Direct Sales at BMW Group Germany, explains his visions of “driving joy”.

MR. VON TSCHIRSCHNITZ, THE WORLD’S LARGEST MOTOR SHOW, THE IAA, WILL BE OPENING ITS DOORS SOON. WHAT SORT OF MOOD ARE YOU IN?

Christoph von Tschirsnitz: We’re looking forward to Frankfurt. We’ll be presenting all three group brands – BMW, Mini and Rolls Royce – in a single hall for the first time. In Germany, we’re doing pretty well. And, naturally, we’re hoping that the IAA will give us a further boost. With our two world premieres alone – the BMW 5 Series Gran Turismo and the BMW X1 – we have had presented cars that, as we see it, are truly of their time, cars that precisely meet the tastes and functional wishes

of our major customers. The BMW Group is the world’s leading premium automotive manufacturer, offering highly emotional cars that combine innovative technologies – to reduce fuel consumption, in particular – with elevated design and styling values, to markets worldwide. We are very well placed as we approach the coming business year. So, my mood is optimistic.

WHAT DOES A HEAD OF DIRECT SALES ACTUALLY DO?

My team and I look after all those customers in Germany who, given the size of their fleets and the numbers of vehicles they purchase, sign direct contracts with us, BMW AG. Together with our dealers, we handle these customers very closely after they’ve made their fleet purchases, for example when it comes to service issues. The customers we deal with directly include all those with fleets above a certain size. We handle authorities, state and national governments, and also the police and fire services. And, of course, SIXT, as a premium car rental company and operator of the world’s largest fleet of BMWs and MINIs.

BMW HAS GIVEN THE MOBILITY MOOD A BOOST WITH ITS “JOY” CAMPAIGN. IS SALES SOMETHING YOU REALLY ENJOY, TOO?

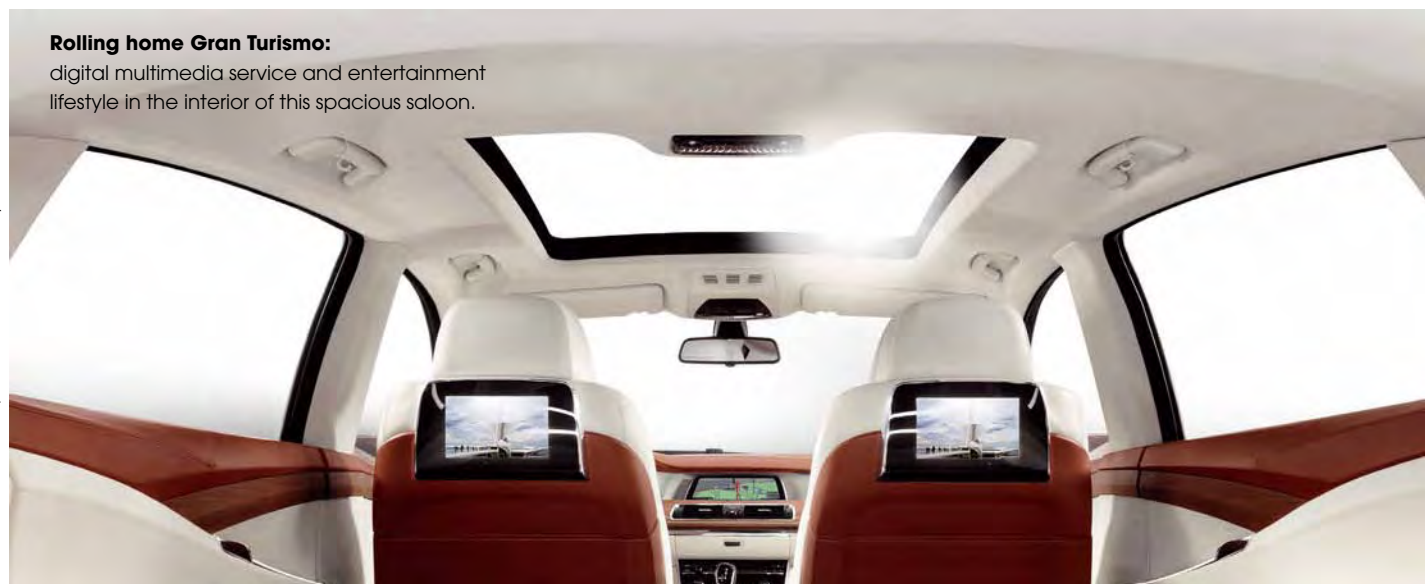
In Sales, it’s only possible to work if you go in every day with joy and energy. You have to be interested in people and their needs. And our partners in companies, the fleet managers, understand their business very well. Alongside the traditional BMW values such as dynamism, aesthetics and driving pleasure, from their point of view, the hard business facts also have

“YOU HAVE TO BE INTERESTED IN PEOPLE AND THEIR NEEDS.”

CHRISTOPH VON TSCHIRSCHNITZ, 44, HEAD OF DIRECT SALES BMW GROUP GERMANY



Rolling home Gran Turismo: digital multimedia service and entertainment lifestyle in the interior of this spacious saloon.



ALL PHOTOS: © BMW AG; PORTRÄTFOTO: BMW AG/GUDRUN MUSCHALLA

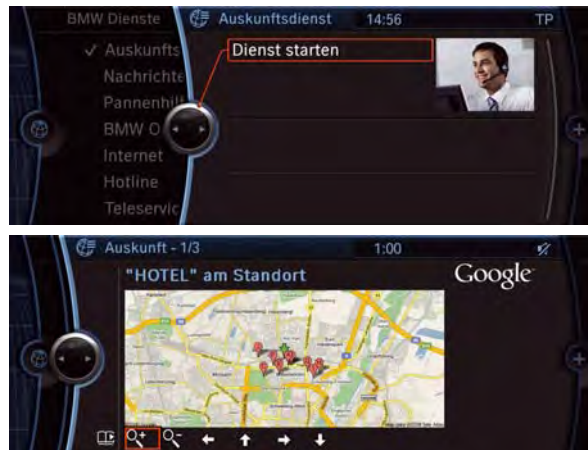
to add up. That means things such as reliability, the ergonomic design of the “Workspace Car” for those who drive frequently, as well as all the costs associated with operating a fleet (“total cost of ownership”). And our “Joy” advertising campaign conveys the way BMW successfully combines high efficiency, the sparing use of resources and the great driving experience people get with our products. We’re saying, in a fun way: saving resources doesn’t have to mean austerity and asceticism. Rather, it’s an attitude that can bring joy and at the same time protect our environment. What’s more, with us it’s not just about fuel consumption when you use our car – within the BMW group, production processes and buildings management are also subject to strict resource management controls. We’ve received the Sustainability Award, a worldwide award, for the fourth year running for just that.

SATNAV WAS YESTERDAY, TODAY IS “CONNECTED DRIVE”. THE MOBILE SERVICE OFFERS OVER 20 FEATURES. WHICH ONES DO PEOPLE NEED?

At BMW, in all our developments we bear our customers in mind. We ask ourselves and, using market research, our customers too: what’s the customer benefit, what will the customer want tomorrow? With BMW Connected Drive, we’ve ensured that among the services offered, customers only find ones that are relevant to them. Our navigation and telecommunications services are definitely the ones most used every day. But drivers of fleet vehicles also mostly use their car as a kind of office on wheels. Information about car park status at the destination, for example, about the weather or the nearest restaurant, can be extremely helpful. One new feature is the BMW Concierge Service in Connected Drive, which takes care of booking a restaurant or hotel. It’s a hotline which, if the driver wants, can talk with them directly over the hands-free system – completely independently, by the way, of the driver’s mobile phone. With Connected Drive, each BMW has its own SIM card built into it, enabling SIXT users, for example, to find the network connection they need internationally, at no extra cost.

WHICH FEATURE DO YOU PERSONALLY USE THE MOST?

My personal favourite is the information service. The call-centre agents help me around the clock, answering my questions while I’m travelling. I can even book a hotel via them at our booking partner HRS, and pay up to 30 per cent less than when booking online! The Concierge Service sends me the address of the hotel to the car, and I can set it as a destination in the



FOTOS: © BMW AG

Safety first for the Connected Driver: independently of the driver, in the event of an accident the car calls the BMW call centre for assistance and the sensors (1, 2 + 4) automatically provide information about the accident.

navigation system with the press of a button. That applies to all the information I can call up from the information service.

YOU’RE 47 YEARS YOUNG. WHEN YOU GET INTO A CAR AND SAY WHAT YOU WANT, DOES THE MOBILE BMW CHAIR TAKE OVER THE DRIVING? That’s definitely doable, technically. Our “Active Speed Control” already takes over now, if you want it to, and our voice input system will understand its driver even quicker and better – even the music you want to listen to. But driving a BMW should continue to be a little active. I enjoy that feeling of self-determination and responsibility when I’m driving. All the innovations increase active and passive safety, but the driver remains responsible and in an active driving position.

CONNECTED DRIVE IS A TOP-LEVEL CONCIERGE SERVICE. WHY HAS BMW DECIDED TO TURN ITSELF INTO A DIGITAL BUTLER FOR THE DRIVER?

For us, the customer is king. I mean it: for decades now, the issue of driver orientation has been key to what we do. And our customers expect their vehicle to be increasingly better networked with the world around it. We’re not just a manufacturer of fascinating automobiles, we’re a premium supplier of personal mobility and the services that go with that. And we’ve been pioneers in the matter: BMW’s entire history has been marked by consistent, legendary driver- and benefit-orientation – in terms of technology, design and ergonomics. Think, for example, of the way the cockpit slants towards the driver. The Concierge Service takes care of activities for our customers, making their everyday lives easier – for example, by booking a hotel. That means BMW drivers have more time for other important things – be that their family or their job.

CONNECTED DRIVE IS EQUIPPED WITH EXTRA EXCLUSIVE FEATURES FOR SIXT. WHY? There are very good reasons that explain why we have worked together over so many years. SIXT is the premium supplier among car rental companies. That suits us, per se –

Service first for the Connected Driver:

A personal information service helps when spontaneously looking for a restaurant or hotel, and can send the assistance provider direct to the location of the car, should problems occur – mobility, Internet-style.

BMW X1 world premiere at the 63RD IAA: “Innovative technology with high design and style competence”.

the world’s largest supplier of premium automobiles. SIXT’s marketing strategy is based on high recognition, through fascinating consistency in the communications – and in a style that’s just right for advertising: clear messages, entertaining and smart. People enjoy SIXT’s advertising, it brings a smile to their face when, on the way to check in at the airport terminal, they pass by a well-made SIXT ad. You get a similar smile when you get into a BMW and drive off – the guaranteed joy of driving. In short: both these Munich-based companies stand for success, innovation, customer orientation – and joy, even. As most SIXT rental customers will be on a business trip, Connected Drive provides them with quick help: often, they won’t know exactly where they are in their rented car, most of the time they’ll be under pressure. With the online and assistance services we’ve already mentioned, Connected Drive supports and helps the driver to get to his destination and stay relaxed.

IS THE EXCLUSIVE COOPERATION BETWEEN BMW AND SIXT A MOBILITY ‘COMMUNITY OF VALUES’ OR A CASUAL BRAND LINK-UP?

In any case, it’s a link-up with plenty of energy, fun and action.



Seriously: we go together well and have similar goals when it comes to personal mobility. What’s more, SIXT is one of our best customers, a customer for which we even made special technical adaptations to BMW Connected Drive. With BMW and SIXT, we’re talking about a long-term, strategic partnership, one which brings benefits for both companies.

PHOTOS: © BMW AG

INNOVATION EXPLOSION!

MATTHIAS WISSMANN, PRESIDENT OF GERMAN ASSOCIATION OF THE AUTOMOTIVE INDUSTRY (VDA), TALKS HERE ABOUT ELECTROMOBILITY AND GERMAN HIGH-TECH EXPERTISE

The 63rd IAA Cars exhibition will provide the showcase for a glittering display of innovation. Further optimisation of the traditional drive types will be on display, as will advances made in electrically powering cars, from ‘mild hybrids’ to others fuelled purely by electricity. Particular emphasis at the IAA will be placed on electromobility, with all the opportunities it offers for reducing CO2 emissions. Even if the traditional internal combustion engine is set to remain the backbone of mobility in the next decade or two, electrically powered vehicles are certain to gain ground.

Key in determining their success will be battery technology. Much hope is currently being pinned on lithium-ion batteries, which can store substantially greater amounts of energy at comparable volume and weight. A further reason to be cheerful is that German manufacturers lead the field in this technology. The Mercedes-Benz S 400 Hybrid, for example, is already on our streets – the first production car to be powered by lithium-ion batteries, with other models – including from German manufacturers such as BMW – set to follow.

The next step will be pure electric drive. Use of such cars will initially be restricted to short journeys. For larger vehicles and lon-

ger ranges, people will need to resort to plug-in hybrids or vehicles with an additional internal combustion engine.

The German automotive industry is working full speed ahead on electrifying drive trains. For certain fields of application, corresponding vehicle concepts will be available in the very near future.

Numerous field trials have already allowed for the gathering of experience in practical use. A key condition for the success of electromobility will be standardisation, essential for the definition of uniform interfaces and which contributes to guaranteeing safety and reliability, while reducing costs.

Priority is currently being given to the creation of suitable standards for charging interfaces, an area in which German manufacturers again are pioneers, having already agreed on a standard. Intensive efforts are now underway to do the same worldwide.

All of this shows that technological development in the field of electromobility is advancing at an astonishingly rapid pace – in the pursuit of sustainable mobility. And the car remains the driving force of innovation.



“We need worldwide standards”: Matthias Wissmann, President of the German Association of the Automotive Industry (VDA).

PHOTO: VERBAND DER AUTOMOBILINDUSTRIE



PHOTOS: © BMW AG

Smart electric Mini:
"Going easy on
resources protects our
environment".



63rd IAA Frankfurt Motor Show: "‘Life is in motion’ expresses the fact that driving is a part of life and that people don’t want to go without comfort and data when they’re on their travels. More and more, the car is turning into an office on wheels."

"LIFE IS IN MOTION" IS THE SLOGAN FOR CONNECTED DRIVE. THE BMW DRIVER'S 'HOME' IS THE COCKPIT. WITH THE INTERNET ETC., IS THE CONNECTED DRIVER A HOMELESS VAGABOND? Absolutely not! The driver also wants to feel at home in his BMW. He spends a lot of time there, frequently, for reasons of work. He wants to avoid situations such as traffic jams, accidents or looking for a parking space. "Life is in motion" simply expresses the fact that, for many people, driving a car is an important part of their life, and that people don't want to go without comfort, data and sources of information when their on their travels. As enthusiastic as I am about cars, I'm not about to ditch my family and home to live in my car, however. Connected Drive is designed to make life a little easier and more beautiful.

WE'RE OFTEN OVER-GUIDED AND UNDER-INFORMED. WHY SHOULD THE BMW DRIVER LET THE INTERNET TAKE OVER? The information age is not a must. You can still continue to just enjoy driving your BMW. But we make every effort to address the needs of our customers. What do they want from their personal multimedia or mobile phone environment, when they're in their car? Things are only offered that users have actively chosen themselves. They don't want to see their e-mail on the big screen? No problem. But they do want the latest stock market news online? Again, no problem. The customer decides.

MOBILITY AND BEING ABLE TO BE REACHED AROUND THE CLOCK CAN GET ON PEOPLE'S NERVES. WHERE DO YOU ESCAPE TO WHEN YOU DON'T WANT TO SEE OR HEAR ANYTHING? The same applies here: anyone can decide, whenever they like, how and where they want to be reached. I do something with my family, go running or head off to Lake Garda or south-eastern Europe on my motorbike. Then I can switch off and give free rein to my thoughts.

LEADING EXHIBITION FOR MOBILITY

Meet SIXT at 63RD IAA, the world's largest motor show.

Anyone who wants to know what's going on in the world of cars can't not visit the 63rd Frankfurt Motor Show (IAA). "Experience what moves" is the motto this year. Over one million visitors, over 1,000 exhibitors and over 1,500 journalists from all over the world speak for themselves, proving that the IAA has to be treated as the leading exhibition for mobility. Sixt will be showing its colours in Frankfurt as a mobility provider in over 90 countries, and market leader in Germany, Austria and Switzerland.

This time, you'll find SIXT in the South foyer of brand new Hall 11 – used exclusively by BMW. In this way, SIXT underlines its long-standing, close partnership with BMW. Because if you want to experience BMW, you can't ignore SIXT. Discover on our stand the advantages that "BMW Connected Drive", a new Internet-based service system with over 20 features (see interview on p. 58), offers you as a SIXT customer. With SIXT, you get all the benefits of Connected Drive exclusively in your cabin – without having to pay a thing for them.

SIXT
rent a car



Six is the magic number.

(The BMW 6 Series Convertible at sixt.com)

“Drying Little Tears” extends help in the Balkans

Recently, regions in the Balkans were heavily flooded. ‘Drying Little Tears’, the initiative of the Regine Sixt Children’s Aid Foundation assumed responsibility immediately. Three days after the beginning of the flood, a Sixt van was sent to the Balkans fully loaded with much-needed baby food, children’s clothing, baby equipment, toys, cleaning products, hygiene products, diapers, water treatment products and canned food.



Sixt helps in Balkan

More than ten fully packed Sixt vans from Munich, Rostock, Vienna, Frankfurt and other regions in Germany drove to all three countries that were affected by the flood: to Bosnia-Herzegovina in the flood area of Doboj, to Croatia in the village Gunja as well as the Red Cross collection stations in Bijeljina, Bosnia-Herzegovina and Novi Sad, Serbia. Upon arrival, Sixt staff and members of the

Croatian and Serbian communities in Germany distributed the donations to those in need in close cooperation with the Red Cross and local churches. In Germany, parishes, schools, kindergartens and children’s clothing shops supported Drying Little Tears with various donations and made it possible to fill Sixt trucks with much-needed goods.

Regine Sixt: „I want to thank everyone for their great support, especially our employees who have made this help possible. The generous donations have given the flood victims new hope. Thanks to the great cooperation of Serbian, Bosnian and Croatian institutions and knowledgeable local volunteers our help has arrived exactly where it is needed most.

It is a unique event of solidarity after the terrible floods in the Balkans. Many people have lost everything they had just built after the war. Contaminated water has caused epidemics, which affect babies and young children especially.“

Regine Sixt: “I want to thank everyone for their great support, especially our employees who have made this help possible. The generous donations have given the flood victims new hope.” Happy kids and her carer with Sixt trainee Angelina Straub (right).



You don't need a towel to reserve this German sunbed.

(Rent the BMW Z4 Roadster Series at sixt.com)



The cars were provided for two years by Sixt Leasing AG with the support of the vehicle manufacturers. Regine Sixt with Melanie Huml, Bavarian Minister of State for Health & Care; Christine Bronner, CEO Munich Outpatient Children's Hospice, and Konstantin Sixt (l. to r.).

“Drying Little Tears” Supports Foundation for the Munich Outpatient Children's Hospice

Mobility for an important purpose: Regine Sixt has donated two vehicles to the Foundation for the Munich Outpatient Children's Hospice. Melanie Huml, Bavarian State Minister of Health and Care, accepted the much-needed new cars in her capacity as patron and member of the foundation's board.

The cars were provided for two years by Sixt Leasing AG with the support of the vehicle manufacturers. One of the vehicles was a Renault Clio Grandtour made by Renault Deutschland AG, with a value of approximately euro 14,000. The vehicles are essential for the important work done by the Munich Outpatient

Children's Hospice. The staff need reliable transportation to be able to visit seriously ill children who are being cared for at home and provide support to their families.

Regine Sixt: „The work of the Foundation for the Munich Outpatient Children's Hospice cannot be more highly praised. For the most seriously or terminally ill children, it is very important to be able to receive care in a familiar environment surrounded by their families. That's why we want to do everything we can to enable this important work. I would like to thank the car manufacturers and Sixt Leasing for their great support.“



Regine Sixt Children's Aid Foundation Supports Björn Schulz Foundation's SuperSummerCamp

Drying Little Tears supports the Björn Schulz Foundation's SuperSummerCamp for siblings of chronically or life-threateningly ill children.

“It's MY turn now!” was the motto of the foundation for siblings called “Achieving More Together”, a co-operation and health-promoting project for siblings of chronically or life-threateningly ill children. For this year's SuperSummerCamp, more than 65 siblings traveled together to Chiemsee.

Apart from climbing, mountain trekking and sailing, various workshops were built into the programme to specifically address the needs of these siblings. The workshops aimed to encourage the sharing of information and experiences amongst these children, and to foster strong family bonds and promote better understanding of a severe illness. According to the motto “It's MY turn now!” the camp focussed on the needs of the children.

The workshops aimed to foster strong family bonds and promote better understanding of a severe illness. For the second time, the camp took place at the IRMGARD-HOF from August 4 to 11, 2014. The children were accompanied by an experienced team of educational psychologists, with team members specifically trained in working with siblings.

Regine Sixt: “I want to thank everyone for their great support, especially our employees who have made this help possible.”



RENOVATION OF A MALTESE SCHOOL CENTER FOR ROMA IN HUNGARY
The Regine Sixt Children's Aid Foundation improves chances for socially marginalized kids.

Be part of it!



„Children have no words to express their sorrow. “Drying Little Tears” is committed to address the needs of the youngest, where support and medical care is necessary. In medical facilities and education projects, in schools and in kindergartens. Mainly in the Third World and everywhere where sustainability is ensured.“

FOR DONATIONS:

Deutsche Bank Munich
IBAN: DE19 7007 0010 0746 5008 00
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Reference: ‘Drying little tears’

Your donation goes directly into the current projects without any deduction.

Sixt greets the world!



feel the motion.