

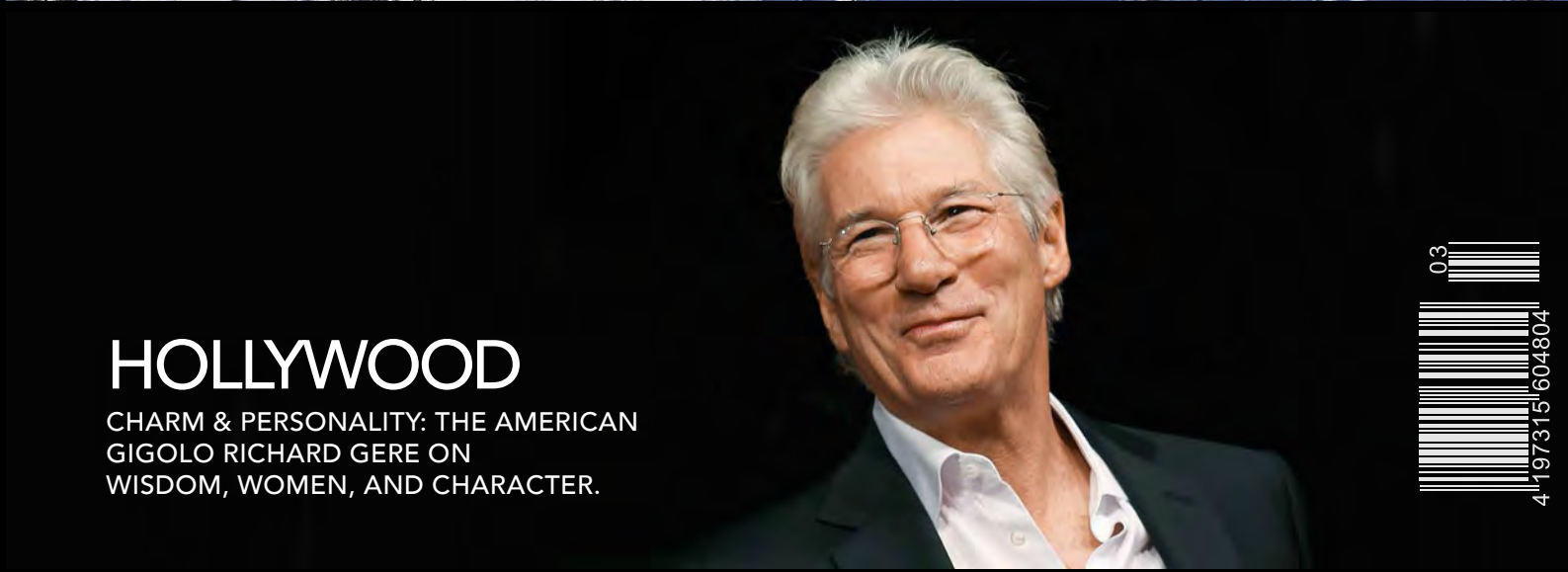


DAS MAGAZIN FÜR LIFESTYLE & MOBILITÄT



DAVOS

NATURE & BUSINESS: BUSINESS HIPSTERS ENJOY THE SMALL TOWN DAVOS AND IN ZÜRICH THE NEW ART DISTRICT "ZÜRI-WEST" BLOOMS.



HOLLYWOOD

CHARM & PERSONALITY: THE AMERICAN GIGOLO RICHARD GERE ON WISDOM, WOMEN, AND CHARACTER.



MUNICH

HI-TECH & E-MOBILITY: THE ADDITION OF THE BMW I3 TO THE SIXT FLEET DEMONSTRATES THE COMPANY'S PROGRESSIVENESS.



Oh so very Sixty.

(Look scandalously good in a BMW 5 Series)



REGINE SIXT

DRIVEN BY OUR PASSION!

Dear Readers,

What drives you? What keeps you in motion? Everybody has a different answer. In this issue's portrait, Richard Gere has a clear reply: "The drive for happiness is vital; that's what keeps us in motion." Whatever kind of happiness you're looking for, once you find something that really drives you, that makes you lucky. Because you gain meaning and a deep reason to live. At Sixt, we are driven by our passion to provide you with the most innovative products and services to be found in our industry. We are kept in motion by our will to be the most advanced car rental company you can imagine.

One very simple answer to the question of what drives us would be DriveNow. This highly successful premium carsharing service, which we offer together with our partner BMW, is currently going international: in addition to five German cities and San Francisco, you can now also hop into a Mini or BMW in Vienna. More than 330,000 customers choose this novel path to mobility and independence.

If you're a trendsetter who makes cutting-edge mobility decisions, go for the BMW i3. This widely acclaimed electric vehicle is now available at Sixt—not only in Germany, but also in France, Spain, the Netherlands, and soon in the U.S. And don't worry about charging the batteries; reloading isn't just hassle-free, but also cost-free at any of the ChargeNow stations within our dense

network. You'll love to cruise silently through the city in this revolutionary vehicle! With this car, you are definitely ahead of the times.

Speaking of time, there is one country that we associate with watches and time like no other: Switzerland! The Swiss, with their tranquility and cosiness, seem to have more than enough of this rare resource called time. And so, we invite you on a journey to Switzerland, the oldest democracy on earth and definitely one of the most beautiful countries on our planet. It's hard not to feel happy in this alpine heaven on earth.

But remember, happiness doesn't just depend on outer conditions, but also inner ones. With this statement, I'd like to close by returning to Richard Gere's philosophy of life. And may I add, the two of us have one thing in common: we both received the Citizen of the World Award from Hadassah, the famous medical center in Jerusalem which treats Jewish and Palestinian children equally. Gere is a practicing Buddhist, and a close friend of the Dalai Lama. And this spiritual leader gives a fantastic answer to our initial question: "There is no way to happiness – happiness is the way!"

Yours

Regine Sixt



MODERN LUXURY

GLAMOROUS PAST IN A MODERN WAY. The Steigenberger Grandhotel Belvédère is one of the best hotels in Davos, Grisons, this one proves that grand-hotel tradition and a glamorous past do not have to mean old-fashioned, but can be interpreted in a modern way. Outstanding French cuisine!

Steigenberger Grandhotel Belvédère, Promenade 89, 7270 Davos Platz, Switzerland; T. +41 81 415 60 00; www.steigenberger.com

WHERE TO?

LET SIXT TAKE YOU TO THE STEIGENBERGER HOTEL GROUP'S MOST BEAUTIFUL HOTELS

Take a city speedster to Hamburg, Berlin, or Munich. Take a convertible through the Upper Middle Rhine World Heritage Site, and on to Baden-Baden. Take an SUV through the Alpine foothills to Bad Wörishofen, or pack the kids into a station wagon for a trip to the Baltic's prettiest beaches. Sixt has the perfect car for every destination – and the perfect hotel of the Steigenberger Hotel Group. Explore Germany to your heart's content—and Switzerland, Austria, the Netherlands, or Belgium, if you want.

On the one hand, Steigenberger has outstanding hotels in the most beautiful locations. On the other hand, Sixt has affordable rental cars to get you to them, and to nearby attractions. So, what could make more sense than to combine the hotel room and rental car booking? Now customers of the Steigenberger Hotel Group and Sixt can fully enjoy this all-around service: When reserving a room at steigenberger.com or intercityhotel.com, hotel guests can select their desired vehicle. And in newsletters, Sixt customers regularly hear about current special offered by the Steigenberger Hotel Group.

TRAVEL – WITH LESS STRESS

Come to the hotels of the Steigenberger Hotel Group, and leave everyday stress behind you. Excellent food in one of the outstanding restaurants, relaxing wellness treatments, or a bit of exercise in the fitness room revives the spirit. A sound night's sleep prepares guests for the next day – full of discoveries. Convenient travel and lodging; for customers of Steigenberger, InterCityHotel, and Sixt, it's that easy.

A sound night's sleep prepares guests for the next day—full of discoveries.



Put everyday stress behind you. Excellent food in one of the outstanding restaurants, relaxing wellness treatments, or a bit of exercise in the fitness room revives the spirit.

STEIGENBERGER HOTELS AND RESORTS: WHERE YOU FEEL GOOD

Whether on vacation or a business trip, travelers feel at home at Steigenberger Hotels and Resorts. From a historical traditional building to a chic designer hotel; whether surrounded by nature with plenty options for outdoor activities, or in the city with direct access to popular hot-spots – for every taste, Steigenberger has the right ambiance and welcoming service. The „Service Champion 2014“ award proves that guests feel good from the moment they arrive. For the third time, Steigenberger has been awarded first place among the premium hotels for giving their customers an excellent service experience.

INTERCITYHOTEL: DRIVE TO THE CITY

InterCityHotels are ideal for a trip to the city. Their central locations right in the heart of the action make them a perfect starting point for sightseeing. And if you want to park your car for the day, with the FreeCityTicket, you can make use of local public transportation, included in the price of the room.



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REPRODUCTION:
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www.appel-grafik.de

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Cover photos: Mauritius Images;
Reuters / The Interview People; BMW Group



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Regine Sixt received
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the International
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STYLE

White excellence is
the trend in lifestyle
on crazy decanters
(Photo left: “Mamba”
by Riedel), bibliophilic
diaries, and Haute
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DAVOS IS CALLING

Business hipsters enjoy the 12 five -star Hotels in the small town and at the same time the most modern convention centre in the world. Pure nature, fantastic culture, and luxury lifestyle.

TRENDY ALPS

Forget cowbells and cheese fondue. Zurich and Davos, those beacons of luxury and business, landscape and Alpine romance, are casually reinventing themselves. From the World Economic Forum in Davos with its fifty elite leaders from around the world, to the trendy new Zurich-West district with its bars, galleries, and designer hotels for young hipsters – little Switzerland is taking big steps into the future.

BY PASCAL MORCHÉ

ZURICH IS CALLING

The country may be small but
“if Switzerland was as flat as a pancake,
it would be bigger than Prussia”.
View to the “Quaibrücke” lake Zurich,
and the panorama of the Alps.

SMART TOWN

Welcome to Switzerland, welcome to Helvetian diversity. Everything here is just a little bit more beautiful: the lakes, mountains and, towns; the people, streets, and shops.

Homeland between the peaks around Davos with a view of the “Schatzalp”.

WHITE PARADISE

Everything seems so delightful here. Everything is so idyllic, picture-perfect like a model railway set-up. Home to Europe's highest mountain, it also boasts the peak of quality living.

Snow dreams and endless views to the horizon
at the top station of the “Jakobshorn” ropeway, Davos.



Grüezi! Welcome to Switzerland, welcome to Helvetian diversity. Everything here is just a little bit more beautiful: the lakes, mountains and towns; the people, streets, and shops. Everything seems so delightful here. Everything is so idyllic, picture-perfect like a model railway set-up. Home to Europe's highest mountain, it also boasts the peak of quality living. Unemployment in Switzerland is barely worth mentioning, and even upon close inspection the country seems so clean and orderly that it makes Germany feel downright grubby and chaotic. Oh Switzerland, Switzerland, Heidi's land... Nowhere do we cling more to archetypal clichés when it comes to understanding – and loving – this four-language Alpine nation of confederates in the heart of Europe with its arts, cheese, and cowbells; its Bircher muesli and banking secrecy; its luxury watches and Ricola herbal sweets.

The country may be small but “if Switzerland was as flat as a pancake, it would be bigger than Prussia.” A somewhat absurd geographical description perhaps, but it was written by none other than Johann Wolfgang von Goethe and implies that the Confoederatio Helvetica extends upwards as well as outwards. A few years later the German philosopher Friedrich Engels added: “The Swiss busy themselves piously and respectably with milking cows, making cheese, chastity, and yodeling.” Okay, so even philosophers can be prone to the odd cliché.

Yet piety may not be a bad metaphor for a land famed for the fundamentalist religious reformers Zwingli and Calvin, who fought against gold ornamentation and sumptuous swank in churches, but by doing so enabled the emergence of the Swiss clock-making industry and discreet banking.

The Swiss, after all, are headstrong and highly creative, and if you forbid them something – such as the production of golden church trumpery – then every Swiss becomes a Wilhelm Tell, uses his talents, and begins to make other precision products: clocks for example, army knives – and clever money management tools. “If you see a Swiss banker jumping out of a window, jump after him. There is certain something to be earned,” said once the French philosopher Voltaire. This jibe could also be adjusted: “There is certain to be something to be learned.” Such as? Self-confidence.

“THERE IS **CERTAIN**
SOMETHING TO BE **EARNED.**”

The Swiss are self-confident, and they're headstrong. And what could be better than someone with their own head? While elsewhere in Europe – especially Germany – we strug-



Rich green pastures blamey the rough mountains around Davos with the view to the “Dürrboden”, Dischma valley.



Classical Zurich represented by Sprüngli Confiserie confectionary “Luxemburgerli” on parade place, center of Zurich.

gle to egalitarianize every peculiarity and mentality and iron out quirks and facets in our populations, while we try to make everyone the same so that the people of Hamburg and the people of Munich, the people of Bochum and the people of Erfurt become less and less distinct – Switzerland, meanwhile, insists on its cultural differences and the diverse color of its little nation.

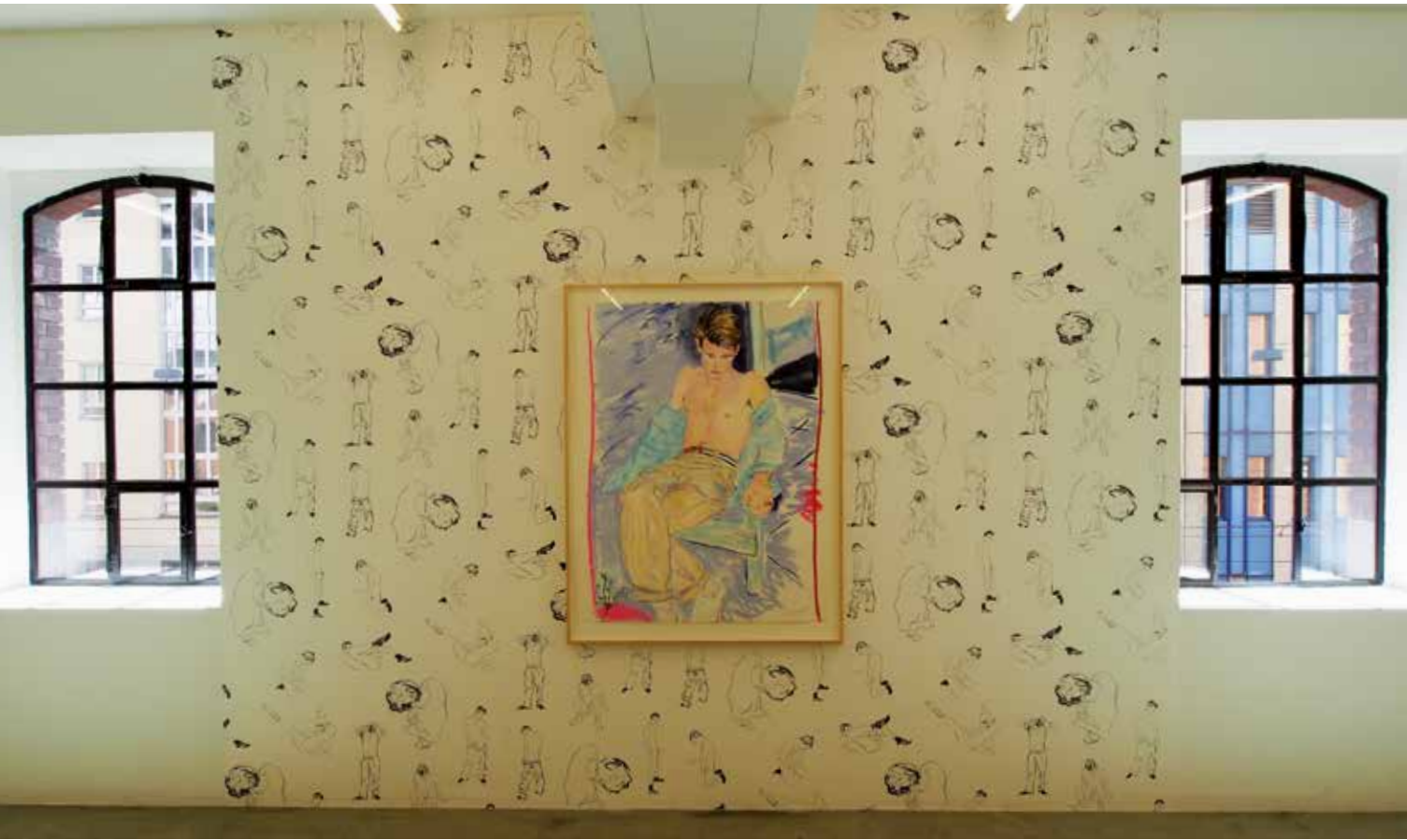
There are differences between Zurich and Geneva and Berne which give rise to a fertile city rivalry. The Appenzeller land is a completely different landscape from that of Tessin. They have a different accent in every valley, and cultural idiosyncrasies are encouraged. Here they insist that a grilled chicken is in fact a Mistkratzerli and will jolly well stay one. The confederates possess that roguish love of absurdity found otherwise only among the English: “The sun’ll come out at night,” retorted recently an irritated hotelier (and Swiss hoteliers are known to be the best in the world) in response to a lowland guest full of anxiety that the weather in the mountains might suddenly change. There is in fact some truth in what the Swiss say about themselves: We’re remarkably quick-witted if you give us enough time.” The Swiss do take their time, and they’re concerned about their identity and ‘neutrality’. They say Yes to a ban on minarets, and No to being patronized by the EU. They may live up in the mountains, but they certainly don’t live in the past. On the contrary.

Proud and headstrong little Switzerland represents a per-

manent challenge to the big European Union. That’s because Switzerland demonstrates how political unity actually works in spite of cultural diversity. This was a fact recognized by Thomas Mann right back in 1934 as he ended off a radio lecture with the words “God preserve Switzerland!” Murderous nationalism, “that most dangerous poison of the age,” has always met with a strong natural immunity in the Swiss Confederation. Three European peoples peacefully coexist there, and multilingualism prevents disputes about language. Switzerland, said Thomas Mann, is a “political stroke of luck” and, should Europe one day unify, he would have wanted to see a kind of “Swissification” of Europe. Prophetic words indeed from the year 1934. It seems both ironic and providential that his magnum opus, ‘The Magic Mountain’, was set in a lung sanatorium in Davos, that same idyllic place visited annually eighty years on by economists, managers, and politicians.

THE CLIMATE CLEARS YOUR HEAD.

At almost 5250 feet, Davos is Europe’s highest city, and is probably the perfect place to reflect and debate on Europe and the world, on business and money. The climate there is not only good for the lungs, it also clears your head – and provides the best possible conditions for winter sports in the cold season, and the finest hiking trails through flower-strewn Alpine meadows in summer. The hotels may no longer look quite



New Zurich represented by hip bars, restaurants and galleries like the jpr ringier gallery in the “Kesselhaus” of “Züri-West”.



River romantic at the Limmatquai and the view to old downtown, and the twin towers of the cathedral "Großmünster".

like the ones in the Nobel Prize-winner's novel: the InterContinental Davos looks more like a futuristic UFO; the Steigenberger Grandhotel Belvedere combines today's luxury with the tradition of yesteryear; and at Berghotel Schatzalp you might well be forgiven for thinking you had after back on the Magic Mountain by horse-drawn sled. But Switzerland is not of yesterday. And the best proof is Zurich. Situated between the Limmat River and Lake Zurich, the city of Zurich naturally remains the epitome of sophisticated taste. There's Paradeplatz with its banks and the famous Confiserie Sprüngli, where you get the best (and most expensive) oven-fresh Gipfeli (croissants) for breakfast along with honey from Zürcher Oberland.

Then there's the world-renowned Bahnhofstrasse with its elite shops for the Prada-Gucci-Armani-Dolce&Gabbana set and its high density of jewelers and, unsurprisingly, watchmakers. There is of course Zurich's world-famous luxury hotel, the Baur au Lac, and there is still the Kronenhalle restaurant where you go and you hope and fight and beg not to be sent to 'Siberia' (as the upper floor is known), but allowed instead to eat rustically, bürgerlich, yet still traditionally and nobly on the ground floor amid the Chagalls and Picassos. It's still as it always has been. Everything is truly lovely. Tradition per excellence – but nothing is really new either. It is as old in fact as the glistening wavelets on Lake Zurich, whose Gold Coast, where the super-rich have their lakeside properties, vanishes beneath swathes of

mist. For something genuinely new, and for proof that this renowned city is in fact one of Europe's most lively metropolises and one of the most sought-after spots among young, creative people, among hipsters of the cultural, artistic, and designer scene – go to Zurich-West. Nobody wanted to go there at first, to this former industrial quarter and workers' district behind the Central Station. But now Zurich-West, or 'Züri West' as it's known, is Switzerland's most lively and most international place. It is the multicultural zone and party strip upon which tens of thousands of people converge every weekend from the 'Agglo', as they call Greater Zurich.

Zurich **naturally** remains the epitome of **sophisticated taste**.

When industry left the area its left its halls empty, and when the Playhouse decided to set up a branch of the theater in a former ship-building hall, the new Züri West was born. With the actors came audiences; painters, sculptors, and musicians all came. Little old factory buildings became studios, and, as tends to happen everywhere, the rents for the apartments began to rise. Today there is nowhere in Zurich with so many clubs, bars, restaurants, galleries as there is around Escher-Wyss-Platz. It's not unlike being in Notting Hill. Life here is urban, cosmopolitan, and always in movement: Indians, Pakistanis, Swiss all go about their business, while in among them advertising agencies, designer stores, yoga studios, and art galleries all do

a roaring trade. Luxury apartments have long been selling at high prices here in this former industrial district.

Then came offices and lots of modern architecture. 'Les Halles' and the 'Helsinki-klub' are top addresses for young, modern Zurich. The Sheraton Zurich Hotel on Hardturm Park moved in near to the Art Academy and the Migros Museum of Contemporary Art, signaling the completion of this trendy district with its lively multicultural charm. The district of Zurich-West celebrates itself as a kind of urban anti-idyll. Things may not be quite so perfect here as they are on the sophisticated shores of the lake between Bellevue and the Operahouse – but there is an honesty to it. Nowadays nobody would be thought crazy for wanting to moving to Zurich-West, to live alongside the railroad line or amid the urban ugliness of the Hardbrücke which lies atop the district like a heavy roof, a mighty transport artery. Traffic rushes above, while people below live and enjoy life.

You can also enjoy the hustle and bustle of life and an unusual view over the city, its tracks, trains, and goods stations, from 400 feet up in the air. 'Clouds', the bar on the 35th floor of the new Prime Tower, is the best place to do that. Another tower with a view has arisen nearby: the Mobimo Tower with its luxury apartments and Marriott Hotel. But that one is a mere 250 feet high. "A Zahnstöcherli" – a toothpick – as locals would say, who prefer to drink in the dim clubs beneath the Hardbrücke. Zurich has its diversity – as does all of Switzerland.



New hot spot "Clouds", the bar on the 35th floor of the new Prime Tower, offers the best overview "Züri-West".



Hotel Mountain Inn Schatzalp where the Nobel Prize winner Thomas Mann wrote his legendary “The Magic Mountain”.



The Dolder Grand Zurich is the landmark for exalted standards, and is the perfect environment for people who are looking for pleasure, exclusivity and relaxation.

DAVOS TIPS

HOTELS

CHALET SCHATZALP
Promenade 62, 7270 Davos Platz, T. +41 81 415 51 51, www.schatzalp.ch. Directly beside the Villa Guarda we built the Chalet with 220 m² in the summer 2008. The house was built completely from wood. Together with three bedrooms you find a generous living room with 70 m², everything furnished in a rustic, cosy and nevertheless modern style. As a guest in the Chalet you profit from all services, which are offered in the hotel Schatzalp.



HOTEL SCHATZALP
Promenade 62, 7270 Davos Platz, T. +41 81 415 51 51, www.schatzalp.ch. Historic grand hotel from another world and another time. This is where Thomas Mann stayed when he wrote his novel The Magic Mountain. It is easy to imagine the novel’s hero, Hans Castorp, up at Hotel Schatzalp.

HOTEL MOUNTAIN INN “PARSENN HÜTTE”
Postfach 61, 7260 Davos – Dorf T. +41 81 416 36 52 www.parsennhuette.ch. Enjoy a unique „Hüttenabend“ in the Engadine mountains. After a dinner with friends, a stop-over at the relaxed bar atmosphere, and next morning you will reach the virginally slopes in front of the “Parsenn Hütte”.

INTERCONTINENTAL DAVOS
Baslerstrasse 9, 7260 Davos Dorf, T. +41 81 414 04 00. www.intercontinental.com First opened in December 2013, this establishment boasts remarkable architecture, dimensions, and location. Guests can appreciate an absolutely fantastic panoramic view over the mountains, especially from the Sudio Grigio bar on the first floor.

RESTAURANTS

VELTLINER STÜBLI
7278 Monstein, Davos, +41 81 401 11 52. www.veltlinerstuebli.ch.

Charming, homely, and best enjoyed by the green tiled stove in winter. This traditional restaurant has been around since the 18th century. Today its proprietors Uschi and Karl Flury are responsible for guests’ culinary wellbeing, and they enjoy an outstanding reputation among gourmets throughout the world, especially for their Swiss cuisine.

BARS

EX BAR DAVOS
Promenade 63, 7270 Davos Platz, T. +41 81 413 56 45, www.ex-bar-davos.ch. Not as posh as St. Moritz and not so fancy as Kitzbühel. Here you can enjoy an après ski and party through the night with chicken wings, steaks and fries in a relaxed atmosphere. Informations: www.davos.ch

ZURICH TIPS

HOTELS

THE DOLDER GRAND
Kurhausstrasse 65, CH-8032 Zurich T. +41 44 285 40 00, www.thedoldergrand.com The landmark for exalted standards, the Dolder Grand is the perfect environment for people who are looking for pleasure, exclusivity and relaxation: 176 luxurious rooms and suites, exquisite cuisine, a spa covering 4,000 square metres, generous banqueting and seminar

facilities and a remarkable art collection. The hotel’s elevated location, between the pulsating life of the city and a refreshingly natural green zone, provides a magnificent view of the city of Zurich, the lake and the Alps.

PARK HYATT ZURICH
Beethoven-Strasse 21, CH-8002 Zurich Tel: +41 43 883 1234, www.zurich.park.hyatt.com Discover a sleek, sophisticated 5 star luxury hotel in the heart of Zurich’s commercial and financial district. With a location perfectly suited for corporate travellers, yet eminently stylish and contemporary enough to please the most discerning of holiday guests, Park Hyatt Zurich hotel is one of the city’s premier luxury hotels in Zurich. Encircled by the prestigious financial institutions of Paradeplatz Square, our Park Hyatt hotel also affords effortless access to the fashionable boutiques on Bahnhofstrasse, the scenic beauty of Lake Zurich and the captivating attractions in Altstadt (Old Town).

RADISSON BLU HOTEL, ZURICH AIRPORT
PO Box 295, CH-8058 Zurich-Airport T. +41 44 800 40 40, www.radissonblu.com/hotel-zurichairport Adjacent to Zurich International Airport, this dynamic hotel offers guests a reviving stay set among superior décor and design, including plush fabrics and unique light installations. Easily access the airport via a direct walkway, and

enjoy further convenience with delectable dining on site and two fitness centre options. The expansive meeting facilities include an astounding 52 separate spaces that can be customised for your personal and business events.

RESTAURANTS

KRONENHALLE
www.kronenhalle.com Zurich’s historic restaurant. There is no better place to enjoy Zurich’s specialty, ‘Geschnetzeltes’, but you should definitely book a place on the ground floor and not allow yourself to be banished upstairs (to Siberia!) by staff. Also recommended is the cozy little Kronenhallen-Bar.

Must have: www.kunsthau.ch www.opernhaus.ch

ZURICH-WEST TIPS

RESTAURANTS & BARS

KONDITIONEIRE CAREDDA EIS UND PANINI
Josefstrasse 119, T. +41 44 440 23 41 www.konditorei-caredde.ch Passionate pastry chef Paulo Caredde offers stunning Neapolitan dolce. He likes to carve art using his ice cream, which has earned

him the reputation of Züri-West’s ice sculptor.

RESTAURANT LASALLE
(in an old ship-building hall), Schiffbaustr. 4, T. +41 44 258 70 71, www.lasalle-restaurant.ch A modern classic but with an unobtrusive design, the LaSalle has become an institution of ‘Züri-West’ since it opened in the year 2000. Its calf’s liver and steak tartare are famous far beyond the city. If you don’t feel like meat, then all of the fish are freshly caught on Lake Zurich.

CLUB INDOCHINE
Limmatstr. 275, T. +41 44 448 11 11 www.club-indochine.ch French-Asian legend. Its new owner wants to try new things while keeping the Indochine on its successful 30-year trajectory.

CLOUDS
Restaurant/Bar at the Prime Tower, Maagplatz 5, T. +41 44 404 30 00 www.clouds.ch Sadly rather touristy, and therefore more of a look-out than a look-at. But from over 400 feet above Zurich on the 35th floor, you really do get a spectacular view of the city and mountains.

MOODS
Schiffbaustr. 6, T. 41 44 276 80 00 www.moods.ch The city’s ultimate jazz club. Moved into the trendy district together with the Zurich Playhouse, its 500 standing and 250 seating spaces are almost always sold out.

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» I AM STILL HERE, ALIVE AND KICKING.«

Yes, the one and only American Gigolo and the evergreen star of Pretty Woman is also an engaged fighter for freedom in thought and in action. The famous Hollywood actor and tranquil Buddhist has one goal: freedom.

„sEver since I turned 60 people probably thought that I won't be around that much longer. But I am still here, alive and kicking.“



“I do know who the best kisser was, but I am not going to tell you. Love scenes are always awkward to shoot.”

GoSixt: MR GERE YOU JUST TURNED 65, IN AUGUST. HOW DO YOU FEEL ABOUT THAT?

Richard Gere: It’s been quite a long trip. Ever since I turned 60 people probably thought that I won’t be around that much longer. But I am still here, alive and kicking. I am looking at my life and I made 50 something films. From 26 to 65, it’s really a trip. It’s a little bit like you are on your death bed, but you don’t want to leave.

YOU SAID NOT TOO LONG AGO THAT YOU ARE YOUNGER NOW THAN YOU WERE MANY YEARS AGO. WHAT DID YOU MEAN BY THAT?

I found the early characters that I played fascinating. They were all invented. I am older now, not as pretty as I used to be. It doesn’t matter, really. But it’s true, I do feel younger in many ways today.

WHEN DID YOU FIRST KNOW YOU WANTED TO ACT?

Second grade. My mother made a costume for me to play Santa Clause. I’ve always been very internalized, and acting for me was a way to get out, to be external through characters. In High School I was doing some theater. To be honest, everything I have been interested in life I have been able to explore through acting. And it continues to feed my life today.

THEATRE WAS YOUR FIRST STEP BEFORE THE HOLLYWOOD FAME?

I started theater while I was in college. I was offered a job in Cape Cod at the playhouse. We rehearsed for two weeks and then put it on for two weeks. It was a great challenge and a

great preparation for me. We did this in front of 70 people each night. Eventually I made it to Broadway and to London. And from theater I jumped to films. I always felt that my theater training really helped my movie career. But at the same time I always felt I was a theater actor doing a short stint in Hollywood. But then I got recognized in the streets, and film became dominant.

DO YOU REMEMBER THE LAST PLAY YOU DID?

Yes, it was this play about two gay guys in this concentration camp in Dachau. All they do is moving rocks all day long in that concentration camp. It was two guys falling in love carrying rocks all day long. I can get very emotional talking about this. It was the last play I did. Eventually I think I will go back to theater. But for now, I have a 14 year old child at home. Maybe once he goes off to college, I will return to Broadway.

“AMERICAN GIGOLO” WAS OBVIOUSLY ONE OF YOUR GREATEST SUCCESSES THAT MADE YOU A BIG STAR IN HOLLYWOOD. IS IT TRUE THAT YOU ONLY GOT THE ROLE AFTER JOHN TRAVOLTA TURNED IT DOWN?

It’s something that John always reminds me of when I run into him. I do think that I was playing a woman, really. It was not the way men traditionally behaved, and I was really playing the part of how women behave. I didn’t know anything about clothes, it was just an adventure for me. It was fun.

“YOU HAVE TO FALL IN LOVE WITH YOUR ROLE. IT’S LIKE MEETING YOUR BOYFRIEND OR YOUR GIRLFRIEND FOR THE FIRST TIME.”

WHICH ONE WAS EASIER TO PREPARE FOR? ‘AMERICAN GIGOLO’ OR ‘PRETTY WOMAN’?

They were both pretty difficult for different reasons. I had very little time to get in the physical shape I needed to be in for “American Gigolo”. And that made me very nervous. But once I committed I was all in and it was great. Pretty Woman was a lot more difficult for me because there was no character. I read the script and told the director that he doesn’t need an actor – he needed a suit. I kept saying No, and an old friend of mine from Disney was involved. I was in New York and they wanted me to meet Julia Roberts. Julia walked in and within ten minutes I said yes I want to do this movie. There was just a great balance between us. I could see that she and I had this thing. We all played Gary (Marshall) really.

“I kept saying no. I was in New York and they wanted me to meet Julia Roberts. Julia walked in and within ten minutes I said, ‘Yes I want to do this movie.’”

HAVING DONE SO MANY LOVE SCENES IN HOLLYWOOD. CAN YOU NAME TWO OF YOUR BEST LOVE SCENES, AND WHO IS THE BEST KISSER?

I do know who the best kisser was, but I am not going to tell you. Love scenes are always awkward to shoot. Is the light okay, how is the camera angle. The only compensation is that I worked with some of the most beautiful women in the world.

WAS IT EVER DIFFICULT FOR YOU THAT YOUR LOOKS WERE ALWAYS PART OF THE CONVERSATION WHEN IT CAME TO YOUR ACTING?

To be honest, I didn’t know that. I look at it now and I think I was a pretty boy back then. I approached every role the same – as an actor. It’s probably one of the reasons why I am still around today. I always approached every project as a character and as a new piece of work.

AND DIDN’T YOU WORRY AT ALL THAT YOU’VE NEVER BEEN NOMINATED FOR AN OSCAR?

Yeah, I haven’t been able to keep a career going for 50 years! It’s not just one person who makes a movie. There are 300 plus people that make a movie. And everyone can screw it up. It’s a miracle when something of value does happen that actually transcends a genre or goes into a totally new territory.

DO YOU HAVE A PARTICULAR WAY TO APPROACH A ROLE?

Where do I begin? I am not getting any kind of visionary input for a role. It’s a very free flowing experience. You have to fall in love with your role. It’s like meeting your boyfriend or your girlfriend for the first time. If that doesn’t happen you can’t even begin.

AND THE LOVE FOR YOUR POLITICAL ACTIVISM AROUND THE DALAI LAMA? HAVE THINGS IMPROVED SINCE YOU FIRST STARTED WORKING WITH THE HIM IN 1997?

It’s much worse. Much worse. Tibet is not in good shape today. The Dalai Lama escaped in 1959. The Chinese Communist Party took the map of Tibet and just redid it. Close to half went to China. I can’t go there anymore. It’s a brutal situation.



„I do think that I was playing a woman, really. It was not the way men traditionally behaved.“ Richard Gere and Lauren Hutton on-set of “American Gigolo”, 1980.

HOW HAS YOUR LONG TIME PRACTICE OF TIBETAM BUDDHISM TRANSFORMED YOU?

I have no doubt that it made my life better. I think I always distrusted what people told me the world is and what we are and what the life force is. I distrusted it. I was always more comfortable lying on my back at night and watching the stars. And buddhism certainly gave me a way to articulate that, engage and made it deeper.

AND ON A PERSONAL LEVEL?

To be honest, I wasn’t feeling that great, I wasn’t that happy in my early 20s. I was in the search. And when I found Buddhism, all that changed. Buddhism technically is not a religion. It’s a science of mind, a science of behavior and skill. It’s a science of what we are. It’s really all within the process of mind itself. If one suffers and you want to find out why you are suffering, we got an answer for you!

The Interview was taken by Fabian Waintal / The Interview People

PHOTOS: © REUTERS / THE INTERVIEW PEOPLE, MAURITIUS IMAGES / JT VINTAGE

»ALWAYS ONE STEP AHEAD«

Ideas create growth. Alexander Sixt, Manager Corporate Development at Sixt SE, about the innovative carsharing 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 man-

agement, 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



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

PHOTOS: SIXT SE; DRIVE NOW



**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."

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



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.

the ideas and processes that we create as a team here. Without the passionate commitment of our employees and the fruitful 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 reduce the number



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

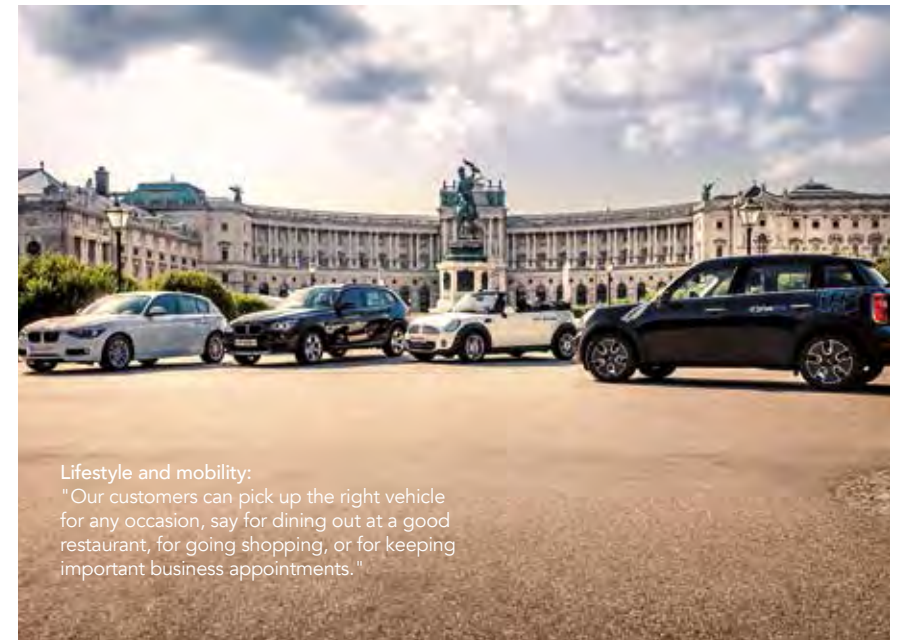
Hightech and service:
"DriveNow customers will have instant access to a wide choice of well-equipped BMW and MINI models in our fleet."

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 Europeans 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



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."

Driving Mr. Bruno – “Bunte” editor in chief Patricia Riegel chauffeurs her chocolate Labrador in a Mini Clubman: „The car is always a statement that you make about yourself.“

The journalist and keen observer of human nature Patricia Riegel has no trouble expressing herself clearly: “If Regine Sixt didn’t exist, it would be necessary to invent her.”

PATRICIA RIEGEL

CAN THE MINI BE A SIN?

The editor-in-chief of the people magazine “Bunte” is Germany’s director of hearts. She prints who has fallen in love or is getting separated, who is getting married and who is important. A first lady of the emotions.

By Wolfgang Timpe and Erol Gurian (Fotos)

Dreamily, dark-brown Labrador eyes gaze into our soul; the blue eyes of the driver gleam proudly at the observer. Driving Mr. Bruno. Patricia Riegel, editor in chief of Germany’s influential people magazine “Bunte,” is focused on her dog. Bruno, a chocolate Labrador, three years old, sits like a king on the passenger seat and is her one and only. Of course, you can also live without a dog, ‘but it’s not worthwhile,’ she cites Lorient. Not without my dog. This was always the case for her. Patricia Riegel ‘ticks like an animal.’ With the love of dogs, obedience comes before pleasure.

For before Bruno can gobble up the pig’s ear that the reporter has brought along as an active bribe, he has to play dead, lie down on his back. The playful game for the snack is fun for everybody. When the dog’s good, everything is good. Yes, this is how Patricia is. Patricia Riegel knows what she wants. Strong women have clear ideas. When it’s important, (dog)men must be able to sense this. And her colleagues on the editorial staffs of “Bunte,” “Instyle,” and “Amica” must too.

Journalist Riegel is not just editor in chief of “Bunte,” she is an esteemed and respected institution. Week by week, “Bunte” prints who has fallen in love or who is getting separated, who is marrying whom or who has betrayed whom, who is getting



Editor-in-chief and Labrador Bruno in the futuristic BMW-Welt with showroom and blue-and-white eco fleet: "You can separate yourself from a person, but not from an animal."

RIEKEL ABOUT RESPECT:
"Love also includes secrets. I am against telling everything."

Patricia Riegel has been the editor-in-chief of the Burda People Group since summer 2007. As editor-in-chief of the magazine "Bunte," the star magazine "Instyle," and the fashion magazine "Amica," she is responsible for all journalistic formats – print and online. The 65-year-old trained journalist (internship in 1968 at the "Münchner Merkur") grew up in Bernried on Lake Starnberg. She gained newspaper and magazine experience ("Augsburger Allgemeine," "Quick," "freundin," "Gong") before she was named editor in chief of "die aktuelle" in 1995 and then, two years later, of "Bunte."

divorced or being forced out of the profession. Not always with the agreement of those affected. But the trained journalist Riegel (see biography above) does not contest this: "We heed personal rights and the private sphere. We do not look into the living room or garden of anyone who does not want us to."

This applies to show business people and captains of industry, as well as to princes, lords, and kings. So then why is there always aggravation, for example with Monaco or uncloaked prominent people? Because prominent people are often wound the wrong way. "They cannot determine what we, the journalists, want or do not want. As part of this media landscape, prominent people must put up with the fact that their behavior is judged." Period. Here there is a slow-burner: love. Whether ZDF moderator Maybrit Illner and telecom boss René Obermann declare their love ("And suddenly it was love!"), RTL jungle witch Caroline Beil falls head over heels

with a series star ("In love! He is 16 years younger ...") or ARD talk star Anne Will no longer wants to hide her affection for media professor Miriam Meckel ("Her great love is a woman"): the "Bunte" headlines set the tempo of the most important thing in the world. Does this life expert have tips as to why love so often leads to catastrophe? "Because frequently there is no respectful distance between two people. Love has to be able to go its way, make its decisions. Love also includes secrets. I am against telling everything."

Journalist Patricia Riegel is Germany's director of hearts. She orchestrates the media ballyhoo of great feelings of lust and frustration. As the chronicler of happiness and unhappiness, the "Bunte" front woman, who has been responsible for the most important German media prize, the "Bambi" for 17 years, has developed an even more successful profile in her high office: Patricia Riegel is the first lady of emotions. This



Patricia Riegel, Editor in chief of the Burda People Group, likes "cozy and bullish cars." And: "The Mini Clubman looks like a compact stretch limousine." The styling fits the "Bunte" manager (1), who arrives at the Mini Clubman car check in a deep-gray Stella McCartney dress, long jack-boots („I don't like stockings") and with a Coco Chanel broach (8). Labrador Bruno (2 + 9) and Riegel are in love with the trend color Hot Chocolate (6 + 7) with the finest leather (10) and they love the "chic design" (3, 4, + 5). Apropos: "The divided rear door meets the needs of women; it is like a clothes closet."



On the cover, she was already „chauffering“ her dog in a Mini Clubman, as if she owned one. “OK, Bruno, we’ll buy ourselves a brown car with a Bentley snout.”



was not exactly always the fate of this 65-year-old writer and professor’s daughter (philosophy and psychology) as the middle of three children. Rather, journalism. “I always wanted to write,” she remembers. No wonder, given her father, who in addition to books also, as screenwriter Harald Bratt (a pseudonym that he took on during the Nazi era so that he could keep working), wrote more than 20 film scripts. Early on, Patricia received a red children’s typewriter. As a child, she also spent every afternoon in the Tutzing library, on Lake Starnberg where she grew up.

Patricia Riegel read and read and read. This had an impact on her professional desire to become a journalist (“while my friends were demonstrating in 1968, I was doing an internship with the ‘Münchner Merkur’”) and also fulfills an important prerequisite of her longtime partner in life and love, Helmut Markwort, the founder and Editor-in-chief of the news magazine “Focus.” Laughingly, she cites his clear relationship principles: “I never want to wake up next to a woman who does not know Carl Zuckmayer and who drives a Japanese car.”

It is important to drive a BMW in the Riegel-Markwort household. The top journalist at the Burda Verlag normally rides in a 7-seat limousine and she drives a BMW X3 (“with it, I can climb any mountain in any weather”). Patricia Riegel on fuel-driven status symbols: “Men in my position drive big, fat cars, they need lots of steel and horsepower. For women, a car is to love.” So, is the people-revealing queen a wimpy driver? Not at all. She got her driver’s license at 18, bought herself a

VW Bug with a divided windshield, and took off. “The freedom simply to drive, to stop where and when you want, that’s very important. Driving a car makes me happy.” Beaming, she remembers her first new car, a silver-gray Mini: “It is very nice for women with a concentrated body size.” And it was chic and transported the feeling of feminine freedom. At 26, her “life as a privileged daughter” developed cracks. She bought a ticket to Bali on the black market she let go. From time to time, Riegel worked for the “young, fresh” Burda magazine “freundin.” Working and writing were simply fun. “Women were rising up, it was like intoxication,” she remembers about her “horribly inhibited” tween years. And suddenly you didn’t wear a bra anymore (“Breasts were allowed to go in any direction!”), you took the pill, you went to Schwabing every night, and Patricia Riegel liked only painters and artists. It’s clear she was attracted to the same things as her father back then.

That the bookworm Patricia Riegel lives with Helmut Markwort (“a book man”) makes for a happy partnership. And doesn’t the fact that the daughter from a very respected family publishes elevated gossip in “Bunte” every week bother her? “No. We offer entertainment and information. ‘Bunte’ is a seismograph of our society, and without ‘Bunte,’ the world would be a poorer place.” Really, scout’s honor. And does she have an editor in chief recipe? “I rely on myself, my way of telling a story.” With success. Since the summer, she has been the Editor in chief of the Burda People Group. The journalist as top manager. “Women should not abandon their

PATRICIA RIEGELABOUT STATUSSYMBOLS:
“Men need lead and Horsepower. For women, a car is to love.”



Patricia Riegel is the companion of “Focus” chief Helmut Markwort. His motto: “I never want to wake up next to a woman who does not know Carl Zuckmayer and who drives a Japanese car.”

FINISH THE SENTENCES

I FIND MARRIAGE

... nice, but not absolutely necessary.

MEIN PERSÖNLICHER GOTT ... heißt H. M. (Helmut Markwort, ihr Lebensgefährte und „Focus“-Gründer)

MY PERSONAL GOD ... has the initials H.M. (Helmut Markwort, her companion and „Focus“ chief)

WOMEN SHOULD ... not abandon their careers. They present a challenge that everyone needs.

A GERMAN DEER IS ... “Bambi” and I would never eat venison.

DIVORCES ARE... somewhat relaxing, because you can concentrate on a new beginning.

FAVORITE SONG ... My favorite and my loved one’s is Stevie Wonder’s “I just called to say I love you.”

AGING CAN ... be very liberating if you view it as further development of your personality.

A WOMAN WITHOUT JEWELRY ... is more beautiful than a woman with jewelry.

COOKING IS ... a great pleasure because I don’t have to do it every day.

YOUR BEST GIRLFRIEND ... You tell her more than your male loved ones.

ABOUT STYLE ... I think it is important and society works better with style.

LOVE IS ... as important as breathing. Without love, we would live as if in a basement, without light.

A DINNER WITHOUT FEINKOST-KÄFER ... has never taken place in our house in Munich.

A PEOPLE JOURNALIST ... should not be too close friends with the people she writes about.

WOMEN BORN UNDER GEMINI ... think faster than others.

PROMINENT PEOPLE MUST ... put up with the fact that they are part of the media landscape and their behavior will be judged.

TO ME, BEING YOUNG MEANS ... being curious and not allowing things to come to a standstill.

* in Ambach, Starnberger See

careers. They present a challenge that everyone needs.” And a company car. Patricia Riegel takes the reporters to the Mini dealership next to the newly opened BMW-Welt on the Petuelring in Munich. Mini? Yes, Mini. She has already test-driven the new Clubman and she was “completely enthusiastic.” The “direct steering, similar to go-kart driving, gives me a secure, sporty feeling,” and the “divided rear door is brilliant; it meets the needs of women, functions like a clothes closet.” The Mini Clubman also passes the second company car check. The hip Hot Chocolate color, the fifth rear door for easy entry (for Labrador Bruno), and the “cozy and bullish radiator” of the Mini Cooper S Clubman excite her. “The snout is like the Bentley, and in the back seat, you sit as if in a lounge.”

Yes, and: can a Mini be a betrayal of status for the editor in chief of the Burda People Group? To this, Riegel responds as a woman born in Gemini (“We are faster thinkers than others”) with a clear statement: “Women do not define power via their cars.” For in the end, a car is “always a statement that you make about yourself.” Personality instead of swank. And so you can just tell stories.

Cut. Please look at the camera again. A last glance. In the BMW-Welt, the showroom gleams with the blue-and-white eco fleet. “Patricia, give it your all,” calls the photographer. She can do professional posing. And this means authentically. Click, shutter closed, shoot successful. We leave the BMW mother ship, go outside. Fresh air. It is raining cats and dogs. Patricia Riegel’s glances show relaxed satisfaction. “OK, Bruno, we’ll buy ourselves a brown car with a Bentley snout.” She laughs at her dialogue with her Labrador life partner. He is not interested in any Mini Clubman in Hot Chocolate, but only in going for a walk. Good-bye and see you later. Patricia Riegel and her Labrador step into the lights of the cars on the Petuelring. They disappear slowly in the rain and mist, Bruno dances happily around her. It is the beginning of a wonderful walk. Ciao bella, ciao bello. Until the next headline.



With ChargeNow, clients can silently float through the streets and recharge hassle-free. The BMW i3 can be recharged for free, once a day, at any ChargeNow station. It's just another way Sixt and BMW continue to demonstrate the ease of electric mobility.

Urban mobility

Take off & start a new movement with Sixt and BMW

The addition of the BMW i3 to the Sixt car rental fleet further demonstrates the progressive positioning of the company

With the latest addition to its fleet – the revolutionary BMW i3 – Munich-based mobility service provider Sixt has captured attention in several key markets such as France, Spain, the Netherlands, Germany, and soon the USA. A revolutionary car invariably needs a revolutionary package. This is why Sixt is including a card with every rental, allowing its clients to take advantage of the ChargeNow system.

With ChargeNow, clients can silently float through the streets and recharge hassle-free. The BMW i3 can be recharged for free, once a day, at any ChargeNow station. It's just another way Sixt and BMW continue to demonstrate the ease of electric mobility, an effort that began with the official sales launch of the BMW i3 a few months ago. In November 2013, Sixt and BMW developed an exclusive package for BMW i3 buyers:

the “BMW Add on Mobility” service. Sixt acts as exclusive mobility partner in Germany, Austria, Switzerland, the Netherlands, Sweden and Poland, with more countries planned. Aiming to provide a true allaround mobility solution, this comprehensive and customized package includes the services of Sixt rent a car, plus the DriveNow car sharing-service and the myDriver taxi-chauffeur service. BMW i3 customers also receive the attractive benefits of the unique “BMW i Gold Sixt Card”. The addition of the BMW i3 to the Sixt car rental fleet is not only a positive contribution to more sustainable mobility, but further demonstrates the progressive positioning of the company.

BMW C evolution. Complex traffic patterns. Rapid change. Movement around the clock. The city streets are the best places to experience change. You need to keep up the pace and even stay one step ahead. The urban landscape requires a new type of mobility – and that starts with BMW C evolution: the world’s first electric maxi-scooter. Dynamic and sporty, clean and quiet. 100% electric drive, 100% sheer driving pleasure, 100% BMW engine innovation: The electric drive unit delivers 35 kW maximum and 11 kW power rating with up to 72 Nm of torque. That is technology with a real wow effect. Experience superior acceleration to 50 km/h in less than three seconds, and a range of approximately 100 km. BMW C evolution delivers an electrifying driving experience in four driving modes, suitable for everyday use - and zero emissions. Since May 2014 the BMW C evolution has been available for rent at select Sixt stations in Germany.



Rent the electric BMW i3 on sixt.com/bmwi3
Rent not only the E-Scooter, but also other BMW motorcycles at www.sixt-loves-bmw-motorrad.com



BMW C evolution delivers an electrifying driving experience in four driving modes, suitable for everyday use - and zero emissions.

BMW i3 customers also receive the attractive benefits of the unique “BMW i Gold Sixt Card”



Sixt acts as exclusive mobility partner in Germany, Austria, Switzerland, the Netherlands, Sweden and Poland, with more countries planned.



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



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.

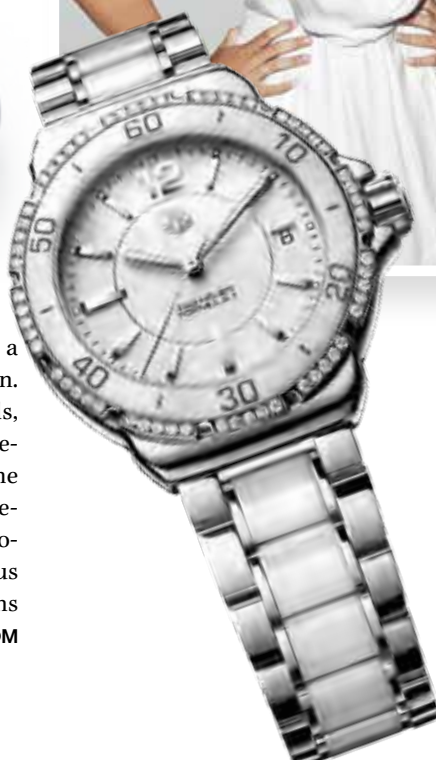
RIEDEL.COM



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.

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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.

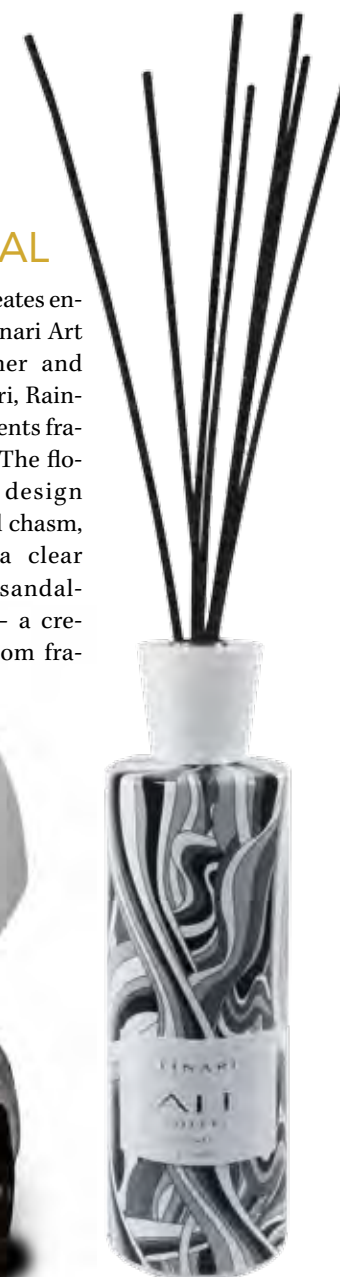
LSD-DOORS.DE



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



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.

PHOTOS: 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, success-

ful owner operated 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

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

Konstantin Sixt

has websites as advanced as ours.“

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.



VITAMIN SYMPHONY

Dressing salads well: use high-quality, cold-pressed plant oils derived from olives, rapeseed, pumpkin seeds, sesame seeds or walnuts, which contain vitamin E which banishes free radicals.

TIREDFNESS, LISTLESSNESS, LACK OF CONCENTRATION DURING THE DAY AND IN THE OFFICE – NONE OF US LIKE THESE THINGS, BUT ALMOST ALL OF US SUFFER FROM THEM AT LEAST SOME OF THE TIME. AND THEY CAN OCCUR ALL AT ONCE AND REDUCE OUR PERFORMANCE AFTER THE DARKER, COLDER MONTHS OF OCTOBER TO FEBRUARY. THIS IS HOWEVER EASY TO CHANGE: THERE IS A STRONG LINK BETWEEN DIET AND WELLBEING, AND THE RIGHT DOSE OF VITAMINS CAN DO THE TRICK.

By Dr. Martin Marianowicz*



A balanced diet belongs alongside moderate exercise and as much as relaxation as possible – the three pillars of healthy living. If you manage to strike the right balance then you can prolong your time on earth by around ten years. It is not always easy to stay disciplined and banish inevitable laxity. Take water for example: almost everyone knows that the body requires between two and three litres a day to refresh itself. But even now at the beginning of spring, some of us still drink too little. Vitamins are even more important: the human body cannot manufacture most of these important substances itself, and has to get them via the intake of food. If you then add a fluish infection to boot, you risk a serious shortfall.

But a healthy salad is quick to make – and its dressing should contain high-quality, cold-pressed plant oils such as those derived from olives, rapeseed, pumpkin seeds, sesame seeds or walnuts. All of these contain vitamin E, which banishes what is known as free radicals. These free radicals attack the cells of our body and can even destroy them, unleashing infection in the process. Patients with inflammatory back disease, for example, often have a low level of vitamin E in their blood. Vitamin E is also contained in avocado, blueberries and blackcurrants.

PHOTOS: AGENCY STERN



Stock up on energy: a varied diet suffices.

Vitamin C is important for an efficient immune system which is ready to fight off illness. Together with vitamin E it helps to build up fortifying protein in the tissues of the bones and cartilage. It also acts as a protective barrier on the cells of the skin, and filters out free radicals. Especially rich in vitamin C are all citrus fruits, currants, sea-buckthorn, peppers, cabbage and even potatoes. People who suffer from a lot of stress – smokers as well – should not hesitate to take an extra portion of vitamin C, since they simply need more. After the weeks and months of darkness, a lack of vitamin D can often be observed in the body. Vitamin D is not called the “sunshine vitamin” for nothing – it can only form beneath the skin with the help of sunlight. In winter people naturally spend less time out of doors because the sun in this part of the world contains less UV rays. So: get out into the light and sun as much as you can!

Two other important substances are included in the big vitamin B family. Vitamin B5 prevents joint pain and is recommended for arthritis sufferers. It is contained in offal such as liver and kidney, but it can also be obtained through beer yeast, egg-yolk, wholegrain products, yogurt and mushrooms. Vitamin B12, which is contained in animal-based foods, is crucial for the effective conducting of nerve impulses to the muscles, and also helps in the division of cells and formation of blood.

Caution is however required when taking supplements, whose necessity is suggested to us all of the time by advertising. Too many vitamins are just as bad for us as too few – nausea, diarrhoea, hair loss and chronic headaches are just some of the consequences. In a worst-case scenario, excess vitamins can accelerate atherosclerosis, which can lead to heart attack and stroke. Normally a diet which is as varied as possible is enough to provide the body with sufficient vitamins. And now, in spring, nature has enough foods on offer which are not only delicious but also able to keep our body’s vitamins in balance and bring us healthily into the summer.

*Dr. Martin Marianowicz is a specialist in orthopaedics, spinal manipulation and sports medicine in Munich, and is also the Medical Director at Jägerwinkel Private Clinic at Bad Wiessee am Tegernsee. WWW.MARIANOWICZ.DE & WWW.JAEGERWINKEL.DE



Treat yourself to an extra portion of citrus fruit and – wait for it – potatoes!

Important vitamins

Vitamin B5: Building up and breaking down fats and carbohydrates and proteins; positive effect on nerve activity.

Vitamin B12: Formation of red blood corpuscles, assists in the supply of iron to the blood, helps in the production of carbohydrates and fat.

Vitamin C: Strengthens the immune system, facilitates the metabolism. Smokers, stress-sufferers, diabetics, allergy sufferers and rheumatism sufferers should take special care to get enough.

Vitamin D: Regulates calcium levels, helps build up bones. Pregnant women, babies, women in menopause and older people all need more. This is a collective term for the fat-soluble vitamins (as opposed to water-soluble) which the body stores in its organs and vessel-walls. An overdose is definitely to be avoided.



“To me, a child’s smile is the most beautiful thing in the world.” Regine Sixt and 170 children join the Hendl-Essen on “Kinderwiesn“ 2014.

SURPRISE, FUN, SMILE

KINDERWIESN 2014

To me, a child’s smile is the most beautiful thing in the world. Enabling children to spend a day filled with carefree happiness has become a matter close to my heart,” says Regine Sixt. That is the reason why she started her ‘Kinderwiesn’ (Oktoberfest for children) fifteen years ago. Since then, she and her foundation each year invite critically ill and handicapped children from all over Germany to spend an idyllic day at the largest funfair in the world. The Kinderwiesn has become a solid institution at the Oktoberfest and a special experience every year. This year over 170 children participated in ‘Regine’s Kinderwiesn’. For the

first time it wasn’t only kids from hospitals, hospices, and institutions for the handicapped and alike who attended, but also those from a refugee camp in Bavaria. The children were able to spend a happy and carefree day together with their parents and guardians and were taken care of by dedicated Sixt staff, who traded their business costumes for ‘Dirndl’ and ‘Lederhosen’ (traditional Oktoberfest clothing) for the occasion. The traditional Hendl-Essen was first on the program and was followed by a stroll through the funfair. The children were spellbound by the exciting amusements and rides, and of course the candy floss and candy apples on a stick were not be missed. Along with a backpack full of gifts, the children also received a gingerbread heart as a keepsake to remind them of their eventful day. For many children it was a first. Not only were they able to experience the Oktoberfest, but travelling by plane also left a lasting impression.



Enabling children to spend a day filled with carefree happiness has become a matter close to my heart.” Regine Sixt with son Alexander and Julian zu Putlitz (r), board members of the Regine Sixt Children’s Aid Foundation, on the “Kinderwiesn“ 2014.

WOMEN, NETWORK, HELP

REGINE’S DAMENWIESN 2014

Just two days earlier, another well-established Regine Sixt event took place. For many years Mrs. Sixt has been inviting successful and committed business ladies to her ‘Damenwiesn’ (Ladies’ Oktoberfest). The Damenwiesn is a popular institution for women from all over the world and one of the largest women’s networks worldwide. Representatives from business, science, film, politics, culture, the

diplomatic corps, and the charity sector come together on this special occasion, and this year more than 1,200 women enjoyed a hearty meal at the Oktoberfest. Regine Sixt recognized Women Power at an early stage and therefore decided to launch this special event to bring women together so that they could not only benefit from their experience and knowledge, but also do some good and promote social engagement. The purpose of the Damenwiesn is to raise funds for the projects of the Regine Sixt children’s aid foundation ‘Drying Little Tears’. To this purpose she established the Damenwiesn on the first Monday of the Oktoberfest, during which donations are collected and every cent of the proceedings are channeled directly into the foundation’s projects.

Damenwiesn. Regine Sixt and Patricia Riekkel, chief editor of Bunte, and Marie von Waldburg, author and society columnist of Bunte.



PLAYGROUND SPONSORED BY “DRYING LITTLE TEARS” OPENS IN BUDAPEST

On October 18, 2014, a sunny fall morning, large numbers of children and their parents arrived to take part in the festive inauguration of the newly renovated playground of the Hungarian Maltese Charity Service in the Óbuda district of Budapest.

The event celebrated the renovation and refurbishment of a playground with new playground equipment, swings, slides, and climbing castles, and an on-site play-house in a collaboration between the Regine Sixt Children’s Aid Foundation “Drying little tears” and the Hungarian Maltese Charity Service. The inaugural ceremony was attended, amongst others, by László Adányi from the Hungarian Maltese Charity Service, Balázs Bús, the mayor of the Óbuda district, local Sixt representatives – Gábor Dévai, Managing Director Sixt Hungary, Tamás Sallai, Limousine Manager Sixt Hungary – and Bence Simonyi, Sales Director Sixt Limousine Service from Munich.

The newly renovated and refurbished playground equipment was inspected and marveled at by all. The director of the playground and the social facility of the Maltese Charity Service explained that all the brightly-colored playthings were completely new. Mayor Bús exclaimed, “It’s absolutely fantastic!”. In his welcoming words and a speech, in which he expressed his thanks to the Maltese Charity Service and, above all, the Regine Sixt Children’s Aid Foundation, for their engagement, was followed by a brief introduction of

“Drying little tears” and the worldwide charity activities of the Sixt Group by Bence Simonyi. Particular mention was made and warmest thanks were expressed for the personal commitment of Regine Sixt. The children and parents at the event listened attentively to the speeches and the children obviously couldn’t wait to try out the brand new playground equipment. The event closed with discussions with the playground staff and parents and an opportunity for everyone to discover and explore the new toys.



Children and parents enjoyed the inaugural ceremony for the newly renovated playground of the Hungarian Maltese Charity Service in the Óbuda district of Budapest.

Participants in the middle from left to right): Gábor Dévai, Managing Director Sixt Hungary; Bús Balázs, Mayor Óbuda, III. Bezirk; Sallai Tamás, Manager Sixt Limousine Service Hungary); Bence Simonyi, Sales Director Sixt Limousine Service and Adányi László, Manager International Projects, Malteser Hungary.

PHOTOS: SIXT SE



Participants of the Charity Gala in Paris S.A.R la Comtesse de Paris, Monseigneur le Comte de Paris and Éric Zemmour (l. to r.)



Painter Nanou Herman, Lord Michael Anders Cavendish, Regine Sixt and Professor David Khayat (l. to r.).



Participants of the Charity Gala in Paris S.A. Princess of Yugoslavia and Stanislas Fougeron.

FUNDRAISING IN PARIS

“My personal goal is to fulfill this responsibility. This includes social and cultural commitment. My understanding of ethics is an integral, active part of my personality. And I would like to integrate not only my partner and friends, but also other people.”

Regine Sixt

To achieve this goal, “Séchez Les Petites Larmes”, the French chapter of the Regine Sixt Children’s Aid Foundation, organized the charity gala. The Charity Gala took place on October 21, 2014, for the benefit of two children aid projects at the Pavillon Dauphine in Paris. For nearly 15 years, Regine Sixt has involved herself in favor of children in need in order to make them smile again. “My vision is to create awareness for responsible action with long-term perspective,” says Regine

Sixt. That’s why the association “Séchez Les Petites Larmes” (“Drying Little Tears”) chose two causes. All donations collected during this charity gala will be used to renovate a playroom for children at the hospital of Pitié-Salpêtrière as well as to rehabilitate a sterile room for children affected by cancer at Trousseau hospital in Paris. 170 people participated in the event – princes and princesses, celebrities, and friends like T.R.H. Monseigneur Le Comte de Paris Duc de France and Madame La Comtesse de Paris, Mademoiselle Vanessa Abi Rached, Professor David Khayat, not to mention Serge Naudin, the CEO of BMW France. The first charity gala of Séchez Les Petites Larmes succeeded in raising the funds that are needed to start the projects. Thank you all!



Regine Sixt and Jean-Philippe Doyen, President Sixt France, with his wife Laetitia during the first Charity Gala of “Séchez Les Petites Larmes”.



“Sixt is now a global player synonymous with pioneering mobility.” Regine Sixt and other award winners Prof. Dr. Dieter Hundt, former president of Confederation of German Employers’ Associations (BDA) and Prof. Dieter Kosslick, director of the Berlin film festival Berlinale (left to right).

REGINE SIXT RECEIVES CHARITY AWARD FROM THE INTERNATIONAL ECONOMIC FORUM IN BADEN-BADEN

- Recognition of business achievements and humanitarian work
- Award presented by Nobel Prize winner Frederik Willem de Klerk

Regine Sixt has received the Baden-Baden International Economic Forum Business Award. She received the renowned prize on Friday from Nobel Prize winner and former South African President Frederik Willem de Klerk. The editor-in-chief of Bunte, Patricia Riekel, gave a laudatory speech in honor of Regine Sixt. The prize was awarded during a gala on the occasion of the fourth International Economic Forum in Baden-Baden. The event was held under the patronage of Germany’s Federal Finance Minister Dr. Wolfgang Schäuble.

Regine Sixt received the Business Award for her entrepreneurial achievements in developing Sixt into what is today an international mobility provider. Alongside her husband, who is Chairman of the Board, she has made the Sixt name known in more than 100 countries, and continues to work on expanding the business. She was also recognized for her humanitarian work as the chairwoman of the Regine Sixt children’s aid foundation Drying Little Tears. This organization has been working with great commitment for 14 years, helping to improve the health, assimilation and education of children in need and poverty.

Regine Sixt: “It is an immense honor to receive this won-

derful award from the Baden-Baden International Economic Forum. Sixt is now a global player synonymous with pioneering mobility. My work for our company has given me the opportunity to get to know people all around the world with their different cultures and different personal outlooks. I have also learned how important our commitment is to the countless children of this world who are not nearly as well off as we are. We will continue to strive hard in this important work.”



“It is an immense honor to receive this wonderful award.” Regine Sixt and the Nobel Peace Prize winner Frederik Willem de Klerk.

PHOTOS: SIXT SE

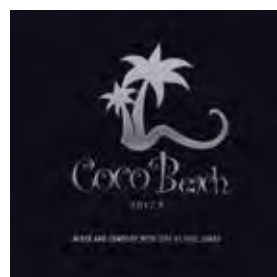


Living IN NEW YORK

LIVING IN STYLE NEW YORK; ed. Vanessa Weiner von Bismarck; 25 x 32 cm; hardcover, 220 pp.; approx. 250 color photos; text in GER, EN + FR; €49.90; www.teneues.com

BACKSTAGE Leafing through a book is one exciting way to travel. The happy few living on the Hudson and East River have opened their doors to teNeues Publishing for Living in Style New York, a stunning staging of explosive color in industrial lofts and spacious, elegant studio design with vibrant fifties cocktail chairs reinvented (photo above). Backstage Manhattan – stylish escapes.

CD TIP



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Whether you're looking forward to summer or are nostalgic for the last one, Coco Beach's Playa d'en Bossa lounge sound can help. Kick back and unwind!

COCO BEACH IBIZA VOL. 3; double CD, 24 songs; €21.99; www.amazon.com



Annie Leibovitz with painter David Hockney at the book launch in Hollywood.

TABLE BOOK TIP

ANNIE LEIBOVITZ

The best photos by the best portrait photographer in the world, in a monumental format: one big book of Annie. With four covers (Whoopi Goldberg, Keith Haring, David Byrne, & Patti Smith), it presents the best of the best. A brilliantly edited opera of portraits!

ANNIE LEIBOVITZ; hardcover with fold-out pages, supplementary book, and book stand, 50 x 69 cm; 476 pp.; €2,000.00; www.taschen.com



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