

99 years of Sixt



*24 years of
Sixt International*

SIXT HIGHLIGHTS

99 years of Sixt

24 years of Sixt International



*Remember the future,
imagine the past!*



My dear Sixt friends,

“Fast forwards” is our reality when we take a look into Sixt’s history and future. We drive the fast lane in a world that speeds up daily. Our global digital lifestyle requires our 24/7 engagement. In these challenging times it is calming to know that Sixt continues driving a line of success since 99 years – and into the future!

24 Years of Sixt International 99 Years of Sixt

We proudly assess that our company belongs to the movers and shakers in our global economy. We coined our industry over and over by introducing innovations that were totally new and surprising to the market: Martin Sixt did not only found our company in 1912. He was also the initiator of the first car rental company in Europe! The vehicles he offered had to be well equipped and they had to create a passion for driving. His customers were members of English nobility and wealthy Americans. Imagine that back then on his own Martin Sixt generated contacts with international customers and fulfilled all their wishes and requirements.

Today we are proud to serve our customers in 105 nations with the same ambition which is obviously embedded in our “Sixt-gene”: Our passion for innovation and for delivering utmost quality to our customers lets us stay at the forefront of our industry. We truly drive the world and we keep on pushing innovations into the market: It was in the 60s that Hans Sixt, the son of Martin Sixt, offered his customers a leasing programme – the first car rental company in Germany to do so. In our days Car Express Terminals and digital systems for the management and control of leasing fleets foster the comfort and convenience of our customers. But we also pioneered e-commerce and the use of smartphones to book our cars. And with DriveNow we offer a revolutionary system of car sharing. With our sons Konstantin and Alexander, Sixt’s 4th

generation, innovation is in good hands. Thankfully all digital achievements of our times are in place to offer a seamless and comfortable experience for our customers. So we look proudly into the past for all we have achieved over these exciting 99 years and full of confidence we look into the future. Therefore we believe that the city of our 13th Annual Global Convention is the perfect expression of a glorious past and a promising future: Berlin! This metropolis proofs that despite all adversity of fate and history you can re-invent yourself. You can make dreams come true and tear down walls of separation. Nowadays Berlin is a truly booming capital of creativity, culture, commerce and politics. So this megacity will inspire us with its outstanding history and its promising future. You will experience the spirit of a modern Germany that you couldn’t witness in the past. It’s also the perfect place to unite our Summit teams which started their discovery tours earlier this year in Pullach. Now we come together to reunite our ambitious endeavours and to channel new ways of doing business. We are eager to celebrate our achievements and to be proud about our accomplishments so far.

The goal for the convention is clear: Fueling innovation, fostering knowledge!

But who rests, rusts. Therefore we take the chance on our summit to generate a long term vision for our corporation. It is time for new orientation and time for bundling our talents and abilities in order to strengthen ourselves and our organisation. Indeed we drive the world and we continue offering new solutions for the mobility needs of this planet. But to stay on the forefront of our industry, it



REGINE SIXT

always takes the mindset and the morals of an innovator who sets ambitious goals to conquer new grounds. Over nearly 100 years we shaped our industry. We are proud that again and again we were the ones to come up with groundbreaking innovations. We are strong because we never rest on our laurels. We are successful because we always conquer new ways, we explore the yet unknown.

Innovation is the ultimate key to success. And innovation is driven by knowledge on the one hand and by fresh ideas on the other hand side. We establish a climate in which we generate collective wisdom. We are here to support and encourage each other. We help each other to reach out for the stars and to make the impossible come true. But most of all our Annual Global Convention in Berlin is a unification of our strengths. We put out the message especially to the people beyond Europe, to the millions and billions in the emerging markets: World, here we come!

Sixt drives the world. And we as leaders unite in Berlin to drive Sixt! We make use of our convention to strengthen our spirit and our Sixt family bonds – day by day, step by step. Therefore I am convinced that even the most ambitious dreams come true like they did throughout our 99 years old history. Let’s continue to form our future together, inspired by this unique experience we will generate in Berlin!

*Best regards
Regine Sixt*



ALEXANDER SIXT

We will keep a step ahead of our rivals!

ALEXANDER SIXT, DIRECTOR OF CORPORATE DEVELOPMENT AT THE SIXT AG

Dear friends of Sixt,

People's mobility needs are constantly changing. These needs are subject to a host of influences, among them the development of new technologies, fundamental social changes, and sometimes simply short-lived zeitgeist. But whatever the reason, mobility providers have to come to grips with change and integrate it into their services and products.

At Sixt we have proven often enough in the course of our almost 100-year-long history that we are able to recognize new trends in the mobility habits of our customers at an early stage, and translate them into appealing products. This has a lot to do with our own willingness to change and our drive for innovation – values which have always characterized the company and which are a permanent part of the Sixt DNA.

An especially good example of this culture of innovation is the DriveNow service which we launched in June 2011, a joint venture between Sixt and the BMW Group. This is a modern form of car sharing for big cities, which we are currently offering in Munich and Berlin, but which we will soon be rolling out in other German and European urban centers.

The principle is simple: DriveNow members can rent well-appointed automobiles (the fleet is made up of BMW 1 Series and Mini) whenever they need to go somewhere at short notice, using their smartphones, the Internet, or a hotline to book. With DriveNow, fixed pick-up and drop-off points are no longer necessary. Customers can pick up and park their vehicles in any public area of the city. Sixt and BMW are combining their

strengths to provide this service. We are contributing our decades of rental experience and high-performance IT systems; BMW is providing the vehicles and modern vehicle technologies.

Behind DriveNow lie fundamental social changes. For many young urbanites, the automobile – a favorite German invention – no longer represents a status symbol; it is more of a means of transport, a way of getting from A to B – if possible cheaply and comfortably. People's relationships to their own automobiles have become more rational and pragmatic – whether because of the dire shortage of parking spaces in cities, high servicing costs, or heightened environmental awareness. Yet people's need for mobility has also grown. DriveNow is an answer to this challenge.

The public response to our premium car sharing service has been very encouraging. In Munich we have signed up more than 6,000 members within just four months. DriveNow's concept and vision is, however, a global one, and by the year 2020 we would like to be present in all of the major regions of the world and have one million members. I am certain that this investment represents an attractive, long-term area of growth for Sixt.

Observing markets and people, developing new ideas from them, and putting these quickly and boldly into practice – this will continue to be the Sixt modus operandi. It is also the only way we will keep a step ahead of our rivals in times to come.

*Best regards,
Alexander Sixt*



KONSTANTIN SIXT

The changing face of mobility – thanks to Sixt

KONSTANTIN SIXT, HEAD OF INTERNET DIVISION SIXT AG

Dear friends of Sixt,

The name Sixt stands for mobility – and has done for the past 100 years. For us, mobility means two things: we offer our customers well-equipped vehicles with state-of-the-art technology. We also provide vehicle-related services which make car driving more flexible, safer and more comfortable. In this respect, our company has not changed for the past century: back then, customers came to my great grandfather Martin Sixt because they wanted an excellent vehicle and stylish services. And they still come to us today because they want to experience pure mobility combined with excellent services.

Of course, car rental back then is not comparable to today's mobility solutions. The reason for this is the innovations that we have introduced to our industry. Such innovations have been necessary because our understanding of mobility as a concept has changed repeatedly over the years. Today, we take it for granted that people can travel all over the world and obtain information and services within seconds. And they expect the same in terms of their mobility requirements. They want vehicles when they need them – wherever they are in the world and at any time of the day or night.

Sixt has risen to the challenge of providing solutions that suit this changed understanding of mobility. We were one of the first car rental companies to offer our services on the Internet and via smartphone and tablet PC. We place importance on continuous development and create solutions which open up whole new dimensions of mobility to our customers. For example, we offer vehicles

with the BMW ConnectedDrive service which remains 'online' throughout the trip and supplies all the relevant information. We are also currently working on establishing a quicker rental process, such as enabling customers to unlock cars using the Sixt Mobile Key. Our customers can rent their desired BMW via their cellphone and then go straight to the car park where they can unlock it remotely and drive off.

Sixt will also keep up this pace in the future: car rental by barcode will save customers lots of time. Once they have made their reservation, they will receive a barcode on their smartphone which they can hand in at the counter for scanning. Long waiting times and selection procedures will then be a thing of the past.

And we have not yet exhausted the technical possibilities open to us. This makes it possible to provide rental models whereby the customer is no longer required to go to a counter, but can instead make their way straight to the car park, look for a suitable vehicle, get in and drive away. Reservations, driver identification and invoicing are all done virtually.

Mobility is currently undergoing a rapid change. And at Sixt, we are actively helping to shape this change. Our customers can rely on the fact that we will continue to offer the latest services, thereby ensuring they can get mobile more easily and more comfortably.

*Warmest regards
Konstantin Sixt*

The European Union and IMF save Greece and the euro from insolvency; 24-year-old Sebastian Vettel from Heppenheim becomes the youngest-ever two-time Formula One world champion; Steve Jobs – founder of iPod and iPad – says good-bye.

CHRONICLE

- January 24th
- Famous German film producer and director Bernd Eichinger (*Perfume, The Name of the Rose, Downfall*) dies of an unexpected heart attack in Hollywood at age 61.
- February 11th
- Arab Spring I: Egyptian President Hosni Mubarak resigns after widespread protests calling for his departure, leaving control of Egypt in the hands of the military until a general election can be held.
- March 11th
- A 9.1-magnitude earthquake and subsequent tsunami hit Japan’s east coast, killing 15,822 and leaving another 3,926 missing. Tsunami warnings are issued in 50 countries and territories. Emergencies are declared at four nuclear power plants affected by the quake.
- March 23rd
- Actress and Hollywood legend Elizabeth Taylor dies. Her triumphs, many alongside husband Richard Burton, included her unforgettable performance in Tennessee Williams’s *Cat on a Hot Tin Roof*.
- April 14th
- Arab Spring II: The Tunisian government falls after a month of increasingly violent protests; President Zine El Abidine Ben Ali flees to Saudi Arabia after 23 years in power.
- May 1st
- US President Barack Obama announces that Osama bin Laden, the founder and leader of the militant group Al-Qaeda, has been killed during an American military operation in Pakistan.
- July 5th
- The art world loses one of its greatest post-War painters, Cy Twombly. The American artist cast new light on and gave new depth to abstract painting with works such as his “Roses” cycles.
- July 5th
- Juno, the first solar-powered spacecraft on a mission to Jupiter, is launched from Cape Canaveral Air Force Station.
- October 5th
- Apple founder Steve Jobs dies of cancer at age 56. His inventions such the iPad and iPod have revolutionized people’s lives and communication.
- October 20th
- Former Libyan leader Muammar Gaddafi is killed in Sirte, with National Transitional Council forces taking control of the city, and ending the war.
- October 30th
- The world’s population has surpassed 7,000,000,000. The 7 billionth baby is little Danica May Camacho. She was born in the Philippines.



October 9th – the youngest Formula 1 world champion does it again:

VETTEL HYPE!

The 2011 Formula One season is the 62nd FIA Formula One world championship. Sebastian Vettel, 24, defended his world championship title ahead of time this season in Suzuka, Japan, on October 9 and became the youngest-ever double world champion. His Red Bull Racing team, whose second driver is Mark Webber, also succeeded in

99 Years of Sixt 24 Years of Sixt International

“I would like to lead Germany out of the crisis stronger than it entered it. And we have to do everything to ensure that the EU becomes more competitive.”

ANGELA MERKEL, GERMAN CHANCELLOR AND CHAIR OF THE CDU /CSU COALITION, ON THE EURO CRISIS AND THE WORLDWIDE FINANCIAL CRISIS.



Businesswoman meets German Chancellor: Regine Sixt and Angela Merkel.

defending its manufacturer’s title at that early stage. Vettel: “You can’t compare them. The first title will always remain something special, like the first victory in F1 in Monza; I can’t say this was better than that. This year we led all the way through and we will still continue, with four more races to go, to give the best we can.”

New countries: China, Kenia, Korea, Malaysia, Philippines, Thailand, Uruguay, Vietnam.



“SIXT MAKES DYNAMIC MANAGERS AERODYNAMIC.”

Successful roll-outs!

RÜDIGER PROSKE, VICE PRESIDENT & DIRECTOR INTERNATIONAL FRANCHISE

During 2010 we have been able to strengthen the network in all regions of the world. In East Europe we have appointed new franchises in the Baltic States (Estonia, Latvia and Lithuania), Kosovo and Georgia. In the Middle East we have concluded a new Partnership for Jordan. In the Caribbean and Latin America you can find Sixt now also in St Martin and Puerto Rico while the network in Africa has been extended to Tanzania. Finally, Asia has been in the focus of development with new partners for Nepal and Korea, where Sixt is now present in more than 20 new locations. In 2011 after the successful roll-out of Sixt in Korea we could appoint a new regional Franchisee also in Thailand. Our new Partner is countrywide present at all airports and intends to represent Sixt not only in Thailand but in Malaysia and Vietnam in a second phase. Also in the Philippines our customers can now rent with Sixt. A major focus will be the development in China. A new Franchise Agreement for Leasing and Self Drive Rental was concluded and the first cities will offer Sixt services soon. With a new Franchise in Uruguay we have extended the Sixt network in South America and a new Partnership in Kenya will strengthen the Sixt presence in East Africa.

The Invincible Armada!

DETLEF KREHAHN, VICE PRESIDENT INTERNATIONAL FRANCHISE

Same procedure as every year? Never ever! We always have to improve: Our services, our products, everything. This was the motto for our 2011 Area Summits: The invincible Armada! Car rental business is like rough seas, if you stop paying attention – you will find yourself in heavy storms. Our Area Summits had the target to keep everybody focused and awake. Having two groups by the same time in Munich did allow also exchange of information beyond the own area only. 2011 is also a year where all we face challenges with our economics and businesses. Nobody knows where we will end up. On the other hand we are Entrepreneurs and Entrepreneurs know the future is uncertain anyway. The invincible Armada is on its way, facing challenges, planning to go to Orlando/ USA or St Petersburg/ Russia. At the end we will arrive in Berlin/ Germany and have a fantastic & remarkable Annual General Convention (= AGC). Fuelling Innovation. Fostering Knowledge. Always.

Internationale Expansion!

MARK THIELENHAUS, CHIEF OPERATIONS OFFICER SIXT LEASING AG

Internationale Konzerne genauso wie mittelständische Firmen sind in zunehmendem Maße darauf angewiesen, dass ihre Mitarbeiter permanent mobil sind – und das über Landesgrenzen hinweg. Als Innovationsführer in der Branche bieten wir umfassende Services und nutzen modernste Technologien, um unseren Kunden die absolute Kontrolle über ihre Unternehmensflotte zu geben. Ein gutes Beispiel dafür ist ServicePlus: Das Produkt bietet Flottenbetreibern wichtige Mehrwerte wie die Terminvereinbarung mit Werkstätten, Hol- und Bring-services, die Innen- und Außenreinigung von Fahrzeugen oder die Prüfung von Rechnungen, natürlich ohne Aufpreis. Doch Sixt ist sogar schon einen Schritt weiter. Wir haben die Sixt Mobility Consulting gegründet, die Unternehmen auf Basis unserer jahrzehntelangen Erfahrung in sämtlichen Fragen rund um Flottenmanagement und Fuhrparkoptimierung berät, unabhängig davon ob diese eine Kauf- oder Leasingflotte betreiben. Als herstellerunabhängige Beratungsgesellschaft gewährleistet Sixt Mobility Consulting eine objektive und markenübergreifende Betreuung und kann nachhaltige Kostensenkungen umsetzen. Darüber hinaus folgt Sixt Leasing dem Bedarf von Firmenkunden nach Flottenlösungen im Ausland und treibt die internationale Expansion mit Nachdruck voran. So sind wir in 2011 auf so wichtigen europäischen Märkten wie den Niederlanden, Österreich, Irland und Serbien gestartet und bieten Unternehmen nun in rund 50 Ländern umfassende Leasingservices. Diesen erfolgreichen Weg werden wir konsequent fortsetzen und mit unseren Mitarbeitern alles daran setzen, die Marke Sixt Leasing zu stärken. Dabei arbeiten wir bereits an weiteren innovativen Produkten, so dass unsere Kunden mit Spannung auf das Jahr 2012 blicken können.

Messages from the new Sixt countries

SIXT CHINA

Dr. Chou, CEO Sixt China



As a new member of the big “Sixt Family”, we are so excited and confident to integrate into the Sixt global franchise system and expand the business in the Chinese market, which is the most fast growing market in the world. During our cooperation, the professionalism and enthusiasm of Sixt employees left deep impression on us, who provided us great support to build up a solid business expansion model in China. I would like to take the chance to express my sincere thanks to the Sixt Team and best wishes to the Sixt Company for continuous rapid growth and a prosperous future! Also give my best wishes to all Sixt Franchisees worldwide for continuous business success!

SIXT KENYA

Rupoinder Sehmi, General Manager



Greetings and Congratulations to the Sixt family on the 15th AGC. We are proud to have been invited to being a member of this wonderful family of Sixt, thank you and warm regards.

SIXT PHILIPPINES

Mr. Wilfredo L. Pe, Jr.'s ,

President & CEO,
Mobility Services Philippines, Inc.



Like a child who has nothing but good words for his mother, Mobility Services Philippines, Inc. would like to share with you its utmost sense of pride having been part of the Sixt Family. Being able to represent a brand that is known worldwide for its sound management, impeccable product line-up, and superb customer service is truly a feather in our cap. We do not just do business, we mean business. We do not just sell service, we create experience. We do not just follow, we lead. To more success!

SIXT THAILAND

Sukolkarn Thamchuanviriya,
Executive Director



We are proud and full of great anticipation that in the year of 2012 we shall be launching Sixt, firstly in Thailand and shortly thereafter in the ASEAN countries allowing Sixt to serve a total of over 600 million people in this region and in the some of the most beautiful places on earth. To be a part of Sixt global family means more than being a part of one of the strongest international brand, but also bringing with it professionalism and dedication that is focused absolutely on bringing success. With the fantastic support we have received now and in the future from Sixt, we are more than convinced that we and Sixt will truly flourish in the ASEAN region. We would like to take this opportunity to wish Sixt and team as well as all of the Sixt Franchisees (our family) around the world a never ending thriving business success, we are so looking forward to be working with all of you in our great Sixt extended family.

SIXT URUGUAY

Julio Berges, Managing Director



In first place it is an honor and a great responsibility to be able to belong to this great family that is Sixt. With a century of history, maximum professionalism and presence in more than 100 countries it's for us a great support to belong to this team to offer our clients the best service and through this way to continue this history of continues growth. Once again thank you ... from Uruguay!

SIXT USA

Todd Sazera & Johannes Boeinghoff,
Executive Vice President USA

After opening our Miami airport location in February 2011 we are excited to tell you that Sixt is now present with their first corporate and Sixt branded locations in North America. This great opportunity for the Sixt group will help to boost our brand recognition in the US and ultimately everybody in the Sixt family will profit of the huge outbound volume the US market can deliver. For now we are glad for any support from your country in spreading the word, that Sixt is now in Florida and soon beyond! Let's bring premium car rental to the United States.

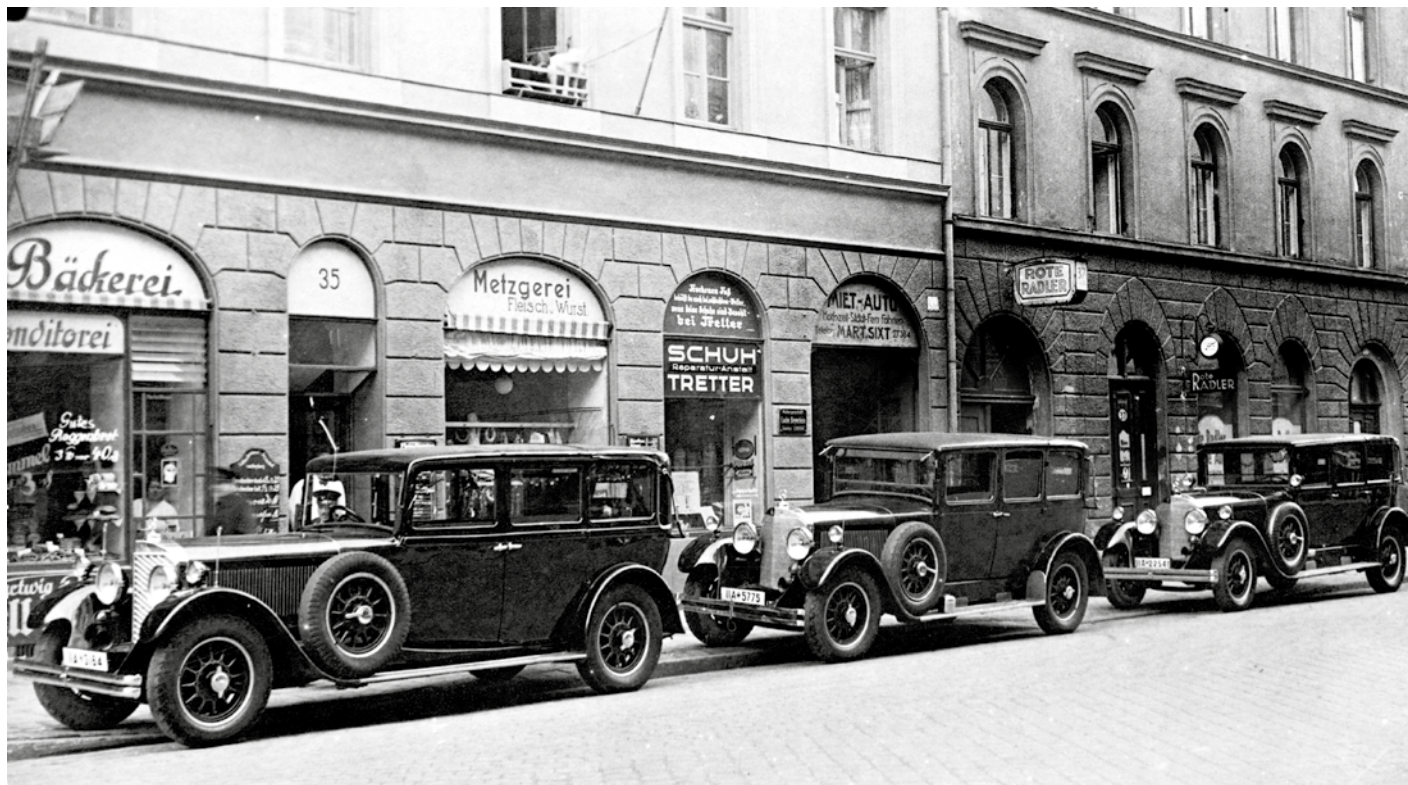
SIXT
SPECIAL EDITION

Visions for 2012

*Remember the future,
imagine the past!*

THE SPIRIT OF MOBILITY

Enjoy • Now
*our Special Edition
of 99 Years of Sixt
and 24 Years of
Sixt International,
celebrated 2010.*



Seitzstrasse in Munich, 1912

1912–2011

Once upon a time ...

BY REGINE SIXT

... in quiet moments, which I spent with my most respected and beloved late father-in-law at his farm in the Bavarian mountains, he used to tell me stories about the history of the Sixt family which then sounded to me like a fairy tale. At the beginning of the century a pioneer in his days, Martin Sixt, living in Munich had a vision to build up a service on wheels. He founded the „Bavarian Traveler Service“ back in 1912. A true mind of pioneer and venture was the pre-requisite

for the establishment of Bavaria's first car rental service. This involved the acquisition of a Deutz Landulet de Luxe for an equivalent of what is about DM 150,000 today. In August 1914 the rent a car business was entirely deprived of its basis because all the drivers and cars were drafted. The war lasted four years, until 1918, rather than four months as originally was expected. The result was poverty and depression. Martin Sixt's great wife Rosa opened a coffee house in former

Herzog-Rudolf-Straße, today Seitzstraße, which soon became the central meeting point for motor car owners and drivers during the war. Seitzstraße remained the Sixt Headquarter until 1983. Young Hans Sixt went to England and then emigrated to the United States totally on his own and without any money. Already in these days he had established connection to the leading travel agencies of the world, Thomas Cook and American Express. „But I felt obliged to go home to serve



Martin Sixt

my country“, Hans told me. When the tourism started again the relationship to the travel agencies of the world began to show results. „Imagine Regina, Rosa sold her coffee house in 1919. The funds were enough to reinstall the Sixt car rental business. The firm even bought the whole building in Seitzstraße. The business and dwelling building situated in the centre of Munich had a history of its own: In former times it was a Franciscan monastery. The former stables

were and have been used up to now as service stations. „In 1919 Hans brother Josef opened an auto repair shop. Now it was possible to convert former army cars for the luxury car rental service and to put these cars into operation. Hunger, tuberculosis and other diseases as a result of World War I took away the two children of Martin Sixt. With Hans Sixt, a true expert and graduate in auto-mechanic and English entered the firm's management. „I bought the

8-cylinder Isotto Fraschini and the grand 6-cylinder Renault, and from 1929 on, Mercedes cars were exclusively used. The business was risky because of the great depression of 1929 and the devaluation of money the tourism from the United States decreased drastically. „Still the situation in Germany was desperate. We had 10 million unemployed people. I discussed the situation with Henry Ford senior, when I took him to the Oberammergau Passion Players in one of the



Hans Sixt

legendary Model T fords. The drama really started when Hitler rose to power in 1933. Our cars could only be used by the Ministry of Foreign Affairs and believe me the Emperor of Japan, the Prince of Wales and the Begum have been sitting in my car.“ The booming of the company caused by Olympic Games in 1936 was stopped by the boycott against Germany and had devastating effects upon the rent a car business and tourism. In 1938 all the Sixt cars were confiscated by Hitler’s troops. My father-in-law had to enter the army. „In spite of the desperate situation I married the most beautiful woman of the world, Erika, your wonderful mother-in-law.While I was in Russia, my son and your husband Erich was born in 1944 and Erika brought him back home to Seitzstraße,which happened to be during an air raid with heavy bombing.“ Fortunately in 1945 my father-in-law came back home from Russian battlefields. One year later with the help of the US military government he created the businessmen

Motor Pool. A good chance, too, was to rent „Exporttaxis“, (which were to be paid in dollars) to members of the US Army. In 1948 Hans Sixt operated more than 1700 of such ETs. The foundation of a branch for higher standards – the Sixt Limousine Service – turned out to be very successful. It was used by such prominent peoples like Kirk Douglas, Greta Garbo, Marlene Dietrich. Sixt Limousine service continued growing and in the fifties he already owned 45 cars with chauffeurs.The company was then called Auto Sixt. „We were the first car rental company which rented cars throughout Europe. Believe me or not, we delivered cars from Gibraltar to Oslo and picked them up from Nice and Barcelona.“ All over this time Hans Sixt was assisted by his lovely wife Erika. In 1958 the self drive vehicle branch had already more than 80 cars.The Sixt family seemed to be a synonym for success. In 1969 my husband Erich Sixt entered the management of the Auto Sixt.The story of success began ...“

Sixt has been renting cars ever since cars have been rented. A public company but managed by the Sixt family from the very beginning.

- 1912** Starting with only seven vehicles in downtown Munich Martin Sixt founds Europe’s first car rental company, „Sixt Autofahrten“, with Mercedes already as it’s flagship.
- 1927** Martin Sixt hands the reins over to his son, Hans Sixt, who in 1943 loses almost his entire fleet as a result of confiscation.
- 1945** With just three cars which he had hidden in a stable, Hans Sixt founds „Auto Sixt“.
- 1967** „Auto Sixt“ becomes the first German car leasing company.
- 1969** Erich Sixt, the current CEO, enters the business, now in it’s third family generation.
- 1979** Sixt creates an international limousine network in five continents and 55 countries.
- 1980** Regine Sixt starts signing contracts with major tour operators, airlines, worldwide travel agency and hotel chains.
- 1982** Sixt is the first company to start it’s own Corporate Credit Card Program.
- 1986** Sixt goes public and is now listed on the German Stock Exchange. Erich Sixt becomes chairman of the board of Sixt AG.
- 1994** Sixt becomes the No. 1 amongst German Car Rental companies. Sixt starts a preferred co-

- operation with Lufthansa German Airlines and becomes a partner of the Lufthansa Miles&More-Program.
- 1995** Sixt invents the CarExpress Service by using Self-Service terminals in all German airports and confirms its position as the innovation leader in the car rental industry.
- 1997** Sixt goes Europe! The Sixt brand enters the markets of Switzerland, Austria, France, the Netherlands and the United Kingdom.
- 1998** Sixt goes Global and kicks off the Sixt International Franchise System, managed by Regine Sixt, Rüdiger Proske and Detlef Krehahn.
- 1999** The Sixt network spans the globe from Norway to South Africa, the Americas to New Zealand.
- 2000** Sixt starts it’s own e-commerce platform offering complete travel comfort and flexibility to corporate and leisure customers.
- 2001** Sixt continues its expansion by opening franchises throughout the Middle East and southern Africa.
- 2003** Sixt enters an affiliation with Payless Car Rental, one of the leaders in the North American Car Rental Industry.
- 2004** „The Spirit of Mobility“ stands for 160,000 cars at 3,500 locations.
- 2004** Sixt starts its expansion into South America by opening location in Brazil.
- 2005** Sixt goes into Asia and open first location in

- Thailand.
- 2006** New franchise agreements are signed for Australia, New Zealand, Singapore, Argentina, Chile, Algeria, Belarus and Bahrain. Sixt leasing expands to more than 20 international markets.
- 2007** Sixt goes China! Starting with chauffeur drive and leasing services.
- 2008** Sixt goes South Africa!
- 2009** Sixt goes Finland.
- 2010** Sixt launched Puerto Rico, Kosovo, Nepal, Korea, Tanzania, Georgia, Bosnia-Herzegovina, Baltics! Now Sixt International is powered by more than 100 countries all over the world.
- 2011** Sixt launched in China, Kenya, Philippines, Thailand, Uruguay and USA; in Germany Sixt launched together with BMW the innovative car sharing service DriveNow. And the children’s aid project was turned into a foundation. Regine Sixt: “I have been appointed one of the heads of this Foundation alongside Dr. Julian zu Putlitz, Head of Finances at Sixt AG. My two sons Konstantin and Alexander are board members for the Foundation, which means that it is now supported not only by my whole family, but also by the entire company across the 105 countries in which we operate.”



Greetings

DR. GUNTER THIELEN.
CHAIRMAN OF THE SUPERVISORY BOARD

Next year Sixt will celebrate its 100th anniversary. 100 years of Sixt. Since its establishment, Sixt has stood for intelligent mobility solutions and a strive for excellence in customer service. Combining discipline and creativity, the Sixt Family has led the company over generations with entrepreneurial courage and foresight. And on its side: an outstanding network of quality-conscious partners, motivated staff and determined management. Innovative products and services based on the latest technology are the reason for our reputation as the innovation leader in the car rental industry. And we can be proud of it. Sixt is well-known for its strive to combine entrepreneurial spirit and responsibility to both society and the environment. At Sixt, Corporate Responsibility isn’t a burden, but a matter of course. Continual fleet efficiency improvements, leasing arrangement developments, a European expansion, as well as a widening of our global network of franchise partners are all major milestones on the road to the enduring success of our company. Thanks to an intelligent and future oriented corporate policy, Sixt not only managed the crisis years successfully, but emerged even stronger. And today, Sixt shines more than ever before. And while I am very optimistic about the company’s future, we may not rest on our laurels. We will continue to focus on our customers, search for new business opportunities worldwide and fine-tune the quality of our services.

„We were the first car rental company which rented cars throughout Europe. Believe me or not, we delivered cars from Gibraltar to Oslo and picked them up from Nice and Barcelona.“

1997

The landslide victory of Tony Blair and his New Labour party changes England; Germany and Europe sink in the Oder floods; Bill Clinton is the first US President to be accused of sexual offences.

CHRONICLE

8th January	The Principality of Monaco celebrates 700 years of the Grimaldi dynasty
19th February	Deng Xiaoping dies at 92 years of age in Hongkong
1st May	Tony Blair and his New Labour Party win a landslide victory in the election. The political hit word of the New Middle Class is born.
16th June	Franjo Tudjman wins the Presidential election in Croatia.
18th June	The Russian writer Lew Kopelew dies in Cologne aged 85 years.
1st July	After 156 years Hongkong reverts from British control to China.
15th July	The Italian fashion designer Gianni Versace is shot in Miami.
27th July	The German racing cyclist Jan Ullrich wins the Tour de France.
15th August	India and Pakistan celebrate the 50th anniversary of the state founding.
22nd August	Bill Clinton is the first US President in court to be charged with sexual offences against state intern Paula Jones.
23rd August	Federal President Roman Herzog opens the re-built legendary luxury Hotel Adlon in Paris Platz at Brandenberger Tor.
31st August	Princess Diana dies in Paris. Elton John stirs millions worldwide with his song „Candle in the Wind“ dedicated to Lady Diana.
5th September	Mother Teresa dies in Calcutta at the age of 87 years.
7th October	Astronomers discover with the Hubble space telescope the brightest star in the Milky Way – 25,000 light years away.
2nd December	The NATO Defence Ministers decide to extend the SFOR mandate of the peace force in Bosnia.
4th December	The EU Health Ministers enact an almost total ban on tobacco advertising.
30th December	In the battle against the spread of bird flu’ about 1.2 million chickens were slaughtered; four people died.

Flood Disaster in the Middle of Europe

JULY/AUGUST Flooding of the Oder causes serious damage in the Czech Republic, Poland and Germany (114 deaths in Poland and Czech Republic). Damage amounts to 3.8 bn Euros in the Czech Republic and Poland, also 330 m Euros in Germany.

99 Years of Sixt 24 Years of Sixt International

“Luck belongs to those particularly capable. There was a solidarity between East and West which found expression not just in spending money”

MATTHIAS PLATZECK, PRIME MINSTER OF BRANDENBURG in the Oder Flood disaster

Sixt is Germany’s car rental number one. 1997 is the beginning of a stunning worldwide expansion. Starting points are Austria and Switzerland. The first airline partner: Lufthansa.

SIXT



OPEN, SHUT, OPEN, SHUT, OPEN, SHUT, OPEN, SHUT, OPEN, SHUT, OPEN, SHUT, OPEN, GO TO SIXT!

Advertising Agency Jung von Matt: With these lines Sixt proves once again that the very call to rent can be a creative highlight at the same time.



Sixt goes Europe in 1997. With David Coulthard at the ASTA in Glasgow.

The first steps out of Germany!

RÜDIGER PROSKE, VP & DIRECTOR FRANCHISE

Sixt kicks off its international expansion by opening the first corporate offices outside Germany in Austria and Switzerland.

On the road to being a „Global Player“

DETLEV PÄTSCH, CHIEF OPERATIONS OFFICER, FLEET



Back in the 1990s, Sixt laid the foundations for a successful expansion strategy. Our long-term aim was to become Europe’s leading provider

of mobility services and be among the leaders in all relevant markets. We took some decisive steps toward this end in 1997, establishing our own network of stations successfully in the main letting markets in Europe. The first Sixt centers in France, the Netherlands, Austria and Great Britain opened in that year. We used strong franchise partners to break into other countries, benefiting from those partners’ local expertise, while at the same time keeping business risks manageable. This twin-track approach – Sixt Corporates and Sixt Franchise – has formed the foundation for Sixt's worldwide expansion to date. We've been very successful, too: in just a decade, we’ve expanded internationally from around 20 countries to over 85 today.

1998

Gerhard Schröder SPD becomes Federal Chancellor of the first Red-Green Government; The film „Titanic“ breaks all box office records; France becomes for the first time the World Cup with a 3:1 win against Brazil.

CHRONICLE

29th January	The Oil Company Shell will not sink the „Brent Spar“ platform in the North Sea but dismantles it.
3rd February	With 4.2 million unemployed unemployment reaches its highest level in German post war history.
23rd March	The Hollywood film “Titanic” the most successful hit of all time receives eleven Oscars.
1st April	VAT is increased from 15 to 16 percent.
4th April	The closing report of UN arms inspectors in Iraq: no evidence of weapons of mass destruction.
4th May	In the Vatican the Chief of the Swiss guard is murdered.
7th May	Daimler Benz and Chrysler merge as „Welt AG“.
14th May	Entertainer, singer and actor Frank Sinatra dies at age 82 years.
3rd June	In one of the worst railway accidents 101 die in Eschede. The blame was placed in a break in one of the wheel tyres.
30th June	The European Central Bank in Frankfurt/Main was inaugurated.
12th July	France wins the World Cup with 3:1 against Brazil.
1st August	The new German spelling reform comes into force.
12th August	Swiss banks pay 1.3 bn US\$ compensation to survivors of the holocaust and to the descendants of victims.
11th Sept.	The report of observer Kenneth Starr which accuses US President Bill Clinton of perjury and perverting the course of justice is published online.
16th October	Cologne Cathedral acknowledged by UNESCO as World Cultural Heritage.
23rd October	Benjamin Netenjahu prime minister of Israel (born 1949) and president of Palestine Jassir Arafat (1929-2004) sign a piece agreement in Washington. The Peace process on hold for two years in the Middle East is back in focus.
1st November	Mika Häkkinen wins the Formula 1 World Championship in Suzuka.

Election: Helmut Kohl is voted out.

27TH SEPTEMBER SPD challenger Gerhard Schröder wins the Lower House elections against Helmut Kohl who has held office five times in a row after 16 years as Federal Chancellor. The SPD is the strongest party and forms with Bündnis90 the Greens the first red-green federal government – with a social democrat Chancellor Gerhard Schröder and a green Foreign Minister Joschka Fischer.

99 Years of Sixt 24 Years of Sixt International

“I had an inappropriate liaison with Monica Lewinsky”

BILL CLINTON, US PRESIDENT ON HIS AT FIRST DENIED AFFAIR WITH THE INTERN



Sixt 1998 – the biggest Mercedesfleet in the world



The worldwide expansion of Sixt continues. New countries in this year: France, United Kingdom, The Netherlands, Italy, Ireland, Israel, Greece, Malta, Czech Republic. New airlines: El Al, Unitel, Air France.

SIXT

Sixt opens latest pre-preparation center in Europe

DETLEV PÄTSCH, CHIEF OPERATIONS OFFICER, FLEET

Service and innovation in car mobility – this was Sixt’s motto when it opened its unique logistics center at Düren, near Cologne, in 1998. This 245,000 m2 site was given all the latest facilities for pre-preparing and maintaining over 50,000 rental vehicles a year, including a painting line and innovative repair methods to deal with minor damage like scratches, parking scrapes and dents. This „Smart Repair“ facility soon meant we could deal with minor repairs quickly and cost-effectively. So the new Center went a long way to help Sixt prepare used vehicles, while at the same time reinforcing our position as innovator in the car rental industry. We ran the Center ourselves at first, but now we’ve outsourced operations entirely to a logistics partner.



YOUR WIFE THINKS YOU'RE ON A BUSINESS TRIP. AND YOU THINK SHE'S BUSY IRONING.

Equal opportunities à la Sixt: finally women can also cheat on their partner with an inexpensive renal car.



Sixt kicks off a Franchise System!

RÜDIGER PROSKE, VP & DIRECTOR FRANCHISE

Sixt starts operating a franchise system and sets the first Sixt standards for the corporate identity in Europe. Furthermore standard operating procedures are introduced for the entire Sixt network. New franchises are signed for Italy, Ireland, Greece, Malta, Israel, and Czech Republic. Simultaneously further corporate offices are opened in France, the UK and the Netherlands. Now all central European markets are managed by Sixt directly. In 1998 the network grows from 416 to 750 rental locations.

AGM 1998

DETLEF KREHAHN, VP & DIRECTOR FRANCHISE

1998 – I had just started with Sixt, moved to Munich and already received my invitation to join the AGM from Regine Sixt. Wow, I remember how impressed I was, such a big event in the movie theatre of the „Deutsches Museum“ and also in Hilton Tucherpark. At the close of the convention we had the Gala-Evening in the Residenz, the Bavarian Royal Castle in Munich. I had my first encounters with the franchisees from Italy, Israel and Portugal and was deeply amazed. Thank you for giving me the opportunity and joy to participate the first & ever AGM!



1999

The Euro becomes reality; Millions of people celebrate the total eclipse of the sun; KGB Agent Vladimir Putin becomes Russian President; Tennis legends Boris Becker and Steffi Graf retire.

CHRONICLE

16th January	Edmund Stoiber becomes the new Party Chairman of the Bavarian CSU.
23rd January	Princess Caroline marries Prince Ernst August of Hanover.
7th March	US director Stanley Kubrick („Clockwork Orange“) dies at the age of 70. Conductor and Violinist Yehudi Menuhin dies at age 82.
24th March	In the Swiss Mont Blanc Tunnel 30 vehicles caught fire following a lorry fire. 43 die. Following the collapse of the Kosovo Conference NATO begins air attacks on Serbian positions. For the first time since the second world war German troops are in the attack.
7th May	The Bundestag says goodbye to a new right of citizens under which the children of foreigners as from January 2000 will have double citizenship.
17th May	Ehud Barak will take over from Benjamin Netanjahu as prime minister of Israel.
23rd May	Johannes Rau SPD is elected German Federal President.
27th May	Serbian President Slobodan Milosevic is charged in the International Criminal Court, The Hague, with crimes committed in the former Yugoslavia.
16th June	Thabo Mbeki takes over from Nelson Mandela the Office of President of South Africa.
23rd June	The British Star Conductor Simon Rattle becomes the new conductor of the Berlin Philharmonic.
30th June	The German tennis player Boris Becker retires.
13th August	The German tennis player Stefi Graf retires.
10th December	The German writer Günter Grass and „Doctors without Borders“ are receiving the Nobel Prizes.
31st December	Russian President Boris Yelzin retires. Vladimir Putin is his successor. The world celebrates – arithmetically – one year too soon the Millenium.

Currency Union

1ST JANUARY European Currency comes into force. Member exchange rates are laid down and the Euro introduced as legal tender (from 1.1.2001).

Europe celebrates the Eclipse

11TH AUGUST The astronomical event of the century elates people in Europe during their lunch break: a total eclipse of the sun. It was best seen around the Mediterranean Sea.

99 Years of Sixt 24 Years of Sixt International

“Here passes the ghost of Herbert von Karajan through the rows, but we are no longer a diva”

SIR SIMON RATTLE , CHIEF CONDUCTOR OF THE BERLIN PHILHARMONIC

New countries in the mediterranean area and in africa: Belgium, Hungary, Cyprus, Turkey, Morocco, Tunisia, Spain. New Airline: KLM.

SIXT

Sixt establishes European Network!

RÜDIGER PROSKE, VP & DIRECTOR FRANCHISE

Sixt goes Europe! And North Africa! New franchises are opened in Belgium, Hungary, Cyprus, Turkey, Morocco and Tunisia. With the introduction of Holiday Cars, Sixt needs a rapid presence in all important European leisure markets. Sixt opens its first office in Spain at Palma de Mallorca Airport and starts co-operations with various Spanish car rental companies to cover the most important holiday market in Europe.

Die Ächer sind letztes Jahr gesunken, die Nacht aber alle! Reservieren Sie den Bentley unter 01805.25.35.25. **SIXT** rent a car



Das nächste Klassentreffen kommt bestimmt.
(Mieten Sie den Bentley von Sixt)

THE NEXT CLASS REUNION WILL BE HERE BEFORE YOU KNOW IT. (RENT A BENTLEY FROM SIXT)

The essence of the Sixt brand in a nutshell: expensive cars for everyone – also for those who didn’t get ahead.

With premium vehicles on the right track to success

DETLEV PÄTSCH, CHIEF OPERATIONS OFFICER, FLEET

One of the main factors in Sixt’s success is the high quality vehicles we use. We first introduced top models from Rolls Royce and Ferrari in our fleet in 1999, adding cult Harley Davidson motorcycles the same year. For most of our customers, driving is more than just about getting from A to B: which is why Sixt has been offering extraordinary driving pleasure for so many years. The reason many of our customers, especially business travelers and corporate clients, rent from Sixt is that our fleet includes the most attractive vehicles available in the market. We were quick to offer premium marques, Mercedes, BMW and Audi. Our vehicles are as good as new throughout, well-equipped, with the latest technical features and powerful engines. This above-average standard is something we have always guaranteed – and will go on doing so, however fast we grow.

AGM 1999

DETLEF KREHAHN, VP & DIRECTOR FRANCHISE

1999 – Now we started moving. We held this event in the German Alps at lake Spitzing in the ArabellaSheraton Hotel. As the group had grown to a total of 12 franchisees by then, we needed to meet, exchange ideas and plans and update each

other. To relax we spent a cosy evening in a small traditional country house and were surprised by Santa Claus coming down the hill and giving presents to all of us. It was cold and snowy but we had plenty of fun and a very pleasant time nonetheless, and we left equipped with lots of new information and ideas moving forward.

2000 George W. Bush is elected 43rd President of the USA; Germany decides on a stop to atomic energy; Ex centre forward Rudi Voller becomes Federal trainer; the first German BSE cow dies.

CHRONICLE

19th January	The Dusseldorf journalist Paul Spiegel becomes chairman of the Central consistory of Jews in Germany.
17th March	In expectation of the end of the world at the Millennium 900 sect members of a Christian movement in Uganda die in keeping with the Ten Commandments.
15th June	The red-green Federal government decides on a stop to atomic energy.
23rd June	Airbus announces the building of a super large aeroplane the A380.
14th July	The US tobacco industry is sued for \$145bn as compensation for the deadly risk of cigarette smoke.
25th August	Donald Duck designer Carl Bucks dies at the age of 99 years in Oregon.
26th September	The Brazilian guitarist and co-originator of the Bossa-Nova, Baden-Powell, died ages 63 years in Rio de Janeiro.
20th September	The massive price increase for petrol and heating oil since the Gulf War (2.06 Mark) has given rise to political crises all over Europe. In Germany the three steps in the Eco tax increase the going price even more.
9th November	National Hero and ex centre forward Rudi Voller becomes Federal trainer after the candidate Christoph Daum through a hair test proved drug to be dependent.
12th November	Lea Rabin, widow of the murdered prime minister Itzak Rabin dies ages 72 years in Tel Aviv.
15th December	The last block of the Tschernobyl atomic energy plant is shut down.
18th December	George W. Bush is elected as 43rd President of the USA after the democratic opponent Al Gore had given up and the Supreme Court of Florida ended its week-long struggle with the vote count with its aged counting machines.
20th December	Only now is it known that at the beginning of November BSE was discovered in a cow in Bavaria. By the end of 2000 there will be seven officially confirmed BSE cases.
24th December	The British car designer John cooper („Mini Cooper“) dies aged 77 years in Worthing, West Sussex.
31st December	On New Year’s Eve officially ends the second millennium based on our calculation of time.

Computer virus „I Love You“

4TH MAY A famous virus arrived as an e-mail attachment. The file name was „I LOVE YOU.TXT.vbs“. Victims using Microsoft Outlook spread the virus to everyone in their address book. The Love Bug replicated itself very quickly to countless users worldwide causing more than \$6 bn damage.

99 Years of Sixt 24 Years of Sixt International

“His private personal development does not appeal to me. He is always huffing”

ULI HOENESS, MANAGER OF FOOTBALL CLUB BAYERN MÜNCHEN, OUTING NATIONAL COACH CANDIDATE CHRISTOPH DAUM AS COCAINE ADDICTED

New countries: Croatia, Poland, Slovakia, Romania, Estonia, Latvia, Lithuania, Portugal, La Guadeloupe. New Airlines: Condor, Qatar Airways, Turkish Airlines, Martinair.

SIXT

Rostock grants wishes all over the world

DETLEV PÄTSCH, CHIEF OPERATIONS OFFICER, FLEET

Customers all over the world send their wishes in to one place: Sixt's international reservations center in Rostock. The team here takes mobility requests from over 85 countries – and aims to meet all of them, as far as they can. The phones at the reservations center ring around 10,000 times a day, 24/7. This modern complex shows how far Sixt has come. Our international reservations center in Rostock opened in 2000, and has been dealing with more and more local national markets since then. Working at the center is no easy task: staff have to arrange complex products in several languages, offering solutions to meet individual customers’ needs. It’s no coincidence that many of the staff at Sixt's branches abroad, and many of our managers, started out at Rostock. And our international reservations center will keep on growing – just like Sixt itself.



IS IT WORTH IT VISITING THE EXPO? THE DRIVE THERE IS.

Not only a successful side swipe at the expo-hype of the year 2000, but also a self-confident statement – who measures up to a world exhibition if not Sixt?

East East East!

RÜDIGER PROSKE, VP & DIRECTOR FRANCHISE

In 2000 Sixt concentrates to expand the network in Eastern Europe. Croatia becomes a booming tourism market in Europe and Sixt offices are opened in Zagreb, Split and Dubrovnik. Further franchise agreements are signed for Poland, Slovakia, Romania and the 3 Baltic countries: Estonia, Lithuania and Latvia. In Portugal Sixt opens rental stations at Lisbon, Porto and Funchal airport ready to serve leisure customers. The network grows to more than 1000 rental locations in 30 countries.

AGM 2000

DETLEF KREHAHN, VP & DIRECTOR FRANCHISE

The first AGM where Rüdiger and I supported Regine Sixt directly. We decided by very last minute to have the 3rd AGM in Budapest/Hungary at the **Budapest Hilton Westend Hotel**. After the first day of presentations at the convention, we were not very comfortable at this location and consequently decided to move that night to the other Hilton Budapest Hotel, a more comfortable and representative venue. I will never forget the Gala-Evening in the National Art Gallery of Budapest which was most brilliant.



2001 On the morning of September 11th the USA becomes the victim of the most devastating terror attack in history. Al Quaida terrorists hijack passenger aeroplanes and fly into the towers of the World Trade Center in New York.

CHRONICLE

22nd January	The UN Climate Report forecasts global warming of 1.4 to 5.8 degrees Celsius over the next century.
26th February	The radical Islamic Taliban in Afghanistan systematically destroys all Buddhist artefacts in their country.
23rd May	FC Bayern Munich wins the Champions League final against FC Valencia in Milan 6:5 after penalties.
3rd June	US film star Anthony Quinn dies aged 86 in Boston.
16th July	Belgian Jacques Rogge is elected new IOC President.
29th July	Lance Armstrong celebrates his third consecutive Tour de France victory.
2nd September	South African heart surgeon Christiaan Barnard dies aged 78. He carried out the world’s first heart transplant in 1967.
9th September	The Berlin Jewish Museum is officially opened. The permanent exhibition presents 2000 years of Jewish-German history.
4th October	Nelson Mandela opens the African continent’s largest natural park, the Great Limpopo Transfrontier Park.
14th October	Michael Schumacher becomes Formula 1 world champion for the forth time in Suzuka.
18th October	Germany ratifies the „Treaty of Nice“ covering the expansion of the EU.
23rd October	The IRA begins giving up its weapons.
10th November	China is accepted into the World Trade Organisation (WTO).
16th November	Federal Chancellor Gerhard Schröder calls for a vote of confidence in the German Bundestag and links it sending German soldiers to serve in the anti-terror campaign in Afghanistan. Schröder wins the vote.
22nd November	Harry Potter film „The Philosopher’s Stone“ is a box office hit.
7th December	The Afghan Taliban capitulates in their stronghold Kandahar.
12th December	Turkish Islamist Metin Kaplan’s fundamentalist „Caliph State“ association based in Cologne is outlawed.
15th December	The leaning tower of Pisa is reopened following restoration work.

9-11: The world mourns almost 3000 dead

11TH SEPTEMBER „Every country in every region must now decide – either they’re on our side or on the terrorists’ side.“ In his speech to Congress US President George W. Bush declares „our war on terror“ against the al Quaida perpetrators linked to Afghanistan-based Saudi terrorist Osama bin Laden. Almost 3000 people died as a result of the aeroplane attacks on the World Trade Center; the Pentagon in Washington and the fourth plane which crashed near Pittsburgh. A global alliance against terror brings down the Taliban regime in Afghanistan.

99 Years of Sixt 24 Years of Sixt International

“There is no alternative to this conflict, which we must and will win.”

GERHARD SCHRÖDER, FEDERAL CHANCELLOR, ON 07.10.2001, FOLLOWING THE USA'S AERIAL ATTACK ON AFGHANISTAN

New Countires: United Arab Emirates, Oman, Lebanon, South Africa, Namibia, Botswana. New airlines: Air Dolomiti, Emirates, VARIG, Alitalia.

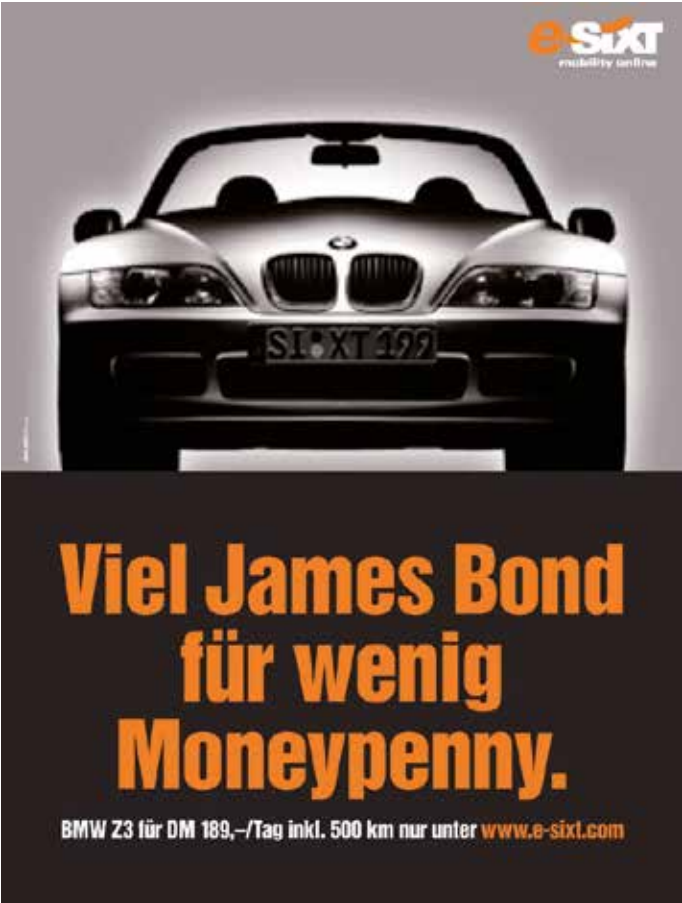
SIXT

No AGM 2001 DETLEF KREHAHN, VP & DIRECTOR FRANCHISE

Due to the horrible tragedy of September 11th we decided to cancel the already planned 4th AGM in fall of 2001. We thought that this was not the right time for a convention including business and fun matters. It is still shocking to me that to this day everybody still remembers exactly where they were and what they did on September 11th. Later that September we experienced a very quiet and calm Oktoberfest in Munich. Nobody really wanted to go and party and the tents remained half empty.

A LOT OF JAMES BOND FOR LITTLE MONEYPENNY.

The secret service version of the Sixt brand: much car for little money.



Sixt discovers first Arabian markets!

RÜDIGER PROSKE, VP & DIRECTOR FRANCHISE

Sixt goes Middle East! More and more customers from the GCC area discover and appreciate the premium fleet of Sixt in Europe. As a logic consequence Sixt looks for a presence in the booming Dubai market and in the surrounding area. In 2001 Sixt appoints franchise partners for the United Arab Emirates, Oman and Lebanon. The Sixt expansion also continues in Africa by signing franchise agreements for South Africa, Namibia and Botswana.

Setting the strategic course for profitable growth

DETLEV PÄTSCH, CHIEF OPERATIONS OFFICER, FLEET

In 2001, the used car market was weak, so Sixt looked to the future, and moved into the operational letting and leasing business. By then, Sixt was Germany's largest used car dealer, but from 2001 onwards, selling used cars became increasingly a sideline. Instead, we focused on expanding our market position as an international supplier of integrated high-end mobility services. We were also finding ourselves increasingly in demand online from 2001: our mobility platform www.e-sixt.de won us many new customer groups in the business to consumer segment. And combining digital technology with conventional letting and leasing business generated major synergies and cost benefits. Today, Sixt is still keeping well ahead of competitors by using Internet based applications successfully.

2002

The Euro is introduced as a European currency; the German national football team wins second place at the World Cup; Nana creator Niki de Saint Phalle dies; Federal Chancellor Gerhard Schröder is reelected.

CHRONICLE

6 January	The German ski jumper Sven Hannawald is the first athlete to win all four ski jumping competitions of the Four Hills Tournament.
11 January	After having breakfast with Edmund Stoiber, Chairman of the CSU, Angela Merkel, Chairwoman of the CDU, announces that she no longer wishes to run for the office of Chancellor.
15 January	The Federal Constitutional Court announces that the ritual slaughter of animals practised by Muslims is admissible on the ground of religious freedom.
28 January	The Swedish author and inventor of Pippi Longstocking, Astrid Lindgren, dies in Stockholm at the age of 92.
8 February	Germany wins second place after Norway in the medal count of the XIX Olympic Winter Games in Salt Lake City. Elisabeth Mann-Borgese, co-founder of the Club of Rome and daughter of the author Thomas Mann, dies in St. Moritz at 82 years of age.
14 February	The Kingdom of Bahrain becomes a constitutional monarchy.
27 March	Austrian-born Hollywood producer Billy Wilder („Some like it hot“) passes away at the age of 95 in Beverly Hills, California.
24 April	Bosnia and Herzegovina is the 44th state to join the Council of Europe.
5 May	The current office holder Jacques Chirac defeats the ultra-right challenger Jean-Marie Le Pen in the presidential elections in France.
6 May	The populist right-wing politician Pim Fortuyn is assassinated in the Netherlands. It was believed that he might have won the upcoming parliamentary elections.
21 May	The French sculptor and painter Niki de Saint Phalle, who was famous for her larger-than-life Nana sculptures, dies in San Diego aged 71.
30 May	262 days after the terrorist attack on the world Trade Center, the clear-up of Ground Zero is finished.
30 June	In the final round of the Football World Cup, the German national team coached by Rudi Völler is defeated by Brazil in Yokohama.
22 September	The red-green government under Chancellor Schröder remains in office after the elections.
13 October	189 people, among them six Germans, are killed during a bomb attack on the Indonesian island of Bali.

99 Years of Sixt 24 Years of Sixt International

“The state protects natural livelihoods and the animals.”

THE ISSUE OF ANIMAL PROTECTION IS INCLUDED IN THE BASIC LAW FOR THE FEDERAL REPUBLIC OF GERMANY ON 17 MAY.

The Euro – a fierce competitor for the Dollar

1ST JANUARY Alongside the US Dollar, the Euro is the world’s most important currency. It is monitored by the European Central Bank in Frankfurt/Main and is considered to be the official currency of 18 European states, 13 of which are EU member states.

New Countries: Slovenia, Qatar, Kuwait, Barbados, St. Lucia. New airlines: Aeroflot, Air Malta, Czech Airlines, Eurowings, Brussels Airlines.



YOU DON’T HAVE TO MARRY A DUTCH PRINCE TO RIDE IN A POSH CARRIAGE.

Sixt uncovers the real reason for the wedding of the year – and also gives a recommendation in case no Dutch princes are within range: rent at a bargain.

Time to think!

RÜDIGER PROSKE, VP & DIRECTOR FRANCHISE

The effects of the 9/11 terrorism attacks naturally cause a slow down in the Sixt expansion in 2002. Time for Sixt to renovate and modernize the procedures within the franchise system. New software tools are introduced and new corporate identity concepts developed. During 2002 new franchise agreements are signed for Slovenia in addition to two very important markets in the GCC area: Qatar and Kuwait. At the end of 2002 the international network of Sixt includes 1.250 locations.

AGM 2002

DETLEF KREHAHN, VP & DIRECTOR FRANCHISE

Not having met at this point for two years we had a lot of new partners and topics to introduce. Regine and I spent two days to see various sites and for sure all churches in and around Munich to find a proper venue for a classical concert. We stayed in ArabellaSheraton Grand Hotel in Munich, spent one evening at the famous Oktoberfest and otherwise kept very busy with speeches and workshops. Needless to say the Sixt family had grown again and for the first time partners from the Middle-East were attending. We had a fantastic time!



Francisco Araiza performs the Coronation Mass by Mozart.

SIXT

Sixt Autoland starts success story

DETLEV PÄTSCH, CHIEF OPERATIONS OFFICER, FLEET

In 2002, we opened Sixt Autoland, with good transport links in the North of Munich. Alongside our key strategic business areas of letting and leasing cars, Autoland took us into selling many relatively new used cars. Sixt sells mainly returns from leasing contracts and rental vehicles – prepared to a high standard, and with comprehensive warranties. Sixt Autoland has everything, from Minis to convertibles and people carriers to limousines. Our price/performance ratio is what impresses our customers particularly: they get top-class vehicles at incredibly competitive prices, with many additional services, including licensing, finance and personal delivery. The concept's success shows we're on the right track, selling over 10,000 vehicles a year on a display area of around 12,000 m2. Making Autoland a very profitable add-on business for Sixt today.

2003

On the occasion of the 300th anniversary of Saint Petersburg, the reconstructed Amber Room is inaugurated; the USA start war in Iraq; the avian influenza arrives in Germany; the „Roadmap“ is to bring peace to the Middle East.

CHRONICLE

12 January	Maurice Gibb, singer and guitarist of the British-Australian pop band the Bee Gees, dies in Miami Beach, Florida, at the age of 53.
24 January	Giovanni Agnelli, Honorary President of the automotive group Fiat, passes away in his villa near Turin.
1 February	The space shuttle Columbia disintegrates while re-entering the Earth’s atmosphere. Seven astronauts lose their lives.
28 February	In the Czech Republic, Václav Klaus is elected new President in the third round of the elections.
2 March	The Swiss yacht Alinghi defeats the America’s Cup title defender New Zealand in the final regatta and is the first team to bring the oldest trophy in the world of sports to Europe.
19 March	At the annual computer trade show CeBit in Hanover, the mobile telecommunications system UMTS and the wireless Internet access Wireless LAN are the main topics.
24 March	Deutsche Börse AG introduces the tecDAX and the MDAX.
3 May	Serbia and Montenegro are the 45th state to join the Council of Europe.
9 April	US troops occupy the capital of Iraq, Baghdad. Saddam Hussein’s regime is considered to have collapsed.
30 April	Avian influenza outbreaks in the Netherlands and in Belgium. 26 million chickens, ducks and turkeys are killed.
	The World Wide Web celebrates its 10th birthday.
31 May	On the occasion of the 300th anniversary of Saint Petersburg, the re-constructed Amber Room is inaugurated.
8 October	The „terminator“ Arnold Schwarzenegger, candidate of the Republicans, is voted Governor of California.
13 December	US troops find the overthrown Saddam Hussein in a foxhole and arrest him.

Iraq War begins without a UN mandate

29 APRIL The Palestinian parliament confirms that Mahmud Abbas is the new Prime Minister. The „Middle East Quartet“ (USA, Russia, UN and EU) hand their latest Middle East peace plan, the “Roadmap”, which envisions the establishment of a sovereign Palestinian state by the year 2005, over to the Israeli and the Palestinian governments.

New chance of peace in the Middle East

20 MARCH The USA start the Iraq War with air raids on selected targets in Baghdad. While Germany, Russia and France are in favour of the UN weapons inspections being continued, the USA and Great Britain start the war after the expiry of an ultimatum for Saddam Hussein – without a UN mandate.

99 Years of Sixt 24 Years of Sixt International

“Saintliness is not a luxury only some of us can afford, but simply an obligation for all of us. And we will attain it by loving one another.”

MOTHER TERESA, NUN AND WINNER OF THE NOBEL PEACE PRIZE, IS BEATIFIED BY POPE JOHN PAUL II ON 19 OCTOBER 2003, WHO THEREBY BESTOWS ON HER THE TITLE „BLESSED“.

New Countries: Sweden, Serbia, Montenegro, Egypt, Albania. New airlines: Cirrus Airlines, Germanwings, TAP.

SIXT

Sixt on the move again!

RÜDIGER PROSKE, VP & DIRECTOR FRANCHISE

Sixt moves! Internationally and locally into its new headquarters in Pullach. A new base for the franchise department is created with appropriate meeting and training facilities to better serve the growing demands of franchisees. New franchise agreements are signed for Sweden, Serbia & Montenegro, Egypt and Albania in 2003.



HAVE YOUR EARS PINNED BACK WITHOUT AN OPERATION.

There are endless reasons to drive a convertible – and it doesn’t always need to be to get a tan.

Our new head-quarters: symbol of rapid growth

DETLEV PÄTSCH, CHIEF OPERATIONS OFFICER, FLEET

From a regional car rental company Sixt has turned itself into an international mobility service provider. The number of people working at our headquarters in Munich grew: we were able to spread them over a number of sites at first, but then we brought everyone under one roof in 2003. Our new headquarters at Pullach, outside the gates of Munich, shows how Sixt is growing. Over 400 people work here today; and being close together has made it much easier to communicate within the company in all departments, which shows in a noticeable increase in efficiency in many business processes. And you can still feel the special Sixt spirit also at our new headquarters. We’re a successful, unconventional company, with lean hierarchies and flexible, committed staff, as anyone who visits Zugspitzstrasse can see.

AGM 2003

DETLEF KREHAHN, VP & DIRECTOR FRANCHISE

Once again we held this year’s AGM in Munich, but the format of the conference was changed. We introduced new projects, partners and franchisees, there were a lot new things to discuss. For the last day, we decided not to continue the conference in the ballroom of the **Hilton Tucherpark**, but instead moved to our new **Headquarter in Pullach**, to introduce everybody to these new facilities and have all workshops there. The entire management team and franchisees experienced our new offices first hand. Finally, we closed the AGM with a wonderful Gala Night at the top floor of the **Hotel Bayerischer Hof**.



2004 Jürgen Klinsmann named coach of the German national football team; first-ever free elections held in Afghanistan; Michael Schumacher wins 7th Formula 1 World Championship for Ferrari; George W. Bush re-elected by a broad majority.

CHRONICLE

23rd January	Australian photographer Helmut Newton dies at age 83.
6th February	Federal Chancellor Gerhard Schroder resigns as SPD party chairman.
18th February	Europe’s fastest supercomputer JUMP (JUelich Multi-Processor) be-gins operation at the Jülich Research Centre running at five teraflops.
29th February	Fantasy movie “The Lord of the Rings” receives eleven Oscars.
11th March	In Madrid ten bombs planted by Islamic terrorists explode nearly simultaneously in four commuter trains, killing 190 and injuring several hundreds; the move was in response to Spain’s support for the Iraq war.
14th March	Russia’s President Putin is re-elected on a 71 percent vote.
21st March	Spaniard Oscar Freire wins Milan-San Remo road race.
28th March	British actor Peter Ustinov dies at age 82.
18th April	Spain’s King Juan Carlos I swears in the new Socialist government of José Luis Rodriguez Zapatero (PSOE).
13th May	The opposition Congress Party led by Sonia Ghandi comes to power in India. Prime Minister Vaipayee resigns.
22nd May	SV Werder Bremen becomes 4-time German Champion..
23rd May	The Federal Assembly elects Horst Köhler Federal President succeeding Johannes Rau.
	Michael Moore’s anti-war and anti-Bush movie Fahrenheit 9/11 is awarded the Golden Palm at the 57th Cannes Film Festival.
10th June	American soul singer Ray Charles in Beverly Hills dies at age 73.
13th June	25 EU member nations hold European Parliament elections from
10 –13 June	The conservative European Peoples Party becomes the strongest faction.
4th July	Architect Daniel Libeskind lays the cornerstone for the Freedom Tower at Ground Zero on American Independence Day.
	Greece wins the European Championship under coach Otto Rehhagel.

Tsunami in the Indian Ocean

26TH DECEMBER An oceanic earthquake in the Indian Ocean near the island of Sumatra registering 9.0 on the Richter scale triggers the most powerful tsunami in history. The tsunami claims the lives of over 230,000, leaving 1.7 million people homeless. An unprecedented wave of aid and relief follows upon this devastating disaster. EU member nations alone pledge 1.5 billion Euro in immediate and rebuilding assistance, including donations of 500 million Euro from Germany.

99 Years of Sixt 24 Years of Sixt International

“The tsunami disaster in Asia illustrated with incredible force how vulnerable planet earth is.”

THE ACEH PROVINCE ON THE ISLAND OF SUMATRA IS NEARLY TOTALLY DESTROYED

New countries: Denmark, Russia, Ukraine, Macedonia, Seychelles, La Reunion, Mauritius, Madagascar, Jordan, Brazil. New airlines: Continental Airlines, Delta, Gulf Air.

SIXT



THE ONLY THING THAT MAKES A NOISE HERE ARE YOUR WIFE’S TEETH CHAT-TERING.

Charmers don’t let you know that Sixt not only has especially affordable rental cars, but first-class ones as well.

More support for the Franchise World!

RÜDIGER PROSKE, VP & DIRECTOR FRANCHISE

In 2004 the franchise department is reorganized as the growing number of Sixt countries demands a new structure. From now on Detlef Krehahn takes care of franchise operations and Ruediger Proske focuses on the franchise expansion. In 2004 Sixt adds 11 new countries to the network: Denmark, Russia, Ukraine, Macedonia, Seychelles, La Reunion, Mauritius, Madagas-car, Jordan, and Guadeloupe. Another important step is the expansion into South America by opening Sixt Brazil.

AGM 2004

DETLEF KREHAHN, VP & DIRECTOR FRANCHISE

After so many conferences in Munich in a row, we were ready for a change from Munich and Germany. Regine took me to Paris and we went on a site inspection for the coming AGM. Al-ways looking for something fresh and exciting, Regine seriously said to me: „Let’s rent the Eiffel tower“... and of course that where we ended up for the 2004 conference. We stayed at **Hilton Arc de Triomphe** in Paris, had a wonderful opening ceremony at **the Eiffel tower** and enjoyed another evening at the famous river Seine. I don’t need to say that the final Gala Evening in French style was impressive. We had Magicians, Can-Can-Dancers and other impressive show acts.



A new chapter of expansion

DETLEV PÄTSCH, CHIEF OPERATIONS OFFICER, FLEET



After years of difficult market conditions, Sixt embarked on a phase of operational growth in 2004 which we are still continuing today. Opera-tional group sales were up 5%, profits no less than 21%. Our expansion abroad had gathered pace in particular. To implement our ambi-tious expansion plans, we had to restructure the group’s finances and put them on a medium- to long-term basis. One of the first major steps towards this was in the fall of 2004, when we created profit-sharing capital of EUR 100 million maturing at December 31, 2009 and 2011 respectively. This issue was very popular with shareholders, and was quickly taken up in full. This broadened our capital base and gave us more room to maneuver. The issue was the starting gun for further financial actions to optimize Sixt’s financial structure by 2006.

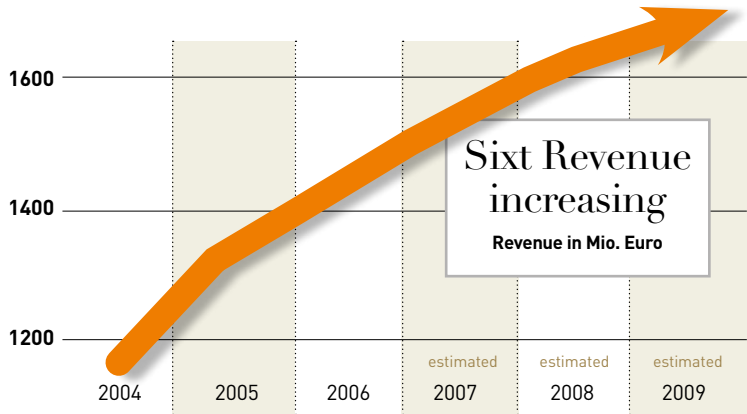
2005 Angela Merkel becomes Germany’s first female Chancellor; German Cardinal Joseph Ratzinger is anointed Benedict XVI.; Hurricane Katrina destroys the city of New Orleans; Holocaust Memorial opens in Berlin.

CHRONICLE

- 23rd January Viktor Yushtshenko is sworn in as President of the Ukraine.
- 2nd February Boxing legend Max Schmeling dies in Hamburg at age 99.
- 27th February Clint Eastwood’s boxing drama Million Dollar Baby wins 2 Oscars.
- 3rd March American billionaire Steve Fosset becomes first man to fly around the world alone without landing and re-tanking in a time of 67:01.
- 2nd April Pope John Paul II (Karol Wojtyla) dies in Rome at age 84.
- 6th April Prince Rainier III of Monaco dies at age 81, having run the government for 56 years as Europe’s oldest monarch.
- 19th April Cardinal Joseph Alois Ratzinger, born 16 April 1927 in the town of Marktl am Inn/Bavaria, is made head of the Roman Catholic Church and the Vatican. Pope Benedict XVI is elected to succeed Johannes Paul II by 115 Cardinals in the fourth round of voting after an unusually brief 26-hour conclave session.
- 5th May Prime Minister Tony Blair’s governing Labour Party wins third successive British parliamentary election in an historic vote.
- 10th May The Holocaust Memorial designed by American architect Peter Eisenman opens in Berlin near the Brandenburg Gate.
- 25th June Teheran’s fundamentalist Mayor Mahmud Ahmadineshad wins Iran’s presidential elections.
- 1st July German Chancellor Gerhard Schroder calls for parliamentary vote of confidence to precipitate early parliamentary elections.
- 7th July London is rocked by a series of nearly simultaneous bombings on three tube trains and a double-decker bus. Over 50 people are killed and 700 injured.
- 29th August Hurricane Katrina destroys the city of New Orleans.
- 22nd November CDU/CSU party chairwoman Angela Merkel becomes Germany’s first female Chancellor, leading a Grand Coalition with the SPD.



Erich Sixt



99 Years of Sixt 24 Years of Sixt International



A Bavarian becomes Pope

“We are pope!”

THIS HEADLINE FROM DAILY TABLOID „BILD“ CAPTURES GERMANS’ ELATION AND PRIDE AT THE NAMING OF CARDINAL JOSEPH RATZINGER AS POPE BENEDICT XVI.

New countries: Thailand, India, Pakistan, Mongolia, Saudi Arabia, Norway, Iceland, Finland, French Guyana, Dominican Republic, Costa Rica, Bosnia & Herzegovina. AirBaltic, Air Berlin, Air Partner, Cathy Pacific, Darwin, Austrian Airlines.

SIXT



FOR THOSE WHO DON’T HAVE TO HIDE THEIR GIRLFRIENDS ANYMORE.

Sixt voyeurism at its best: in content as well as visually.



AGM 2005

DETLEF KREHAHN, VP & DIRECTOR FRANCHISE

After a fabulous AGM in Paris we initially thought that there is no way we can top this conference. But Regine can always surprise me and so we had a fantastic 8th AGM in Vienna, Austria. We again had a record number of attendees with first franchisees from Asia (Thailand) and South America (Brazil) attending. We decided to extend the program now to three days to allow more time for all agenda items previously packed into two days. As we all know Regine

we couldn’t stop her to add more and more topics to our convention. So by the end of the AGM we had not only a wonderful gala evening at the Kunsthistorisches Museum and nice ballet at the Opera House of Vienna. And of course we had 3 busy days with lots of new material handed out and much more exciting news and information shared.

More powerful sales force generates additional growth!

DETLEV PÄTSCH, CHIEF OPERATIONS OFFICER, FLEET



2005 was since then the most successful year in Sixt’s history, not least because we acquired new customers through reorganizing our sales. Given that Sixt’s sales growth has been more on the modest

side in recent years, reorganizing our sales force and processes was essential if we were to take advantage of market opportunities in the future. Thus, we divided our car hire sales into key accounts and new customers, while strengthening leasing sales emphatically. Also, we set clear targets for every sales representative and implemented a continuous monitoring. Now we can be even more flexible and fast at meeting our customers’ individual needs. Success was not long in coming either: New customer EADS booked its first rental cars from Sixt before the end of 2005. The Franco-German company is now one of our major international clients in car hire.

New hub in Singapore!

RÜDIGER PROSKE, VP & DIRECTOR FRANCHISE

Sixt goes Asia-Pacific! The biggest population and the fastest growing economies of the world are the next challenge for Sixt. In order to serve the market needs in Asia Sixt opens a regional office in Singapore for network expansion and franchisee support. In the same year the first franchises in Thailand, India, Pakistan and Mongolia are signed. Further offices are opened all over the world in Saudi Arabia, Norway, Iceland, Finland, French Guyana Dominican Republic and Costa Rica

2006

Germany plays host to the nonstop World Cup football party, popularising public viewing and fan gatherings; Charlotte Knobloch becomes chairwoman of the Central Consistory of Jews in Germany.

CHRONICLE

25th January	Radical Islamic party Hamas wins parliamentary elections in the Palestinian autonomous territories.
27th January	Former German Federal President Johannes Rau dies at age 75.
8th February	Outbreak of the avian flu virus H5N1 Asia, contractible by human beings, on the German island of Rügen.
5th March	Homoerotic western drama Brokeback Mountain and Chinese-American director Ang Lee win Oscar for Best Direction at Hollywood’s Kodak Theatre.
11th March	Former Serbian and Yugoslavian head of state Slobodan Milosevic dies in prison in Scheveningen at age 64 awaiting trial.
30th April	Paul Spiegel, journalist and Chairman of the Central Council of Jews in Germany dies in Düsseldorf at age 64.
14th May	Minister President Kurt Beck of the Rhineland Palatinate is elected SPD Chairman, succeeding Matthias Platzeck.
30th May	Over 5,800 people are killed in an earthquake on the Indonesian island of Java registering 6.2, leaving hundreds of thousands without shelter
7th June	Charlotte Knobloch, chairwoman of the Munich Jewish Community, is elected to chair the Central Consistory of Jews in Germany.
11th June	Spanish tennis pro Rafael Nadal wins the French Open in Paris, beating Swiss contender Roger Federer.
9th July	Italy defeats France 5:3 in a penalty shootout to win the football World Cup at the Olympia Stadium in Berlin.
9th September	Pope Benedict XVI visits his home state of Bavaria on his fourth trip abroad, touring important places in his life including Munich, the pilgrimage destination Altöttingoder and his place of birth Marktl am Inn.

Germany, a summer fairytale

9TH JUNE TO 9TH JULY The 18th football World Cup was a public image success, highlighting to the world Germany’s lesser-known trait of easygoingness. Coach Jürgen Klinsmann’s National Team played an exciting offensive game to secure third place with a 3:1 win over Portugal, while the rest of Germany loosened up about the displaying of national symbols.

Brown bear Bruno goes to Germany

20 MAY „Bruno“ becomes first wild brown bear to be sighted in Germany since the brown bear purge of 1835 after wandering across the border from Austria. Bruno, a.k.a. „JJ1“, is classified dangerous and is shot on 26 June. The killing of the player unleashes a firestorm of protest throughout Europe.

99 Years of Sixt 24 Years of Sixt International

“My emotions were all out walkies.”

JÜRGEN KLINSMANN, NATIONAL TEAM COACH ON GERMANY’S EXCITING OFFENSIVE PLAY



Sixt & BMW signed a long term strategic cooperation agreement.

New countries: Australia, New Zealand, Singapore, Argentina, Chile, Algeria, Belarus, Bahrain. Kuwait Airways, Royal Brunei, SAS, TUIfly, US Airways, Lufthansa Private Jet, Monarch Airlines.

SIXT

New rights issue successful

DETLEV PÄTSCH, CHIEF OPERATIONS OFFICER, FLEET

Sixt continued to grow strongly in 2006, with growth rates well into double figures. Sixt shares were also flying high, as more and more investors discovered how attractive mobility companies like Sixt are. The challenge facing us in this phase was to seize the hour and turn to the capital markets to finance further growth. With this in mind, we increased Sixt AG’s share capital by 10% in May 2006, issuing new preference shares. This brought our company in around EUR 70 million and increased its equity base considerably. Since then, Sixt has been much better endowed in capital terms than our competitors in the rental and leasing business. That’s one of our main strengths in this competitive market. At the same time, this new rights issue marked the completion of restructuring our finances, creating the foundations for further growth.



If Sixt confesses its love to someone, then probably – but not without a grain of salt as the attentive sub-line reader will notice.

SIXT LOVES BMW BECAUSE EVERY MODEL IS A LOOKER. (You’re a looker? Then get a look at our low priced tariffs at sixt.de)

Sixt also heads to South America now!

RÜDIGER PROSKE, VP & DIRECTOR FRANCHISE

In 2006 the number of Sixt locations worldwide grows to more than 1.600 of-fices. The car rental fleet of franchise partners exceeds 30,000 vehicles worldwi-de. New franchises are signed for Australia, New Zealand, Singapore, Argentina, Chile, Algeria, Belarus and Bahrain. Sixt Leasing expands faster and faster and introduces an international division headed by Christian Rehbein. In the same year Sixt leasing can offer more than 20 new international markets.

AGM 2006

DETLEF KREHAHN, VP & DIRECTOR FRANCHISE

Again we were sure that we never could top last years AGM until Regine surprised us with her idea to meet in wonderful historic Venice. First I thought it was a joke – how should deal with all logistical problems. All of Venice is surrounded by water which as you know is not orange. But when I was taken for a site inspection and saw all possibilities, I was sure that we were running for another AGM highlight. We had a record number of attendees to ever attend the conference from all of the Sixt franchise world and were able to exchange our ideas and plans in this large forum. I honestly never had so many meetings on a single workshop day. Finally we spent a most fantastic evening at a wonderful palace wearing masks on our faces.



CHRONICLE

1st January	Germany takes up Presidency of the EU European Council for six months and Presidency of the G8 states.
	South Korean Ban Ki-moon takes over the position of Secretary General of the United Nations from Kofi Annan.
8th January	As a result of a dispute with Belarus Russia interrupts natural gas deliveries to Germany, Poland, the Czech Republic, Slovakia and Hungary via the Drushba pipeline.
9th March	The EU undertakes to reduce emissions of global warming gases by one fifth of the 1990 level by 2020.
	The German Bundestag votes to dispatch Tornado planes to Afghanistan. As a result al Quaida posts terror warnings on the internet.
31st March	After a break of over ten years Henry Maske unanimously wins his revenge fight against Virgil Hill on points. He then declares his final retirement from boxing.
6th May	Nicolas Sarkozy (UMP) becomes French head of state.
25th May	The Grand Coalition in the German Bundestag votes to reduce corporate taxes in Germany.
8th June	The G8 summit meeting in Heiligendamm finishes. Federal Chancellor Angela Merkel has successfully managed to put the issues of climate protection and aid for Africa on the agenda of the world’s most powerful politicians.
16th June	The world’s largest exhibition of contemporary art, the documenta 12 in Kassel, is opened.
28th October	Cristina Fernández de Kirchner wins presidential elections to become Argentina’s first female president.

FAIRY TALE I:
German handball world champion

4TH FEBRUARY Fans all over Germany celebrate the 29:24 victory in the final game against Poland in Cologne with fireworks and the German national flag. After a triumphal procession the German national handball team achieve a happy end to their winter fairy tale. Just six months after the national football team the handball heroes plunged a whole country into world champion euphoria with their 3rd world championship title after 1938 and 1978.

FAIRY TALE II:
German women’s football world champions

30TH SEPTEMBER The German women’s national team become world champions for the second time and the first team in the history of the world championships to successfully defend their title. In a dramatic final in Shanghai DFB coach Silvia Neid’s team won 2:0 against four-time South American champion Brazil. The German women also achieved the feat of becoming world champions without conceding a single goal.

99 Years of Sixt 24 Years of Sixt International

“I had to clarify this”

HENRY MASKE, GERMAN HEAVYWEIGHT BOXING CHAMPION, ABOUT HIS SUCCESSFUL REVENGE AGAINST VIRGIL HILL AFTER A TEN YEARS BREAK

New countries: China, Moldova, Panama, Nigeria, La Martinique, St. Martin, Libya, Kenya, Ghana, Armenia. New airlines: China Airlines, LAN Chile.



WHICH PEDESTRIAN ZONE, OFFICER?

Caused by driving in an affordable convertible and used as an excuse for various traffic offenses: beautiful hair (in front of the face).

Expansion to China!

RÜDIGER PROSKE, VP & DIRECTOR FRANCHISE

Sixt kicks of its operations in China in May 2007. What a step to enter markets like Beijing or Shanghai; cities with higher populations than some of the European countries. Main products in China (as in India) are chauffeur drive and leasing services. The Sixt franchise system has to be adjusted in various aspects to support the Asian markets more efficiently. New franchise agreements are signed for Moldova, Panama, Nigeria, Martinique, Libya, Kenya, St. Maarten and Armenia. ...and the success continues...

AGM 2007 **DETLEF KREHAHN**, VP & DIRECTOR FRANCHISE

10 years of Sixt International – what an experience! For this special anniversary we thought that we have to come back to our roots, back to **Munich**. We will start out 10th AGM in **Fuschl, Austria** and get cosy but will end in Munich with workshops in our headquarters again. 10 years of Sixt International – we all have for sure achieved a lot, but there is even more to do and a long way ahead. Be ready and join us in December 2007 to take off for to a great start into 2008.

Reviewing all of the 10 AGMs I cannot write these lines without saying „Thank You“ to Regine Sixt and all other colleagues in the Sixt team. It is always nice to feel the spirit and teamwork in the days leading up to the AGM when everybody works hand in hand. Everybody can feel that there is a special spirit which keeps us ready for each year’s convention. I can’t wait for the first preparations for 2008.

High-performance vehicles with forward-looking systems

DETLEV PÄTSCH, CHIEF OPERATIONS OFFICER, FLEET

Sixt leads in innovation in car rental. Our corporate colors, orange and black, stand for ever-new services and today’s power sources: which is why economical diesel vehicles make up more than 50% of Sixt’s fleet.

The public debate about alternative power sources is hotting up, be it because of rising fuel prices or increasingly noticeable climate change. So, in 2007, we took the initiative: we offered our customers in Germany a natural gas fleet for the first time, with 1,000 VW Touran EcoFuel models, and hybrid cars to our customers in the UK.

These vehicles help our customers make considerable savings: LNG car users can cut their fuel costs by 30-50% compared with diesel and petrol cars. Forward-looking, cost-effective fuel systems in car hire – another innovation from Sixt.



2008

Barack Obama, African-American candidate of the Democrats, is elected 44th President of the United States; the real estate and banking crisis in the USA leads to a worldwide recession; Lewis Hamilton becomes youngest ever Formula 1 world champion.

CHRONICLE

24th February	The Christian Democratic Union (CDU) loses its absolute majority at the Hamburg Parliament elections. On 7 May, Ole von Beust is once again elected head of the state government – the first coalition government of the conservative CDU and the Greens (CDU/GAL) in Germany.
2nd March	43-year-old Dmitry Medvedev is elected President of the Russian Federation. His predecessor Vladimir Putin did not run for the presidency again.
12th May	The earthquake of Sichuan with a magnitude of 7.9 claims 70,000 lives in the south of China, and five million people lose their homes.
29th June	Germany finishes runner-up at the European Football Championship 2008 in Austria and Switzerland. In the final, Spain defeats Germany 1:0.
8th August	Opening ceremony of the 29th Summer Olympics 2008 in Beijing, which are taking place in China for the first time ever. Due to the Tibet conflict, the historical torch relay is accompanied by many protests.
14th September	On the occasion of the race in Monza, the 21-year-old German racing driver Sebastian Vettel becomes the youngest Grand Prix winner in the history of Formula 1.
15th September	The prestigious investment bank Lehman Brothers Inc. in New York with 28,600 staff members worldwide has no choice but to declare insolvency.
27th October	Horst Seehofer is appointed premier of Bavaria. After holding the absolute majority for 46 consecutive years, the CSU needs to form a coalition with the FDP (Free Democratic Party) in Bavaria for the first time ever.
27th October	The special state fund for the stabilisation of the financial market, which has been approved by the majority of the German Bundestag, makes 400 billion Euros available. It can provide banks with guarantees for credits they grant each other and also become a shareholder in its own right.
2nd November	Racing for the MacLaren-Mercedes team in Sao Paulo, 23-year-old Lewis Hamilton becomes the youngest ever Formula 1 World Champion.
4th November	43-year-old Barack Obama, a Democrat, is the first African-American to be elected President of the United States of America – the 44th President of the USA.



GREETING SIR CLIFF RICHARD:

»Congratulations!«

Regine is a hurricane and fireball rolled into one and just to keep up with her demands massive effort! We first met in Barbados and were instantly friends. I’m not exactly a fireball – but then they do say that opposites attract! Professionally, what can I say. Sixt is now a huge business and for me, Regine is the face of a wonderful success story.“

99 Years of Sixt 24 Years of Sixt International

“Are you not worried about your reputation?!”

PRINZ CHARLES, BRITISH HEIR TO THE THRONE, TO REGINE SIXT WHILE THEY HAVE THEIR PICTURE TAKEN AT WINDSOR CASTLE.



Tradition meets passion. Erich Sixt and his son Konstantin in a Mercedes 300 SL W198-I at the legendary road rally Mille Miglia – Sixt is the exclusive rental car partner of Mille Miglia.



Outstanding in terms of mobility. Formula 1 World Champion 2008 Lewis Hamilton and Regine Sixt.

New countries: Turkey, Kuwait, South Africa, Syria, Kosovo and New Caledonia.



“THANKS TO SIXT, I FEEL LIKE I’M 99 AGAIN!” (LOW-PRICED FUN CARS: SIXT-LEASING.DE)

Little bill: „I don’t need a million, a convertible from Sixt is enough for me.” Yellow star: feat. Gina-Lisa! Subline: Jopie’s new hit! Now exclusively at sixt-leasing.de

Expansion to South Africa!

RÜDIGER PROSKE, VP & DIRECTOR FRANCHISE

In January Sixt re-launches its activities in Turkey with a new Franchise Partner. The network of rental locations now covers most of the International Airports in Turkey with the plan to cover all by 2010. A new Franchise Agreement is also signed for the territory of Kuwait with KFH (Kuwait Finance House), Kuwait’s largest Financial Institute. Since September 2008 Sixt also has extended its network in South Africa by cooperation with “First”, one of South Africa’s leading car rental companies.

Further Franchise Agreements are signed with for the territories of Syria, Kosovo and New Caledonia ...and the success continues...

AGC 2008

DETLEF KREHAHN, VP & DIRECTOR FRANCHISE

This is the first year after the 10th AGM and we think we have to change. This year we rename the congress into **AGC (= Annual Global Convention)**. We also changed the Agenda, will have only one day speeches & presentations. The second day we will have symposiums to talk and discuss in smaller groups. Finally we will end at day 3 with seminars to deepen the information received on the previous days. Changing the convention scheme keeps us flexible in our minds and gives all participants the chance, to express their needs and thoughts directly to the audience – in **Monte Carlo**, November 18th – 22nd 2008. Well done, Regine.

SIXT

Now less than ever!

DETLEV PÄTSCH, CHIEF OPERATIONS OFFICER, FLEET

2008 Now less than ever – this seems to be the motto of our staff members!

Even if worldwide economy is losing some of its momentum, the overall performance of the Sixt group remained very satisfactory. Sixt still continues to grow – more than ever in Europe. Best example is Spain: Our offensive, driven by our new managing directors Estanislao de Mata and Johannes Böinghoff, has established terminal counters in the most important airports Palma de Majorca, Malaga and Alicante and off airport at Madrid, Barcelona and Sevilla. Sixt stands for innovations and thus the straight extension of our service- and product range, as the launch of our Online Check-In or the new Sixti Car Club, where we started our testing phase this year in the capital Berlin (car for 1/h), also contribute to the ongoing Sixt success.

Our 2008 recognition in the public press until now was extraordinary, therefore I can only pick a few as there are:

- Erich Sixt elected „Strategist of the Year“
- Sixt was rewarded again with the renowned „Autoflotten Award“
- Sixt won the tourism film prize at the ITB
- Sixt is named the best holiday car rental offer on island Majorca

Let me finish with my initial words while facing the upcoming challenging year 2009: Now less than ever!



2009 Barack Obama is sworn in as the 44th president of the USA; the financial crisis becomes a global economic crisis; Germany starts “rescue package” worth billions of euros for banks; Usain Bolt runs 100m in 9.69 seconds and sets a new world record.

CHRONICLE

1st January	Slovakia introduces the Euro as the 16th country of the European Union. The kingfisher, Alcedo atthis, is Bird of the Year in Germany.
19th January	200th birthday of the famous US crime thriller author Edgar Allen Poe.
20th January	The inauguration of Barack Obama as 44th US president.
12th February	200th birthday of natural scientist Charles Darwin. 200th birthday of the 16th US president Abraham Lincoln.
31st March	The 59-year old Benjamin Netanjahu assumes office of Israeli Prime Minister once again after May 1996 (to 1999). Netanjahu has been Chairman of the Conservative Likud Party since December 2005.
14th April	250th anniversary of the death of Georg Friedrich Händel.
23rd May	Horst Köhler is elected for the second time as Federal President. the Germans celebrate the 60th anniversary of the establishment of the Federal Republic of Germany. On 23rd May 1949 the Basic Law of the Federal Republic of Germany was pronounced.
7th June	For the 7th time die Members of the European Parliament are elected.
25th June	The pop icon Michael Jackson (“Thriller”) dies.
1st July	Sweden takes over Presidency of the European Council for six months.
17th August	The Jamaican Usain Bolt runs at the 12th World Athletic Championships in Berlin in 9.69 seconds a new 100 meter world record.
25th August	The US Senator Edward “Ted” Kennedy dies at 77 years of age.
27th September	Parliamentary elections 2009. According to forecasts there will be change from the Grand Coalition to Black/Yellow, to a Coalition of Christian Democrats. (CDU/CSU) and the Free Democrats (FDP).
9th November	20-year anniversary of the fall of the Berlin Wall.
10th November	250th birthday of the German poet Friedrich Schiller.
11th December	Presidential elections in Chile.



BARACK OBAMA IS SWORN IN:

»Yes, we can!«

At his inauguration on 20th January 2009 Barack Obama, 44th president of the USA, stated: “The economy is badly weakened, a consequence of greed and irresponsibility on the part of some but also our collective failure to make hard choices and prepare the nation for a new age.” Also as 44th president he lives his election campaign motto: “Yes, we can!”

99 Years of Sixt 24 Years of Sixt International

“Net more income!”

DR. GUIDO WESTERWELLE, CHAIRMAN OF THE FREE DEMOCRATIC PARTY (FDP), ASPIRES TO OFFICE OF VICE CHANCELLOR AND FOREIGN MINISTER AFTER THE PARLIAMENTARY ELECTIONS ON 27TH SEPTEMBER 2009.



Politics meets free enterprise. Regine Sixt with Dr. Guido Westerwelle: “To Regine Sixt I would like to say that I admire your business expertise and your big heart for small children. She is the invention of optimism.”



Infotainment meets Charisma. German TV Anchorwoman and Newsstar Sabine Christiansen: “Regine Sixt has a huge heart. And she never asks: Is that ok now? But there must be a way somehow and she makes it possible – both in managing the marketing of her company and also in supporting children in her charity work. That really impresses me.”

New countries: Mexico, Peru, Angola, Australia, Finland, Iceland, Ireland, Libya, Mozambique.



“THE RECESSION GNAWS AWAY. SIXT BITES BACK.”
(e.g. BMW 1 series from Euro 29/day*)

Bienvenido! Sixt Mexico and Sixt Peru!

RÜDIGER PROSKE, VP & DIRECTOR FRANCHISE

The Sixt Network further expanded in Latin and South America. We are very proud to be now in Mexico with 25 locations including services at the Airports of Mexico City, Cancun and Monterrey. Also, customers can rent Sixt cars in Lima since 2009. On the African continent Sixt became available in 3 more countries: Angola, Mozambique and Libya. In Europe we also opened the first time Sixt in Belfast, Northern Ireland. The financial crises, however, also affected some of the Sixt Franchise businesses. Additional investments or ownership changes became necessary and thus we restructured the businesses in Iceland, Finland, Ireland, Bosnia- Herzegovina and Jordan. All of the mentioned are stronger now than before and we are confident to develop our market shares with good pace.

We look forward to 2010!

DETLEF KREHAHN, VP & DIRECTOR FRANCHISE

After the amazing AGC in Monaco there was nothing we could top. As a contrast we have learned in 2009 that every year is different than the previous one. At the end of 2008 we spoke a lot about the coming economic slump but when it is there you will be always surprised. We managed our Area Meetings around the world and discussed various operational issues and what to do during the crisis. Similar to 2001 we decided not to do any convention to celebrate ourselves when most of us have to work very hard to survive. This would have been a bad signal. All partners gave us the same feedback and look forward to 2010.

SIXT

Sixt on the threshold – the challenging transformation from a family-owned company to a corporate enterprise!

DR. JULIAN ZU PUTLITZ, CHIEF FINANCIAL OFFICER AND CONTROLLING



The year 2009 has been coined by the ramifications of the economic crisis. The mobility industry has also been deeply affected. This poses significant challenges onto the successful management of companies in this industry. Sixt, however, has numerous strong points to build on. These include, among others, a unique brand, customer recognition for its high-quality service, innovation leadership, and its solid financial foundation. A further point is its entrepreneurial management, with efficient decision making processes enabling Sixt to quickly react to economic changes and influences.

The immense growth and internationalisation of Sixt over the past decade has seen Sixt reach the threshold of becoming a corporate enterprise. We envisage Sixt as a company combining the best of the two worlds. For this we need to adapt by implementing systematic controlling and management tools, dedicated functions, and standardised processes. At the same time ensuring the preservation of the dynamics and advantages of a medium sized, family influenced company with strong stewardship of its owners.

A successful transformation will ensure that Sixt will benefit from the crisis and will be well positioned for a prosperous future.

2010 The global financial crisis seems to be under control; 23-year-old Sebastian Vettel from Heppenheim becomes the youngest every Formula One world champion, and in Munich the October Festival celebrates its 200th anniversary.

CHRONICLE

- 15th April Following a new eruption of the Eyjafjallajökull volcano on Iceland, ash clouds lead to the widespread closure of European flight space.
- 21th April An explosion at BP's Deepwater Horizon drilling platform in the Gulf of Mexico claims eleven lives and triggers the biggest oil catastrophe to date.
- 23rd April As a result of the worldwide financial crisis Greece finds itself on the verge of bankruptcy, and asks the European Union and the IMF for 45 billion euros of financial aid.
- 22nd May Inter Mailand with their trainer José Mourinho defeat FC Bayern München with a score of 2-0 in the final and win the Champions League.
- 29th May 18-year-old school leaver Lena Meyer-Landrut from Hanover wins the 55th Eurovision Song Contest in Oslo with the song 'Satellite'.
- 30th June The Prime Minister of Lower Saxony, Christian Wulff of the CDU, is elected by the Federal Assembly as the tenth President of the Federal Republic of Germany.
- 11th July Spain defeats Holland 1-0 in the final in South Africa, becoming 19th world football champions. Germany's young, enthusiastic and flamboyant team under their trainer Joachim Löw achieves third place.
- 16th August China ousts Japan from second place among the world's strongest economic powers.
- 13th October At 9.55 pm the world's most spectacular rescue operation comes to an end as 33 miners are saved in Chile's Atacama desert. After nearly ten weeks of preparations and just 23 hours of digging, the miners are evacuated from 700 meters under the earth with the help of the Phoenix rescue capsule. The heart of the world feels for Chile.
- 2nd November In the American elections the Democrats under President Barack H. Obama lose their absolute majority in the House of Representatives and suffer drastic losses in the Senate as well. A President under pressure...
- 23rd November In a six hour interview in his new book 'Light of the World', Pope Benedict XVI – with an eye to AIDS – relaxes the Catholic church's ban on the use of condoms.



14TH NOVEMBER: THE YOUNGEST FORMULA 1 WORLD CHAMPION IS A GERMAN:

Yes, I win!

Vettel here, Vettel there, Vettel everywhere – since he won the title in Abu Dhabi, the hype surrounding Formula One world champion Sebastian Vettel has known no bounds. The whole of Germany has a place in its heart for the Red Bull pilot. Fans are celebrating the 23-year-old's victory everywhere, not just in his home

99Years of Sixt 24Years of Sixt International

“It was the force of freedom that changed the world in 1989!”

DR ANGELA MERKEL, FEDERAL CHANCELLOR AND CHAIR OF THE CDU /CSU COALITION, ON 20 YEARS OF GERMAN UNITY.



Businesswoman meets the Queen: Regine Sixt with Queen Elizabeth II at a concert at the Royal Albert Hall in London.

town of Heppenheim. This success could make a difference to Vettel in financial terms as well – quite apart from the value of the championship at three million euros. In the race for lucrative advertising contracts, Vettel has catapulted himself into the league of German ad stars like Franz Beckenbauer and Michael Ballack.

New countries: Puerto Rico, Kosovo, Nepal, Korea, Tanzania, Georgia, Bosnia-Herzegovina, Baltics.



Street View von Google. (Bringt mächtig Ärger) Street View von Sixt. (Bringt mächtig Freude)

“STREET VIEW FROM GOOGLE.” (PUSH POTENT TROUBLE)

“STREET VIEW FROM SIXT.” (PUSH POTENT FUN)

Sixt now in more than 100 countries!

RÜDIGER PROSKE, VICE PRESIDENT & DIRECTOR INTERNATIONAL FRANCHISE

In a lot of industry sectors Asian markets develop with higher speed than the rest of the world and thus Sixt in Asia is a strategic target for the Sixt network. Further Sixt markets in Asia will be South Korea, the Philip-pines and Nepal by starting operations in 2010 or early 2011. The net-work in South Korea will commence operations in 19 locations all over the country right from the start. South Korea, with more than 40 million inhabitants and one the highest per capita GDP's in Asia has a very well developed infrastructure and self drive car rental market place already. We hope contribute to the growth of the domestic business as well as to start outbound reservations services for Koreans travelling abroad. Since 2010 Sixt customers can also enjoy the spirit of mobility also in Puerto Rico, Kosovo and Tanzania. New franchise owners have been ap-pointed for Sixt in Croatia (whish is now operated by Sixt Slovenia) and in the 3 Baltic states (Lithuania, Latvia and Estonia) where Sixt now also has a strong leasing operating.

Let's hike and climb up!

DETLEF KREHAHN, VICE PRESIDENT INTERNATIONAL FRANCHISE

With no good expectations we could see that 2010 turned much better then 2009 and were quiet surprised. Most of the partners in the network could report positive development already. We started in 2010 with all Area Mee-tings held in Munich. We were excited to welcome 7 Areas in our Interna-tional Corporate Headquarter and to host our partners from all over the world. „Lets hike and climb up to the summit ...“ was the story and exactly this message will be transported to Istanbul now: „Arriving in Istanbul we have to climb the last summit in 2010. Let's share our know-how and experiences, let's discuss and reach all targets we have!“. As Istanbul is in 2010 the European Cultural Capital we think Sixt must meet there. Let's get inspired by a city built on two continents.

SIXT

Sixt sets the trend!

MARK THIELENHAUS, CHIEF OPERATIONS OFFICER SIXT LEASING AG

In terms of international competition cost-efficient mobility solutions become increasingly important. The demands are multifaceted: individual fleet concepts for short-term ad hoc arrangements as well as long term mobility, comprehensive service and in-depth fleet management expertise, strict cost manage-ment, reasonable prices and last but not least all services provided by a single source. All this offers Sixt. We are the only mobility service provider with customized concepts for few hour rentals up to several



years leasing in many countries all over the world. Besides favorable rental cars we also cover services such as fleet management reportings, benchmarks and structural analyses to detect significant cost saving potentials. As experienced professionals we deduce specific measures from the data collected and accompany our clients throughout the implementation. Cost savings up to 25% can be achieved. No other competitor finds itself in such a pow-erful shape in the aftermath of recession and financial crisis. Powered by the exceptional Spirit of Sixt we did our homework thoroughly in 2009 by upholding lean and high-performing struc-tures. I look forward to increasing the growth with help of employees and colleagues. Sixt will remain the trend-setter of mobility services. No other competitor finds itself in such a powerful shape in the aftermath of recession and financial crisis. Powered by the exceptional Spirit of Sixt we did our homework thoroughly in 2009 by upholding lean and high-performing structures. I look forward to increasing the growth with help of employees and colleagues. Sixt will remain the trend-setter of mobility services.

Greetings!



Wolfgang Joop

WRITER, ENTREPRENEUR AND FASHION DESIGNER,
FOUNDER AND OWNER OF THE FASHION LABEL "WUNDERKIND"

Sixt is the most convenient facility of the century.

Petra Hedorfer

CHIEF EXECUTIVE OFFICER, DEUTSCHE ZENTRALE FÜR TOURISMUS

The German National Tourist Board (GNTB) and Sixt have been close partners for many years. Bavarian-based Sixt became a member of the GNTB in 1994 and has been firmly enshrined in its marketing mix ever since. The characteristic black and orange corporate colours of Sixt are often a dominant feature of GNTB trade fair stands and at other events and promotional activities of the GNTB around the world. One of the most impressive occasions was the opening ceremony of the 2005 ITB, the world's biggest travel fair, when Germany featured as the official partner country in the run-up to the World Cup and Sixt took centre stage. Historically, Germany has had a strong reputation around the world for developing and making cars. Today it is the attractiveness of a country as a travel destination that defines its image. With this in mind, Sixt International is forging a number of links through its global sales and marketing network – often undertaken as joint activities with the GNTB's foreign representative offices. Its product represents excellent service and customer focus in "Destination Germany". The Sixt fleet is proof of the recognised quality of German engineering. Sixt thus acts as an ambassador for Germany in a variety of ways and its alliance with the GNTB is a great example of private-public partnership.



Dr. Charlotte Knobloch

VICEPRESIDENT **WORLD JEWISH CONGRESS (WJC)** AND FORMER PRESIDENT OF **CENTRAL COUNCIL OF JEWS IN GERMANY** AND PRESIDENT OF **JEWISH COMMUNITY MUNICH AND UPPER BAVARIA**

Dear Ms. Sixt, dear Regine,
The contradictory developments and escalation of the so-called Arab Spring, the UN cause 'Palestine 194' and the recent political conduct of Turkey has brought Israel into the international spotlight several times in recent months. More than ever before, the Jewish state needs real friends who will stand by it and promote the interests and justified concerns of the people in this country. For decades, you have been a reliable and wonderful supporter of Israel. You have acted tirelessly as a builder of bridges between this country and your native Germany during the highly complex conflict and you do not hesitate to protest against one-sided and simplistic judgments when you feel it necessary to do so.

'Happiness is the one thing that doubles if you share it' (Albert Schweitzer). You know that you are in the happy situation of being able to share – and you do not hesitate to do so. With your generous humanitarian projects, you have helped countless people worldwide, particularly in Israel. You dry tears – literally. Every day, you bring a smile to thousands of children's faces and give people new hope and unexpected happiness.

You consciously take on responsibility and deliver a message of hope to the world in a tireless, unflinching and courageous way. In Israel in particular, you are highly committed to making children laugh again and helping adults to believe again. And you motivate others to open their hearts and wallets in a unique and charming way. You embody the spirit of determination, will and strength that is required to make a change in the world. The world needs people like you, not only to right wrongs but also to back causes and fight injustice wherever they encounter it.



Thierry Antinori

EXECUTIVE VICE PRESIDENT
PASSENGER SALES WORLDWIDE,
EMIRATES GROUP

We congratulate Sixt for one century of success. Sixt differentiates through quality and outstanding customer orientation. The company can look back with pride on a long tradition of innovation and trend-settings in the car rental world. It is a benchmark worldwide.

In a lot of business and also rent-a-car business one can copy the products, i.e. buy the same vehicles but two things are unique which cannot be duplicated: the brand and the people.

The Sixt people, beginning with the family Sixt: Regine, Erich, Alexander and Konstantin are warm, committed and creative people who make the Sixt a distinctive premium brand. I am personally convinced that the great success will be an on-going feature well into another 100 years! All the best!

Greetings!



HH Ahmed Bin Saeed Al-Maktoum
Chairman and CEO Emirates, member of
the Royal Family of Dubai, with Regine Sixt

Ruth Cheshin

INTERNATIONAL PRESIDENT **THE JERUSALEM FOUNDATION**

Dear Regine, I am very happy to extend to you, a dear friend of the Jerusalem Foundation, a warm welcome to Israel. Disadvantaged kindergarten children in Jerusalem benefit from your kind support and we wish you continued success and good deeds through „Drying Little Tears“, the foundation you established to make projects of this nature throughout the world become a reality.



Prof. Shlomo Mor-Yosef

DIRECTOR GENERAL,
HADASSAH MEDICAL ORGANIZATION

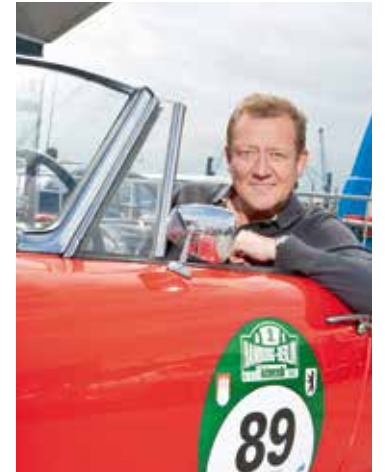
Sixt is one of the leading companies in its field in Israel, and the Hadassah Medical Center is among its many satisfied customers. We are especially impressed by the way the company integrates philanthropic work in its business activity.

Fred Hürst

AREA VICE PRESIDENT **HYATT INTERNATIONAL**

On a sunny spring afternoon the bellboy Peter accompanied our special guest Mr. May with a Sixt limousine to the central station. Usually, it would have taken Peter about five minutes to reach the station by car and another five minutes to come back to the hotel. The traffic wasn't bad so they reached the central station on time and Peter helped Mr. May with his luggage.

Since Mr. May is one of our frequent guests and his suitcase was very heavy Peter suggested to help him with the luggage. He left the car in front of the main entrance and they both walked upstairs to the platform. When the train arrived a few minutes later Peter took the suitcase into the train and put it in the overhead storage. Mr. May followed and both of them kept on talking. They didn't notice the door closing. The train slowly moved and Peter was stuck in it. He had to go all the way to Hamburg since there was no stop in between. As they reached Hamburg Peter helped Mr. May with his luggage and then went to the service center to buy a return ticket. About 5 hours later Peter arrived back at Grand Hyatt Berlin.



Hans H. Hamer

PUBLISHING + MANAGING DIRECTOR AUTO,
COMPUTER & SPORT, **AXEL SPRINGER AG**

SIXT is one of the strongest and best-known brands, not only in the German market. As far as advertising is concerned, SIXT has revealed an unrivalled spirit of creativity throughout the years: the companies' campaigns are always unique, however, recognizable and inspired by a sense of humour: To me, SIXT is one of the leading companies when it comes to using current headlines and personalities and finding a genuine way of saying things. And the very unique CI of SIXT is a real masterpiece and benchmark for all marketing experts.

In 2009 we successfully established a joint venture with SIXT eVentures: autohaus24.de, an online-marketplace for new cars. From the very beginning, our partnership with SIXT has been characterised by entrepreneurship on every level, a high cooperative atmosphere and a strong will to "get things done" on both sides. We are looking forward to taking together the next level in this young area of business."

Greetings!



Alfred Weiss

GESCHÄFTSFÜHRENDER GESELLSCHAFTER
W+W HOSPITALITY GROUP UND KURATORI-
UMSMITGLIED **DEUTSCHE AIDS-STIFTUNG**

For more than 30 years our professional and social paths have crossed. With deep respect I was able to follow the development of your company within this time. Your brand policy is unique in Germany. It is today like it is with Coca-Cola worldwide: If somebody would put an orange and a black line on a wall, probably every child in Germany would associate it with your company. I wish you and your employees many more successful years.

Jean Remy von Matt

CEO, **JUNG VON MATT AG**

I have gotten to know many companies from the different branches during my more than 30 years as an advertising consultant. But no one thinks and acts so innovatively, demands creativity and drives like Sixt.



Ralf Teckentrup

PRESIDENT **BUNDESVERBAND DER DEUTSCHEN FLUGGESELLSCHAFTEN (BDF)**, MEMBER OF THE BOARD, CHIEF OPERATING OFFICER **AIRLINE GERMANY** AND MEMBER OF BOARD OF DIRECTORS **THOMAS COOK AG**

Regine Sixt represents Sixt AG and Sixt AG thrives on the strong leadership of Regine Sixt. And it is not just the striking and award-winning marketing campaigns that prove what an exception she is in the business community. She has been awarded many honours over the years and last year, was elected the „Woman of the Year“ in the „World Travel Awards“. With Condor

working as a Sixt partner and as a long-standing friend of the family, I feel qualified to say that this is totally justified. But it is not just her business acumen that identifies Mrs. Sixt as an outstanding entrepreneur. Her commitment to children with the Regine Sixt Children's Aid Foundation shows that she takes her responsibilities in society seriously and is aware of her position as a role model. Children are our future and we cannot invest too much in it. You set the course for the future of your company in your ATC Meeting. I am convinced that the creativity of Regine Sixt will ensure that you all have a future and that next year, you will all be celebrating the successful, 100-year anniversary of the company.



Sevilay Gökkaya

DIRECTOR MARKETING & PR, **CITROËN GERMANY**

We are proud of our partnership with Sixt as this is much more than just normal rent-a-car business. Besides joint advertising we are also looking forward to the cooperation in Citroen's new mobility-project „Multicity“. In addition to that we also like to give honorable mention to the charity activities of Sixt, we are happy to contribute to this commitment with common activities and looking forward to future common projects.

Michael Aufhauser

ANIMAL RIGHTS ACTIVIST AND FOUNDER, **GUT AIDERBICHL**

The Aiderbichler and Michael Aufhauser would like to sincerely congratulate the Sixt AG on its 99th birthday.

The contact to Regine Sixt goes back to the year 1972. At the time, Michael Aufhauser was involved in tourism and Sixt rent a car was already a worldwide company and a real role model. It is inconceivable that this already successful company from that time has been unrelentingly growing and strengthened.

We at Aiderbichler are above all impressed by the company culture. The brilliant innovations do not only benefit a successful company, but also children in need and the many projects for people. We are all the more pleased, that Regine Sixt also cares for suffering animals, like in every area. She notices frailty, even a „black sheep“, and takes action.



Greetings!



KARISMA KAPOOR, FAMOUS
MOVIE STAR IN INDIA
AND WIFE OF SUNJAY KAPUR

Said Dr. Surinder Kapur

CHAIRMAN AND MANAGING DIRECTOR **SONA GROUP**

As leading Asian player in the automotive components business, it was the Sona group's endeavor to launch the full range of mobility products under the „Sixt“ brand as world wide, „Sixt“ embodies the „spirit of mobility“. Our Mission is to be the leading vehicle rental and leasing company in India by 2010. Already after one year of operation fleet could be increased to more than 1,000 cars, both renting and leasing. India is one of the fastest growing economies in the world today with still largely untapped business and tourism potential. Sona Mobility Services will herald a new era in terms of customer loyalty in the country by providing world class service experience to Car Rental & Leasing customers by drawing upon the best practices of brand „Sixt.“

„Sixt“ believes in thinking global and acting local which will drive our brand strategy.



Joachim Hunold

FOUNDER AND MEMBER OF THE BOARD OF DIRECTORS, **AIR BERLIN**

Although the partnership between Sixt and Air Berlin has only existed since 2005, even in this brief period of time we have experienced how strong a partner we have at our side. Sixt, like Air Berlin, has accomplished a real success story. From a small business managed by one person to a successful provider of hire cars that is well-known far beyond the borders of Germany. Such parallels unite. Despite its present size, Sixt is still able to implement exciting campaigns together with us flexibly, promptly and in an unconventional way. Thanks to the interesting prices from Sixt, we are able to submit individually tailored and reasonably priced offers to our customers. In addition to the outstanding partnership, we would like to emphasise the involvement of Regine Sixt with her foundation „drying little tears“. Every successful business should make a contribution in social projects. In this regard, Air Berlin supports Mrs Sixt with flights. We congratulate the company Sixt, Mr and Mrs Sixt and all employees on the company's anniversary and show our respect to them for their work. We extend our thanks for the excellent working relationship.



Dirk Gerdorf

PRÄSIDENT **GESCHÄFTSREISEVERBANDES VDR** AND
GLOBAL TRAVEL MANAGEMENT **SAP AG**

Today it is not traceable anymore when the partnership between SAP and SIXT, both market leaders in their industry, was established but I guess the starting point must be very long ago. Nevertheless this partnership always was very successful and primarily based on mutual trust, target-oriented support and a short decision making process. Although negotiations were carried out year by year in a tough manner a fair result could be achieved always in time and partnership. In addition the entire

staff at the SIXT locations in all affected countries enabled our SAP travelers to be mobile at all times. This was not always easy as not all SAP travelers were able to handle the rented car in the correct way. Using the reverse gear e.g. on a highway at a speed of approximately 150 km/h may lead to serious damages but even so the appropriate driver was provided with a new car shortly without problems, always considering fair treatment also in regards to financial terms.

Many technical improvements, which were promoted by SIXT over the last years, revolutionized the whole rental car business and also led to internal process optimization at SAP. One of the most legendary integral parts of the SIXT philosophy of course is certainly the way how car rentals are upgraded in many cases. Both, process optimization as well as given financial benefits helped SAP to increase efficiency in regards to business travel related costs during the last years. This success story surely will be continued and maybe one day SIXT's total rental car revenue, produced by SAP and other customers around the globe can be managed with the help of ERP software, designed by SAP."

Shawn McGhee

UNITED AIRLINES, MANAGER,
PARTNERSHIP MARKETING,
US AIRWAYS DIVIDEND MILES

US Airways is proud to partner with Sixt. While our partnership is still very young, it is growing every year and represents an important and strategic partnership for US Airways as we continue to expand across Europe. Sixt continues to impress our members with their extensive fleet of premium and high-end vehicles and superb customer service. US Airways looks forward to working together with Sixt for many more years to come.



Greetings!



Christoph von Tschirschnitz

VICE PRESIDENT FLEET, CORPORATE AND DIRECT SALES, BMW GROUP

We are very happy to congratulate SIXT on their birthday! The BMW Group is proud to be the long-term, strategic partner of SIXT around the world. Now, in the final days of November, we have again extended our partnership, which will include the delivery a total of 100,000 vehicles from the BMW and MINI brands over the next five years as well as comprehensive, very attentive and creative marketing programs. The last few years have been marked by many, wonderful successes under the “SIXT loves BMW” campaign. Together, we have achieved great things for both companies. This love re-

lies on sharing and is constantly being strengthened and revitalized through shared accomplishments. High praise has been earned by SIXT’s family members entrepreneurial, courageous management style and decisive souls, who we have encountered over the course of our collaboration. This composure in management and the high degree of customer orientation of all of the SIXT co-workers guarantee SIXT’s success in marketplaces around the world. We wish SIXT, as a company, and all of its partners a successful future and are very happy to continue working with you.

Simon Vincent

AREA PRESIDENT OPERATIONS EUROPE,
HILTON INTERNATIONAL

„Strong, relevant and supportive industry partnerships are a key part of our strategy as we work toward our mission of being the preeminent global hospitality company, and Hilton Worldwide has had SIXT by its side for more than 10 years. This is a great cooperation which sees our guests able to enjoy not only great hotels rooms but the fantastic deals and flexibility available from SIXT - ensuring they can make the most

of their business or leisure travels. With more than 198 hotels and seven brands across Europe in 30 countries, we look forward to further enhancing our relationship and thank all team members at SIXT for their wonderful support throughout the years.“



Bernard Kuhnt

DIRECTOR EUROPEAN OPERATIONS,
JAGUAR CARS LIMITED



Jaguar shares with Sixt the spirit of respecting the own heritage while looking forward and continue to write the company’s history with enlightened innovations. We appreciate Sixt as a strong brand with outstanding marketing initiatives which clearly stand-out and call attention. Therefore Sixt was our first choice to accompany Jaguar during the launch of the all-new Jaguar XJ in Germany. With the objective to increase the awareness and generate familiarity for the all-new Jaguar XJ Sixt is bringing our new flagship in touch with demanding business travelers who savour a new driving experience and have a fresh look on Jaguar. We wish Sixt all the best for many successful years to come.

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.

“Barbados’ tourism officials have identified Germany as one of the key countries in the European market.”

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 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. 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



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.

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.

Greetings!



Michel Friedman

FORMER VICE PRESIDENT OF THE **CENTRAL COUNCIL OF JEWS IN GERMANY**, LAWYER AND TV ANCHORMAN, **N-TV**

Regine and Erich Sixt are truly middle class people who have boldly and successfully established an exceptional concept in the face of considerable competition. Together, they make for an extraordinarily emancipated pair..



Ben Becker

ACTOR, **"JEDERMANN"**, **"COMEDIAN HARMONISTS"**

Regine Sixt is an unbelievably humorous person. I'm always pleased to see her coming through the door. You tend to know so many people at events, but there are very few with whom you feel right at home. Regine Sixt is one of them.

Iris Berben

ACTOR, **"DIE PATRIARCHIN"**, **"KRUPP – EINE DEUTSCHE FAMILIE"**

For me, Regine Sixt was the first power woman – and at the same time leads an extremely active life. She and her husband turned Sixt into a renowned German brand.

Yes, Sixt is an icon.



Klaus Wowereit

GOVERNING MAYOR OF BERLIN, **SPD**

Regine Sixt is a fascinating bundle of energy and an endless source of ideas that should've been adopted years ago. She charms everyone with her captivating personality and as an entrepreneur insists on making changes and improvements as soon as humanly possible.



Matthias Wissmann

PRESIDENT, **VDA**

A global company, customer-friendly and highly competitive: for almost a century, Sixt has been a genuine success story with its consistent orientation on service and entrepreneurial farsightedness. And for many people Sixt means experiencing the freedom of the automobile world-wide!

Leslie Mandoki

SINGER-SONGWRITER, COMPOSER, PRODUCER, **"DSCHINGHIS KHAN"**; **RED ROCK STUDIOS**

Destiny sees to it that people who make a difference, whether in the world of art or business, find their way to each other. That was the case when I met my queen of communication and the heart for the first time many years ago at a charity event, where her profound dedication to needy children moved me considerably.

We musicians fight to newly define the balance between form and content on a daily basis. Regine Sixt is the epitome of this balance. Clear visions, the strength to pursue them, warm-hearted, and at the same time intensive in the way she communicates. With the feet of a marathon runner and the heart of a heroine, she fights as an entrepreneur at the side of her husband with a level of success that is equal only to the warmth with which she helps people in need. As a friend, she's available 24 hours a day, seven days a week.

By exhibiting courage in times of despair, showing her colors in dark moments, and radiating strength when others falter, she demonstrates that "a dreamer is not a fool," as I wrote in one of my songs. She has the strength to turn her visions into reality.

Congratulations to the double jubilee!

Congratulations to four generations of Sixt!

Congratulations for the next future by this leadership.



Greetings!



Gady Gronich

DIRECTOR GERMANY & EUROPE, **HADASSAH**
INTERNATIONAL MEDICAL RELIEF ASSOCIATION

Hadassah International, a global network of men and women spanning five continents, supports the Hadassah Medical Center, a Nobel Peace Prize nominee, renowned for providing universal health care without discrimination. I believe that Hadassah's global healing and Mrs. Regine Sixt's broad humanitarian efforts make us natural partners in our cooperation and in the pursuit of a healthier, better educated, and compassionate world. I am very honoured and proud to have Regine Sixt as the Chairwoman of Hadassah's Board of Governors in Germany. Due to the highest level of her humanitarian services she was honoured with the Hadassah "Citizen of the World" Award 2010 in Jerusalem. Hadassah International and the Hadassah Medical Center are so grateful for Mrs. Sixt's generous contributions and personal commitment to projects dedicated to children's health-care and poverty alleviation within our medical complex in Jerusalem. My best wishes for success as she continues her efforts on behalf of the Hadassah family worldwide.

Oliver Bonke

SENIOR VICE PRESIDENT SALES & MARKETING,

STARWOOD HOTELS & RESORTS – EUROPE, AFRICA & MIDDLE EAST

Like Sixt, Starwood Hotels & Resorts has grown internationally at a dynamic pace to assume an industry-leading position in the travel industry. Known by travellers as having some of the most compelling brands in the business, Starwood has re-shaped the hotel experience by focusing on innovation and design to offer guests truly memorable hotel experiences.

Starwood's history of innovation dates back to the late 1990s when we launched W Hotels in New York. Dubbed the first 'style hotel brand', W broke through the clutter of conformity by offering a unique mix of innovative design and passions around fashion, music and entertainment. After 10 years of proven success in the USA, W Hotels is now becoming a global phenomenon with flagship new W Hotels opening in London, St. Petersburg and Paris in 2011 alone. Starwood is also known for our award-winning loyalty programme, Starwood Preferred Guest (SPG). SPG, which was launched in 1999, revolutionised the industry with its 'No Blackout' policy, which means members can redeem their points wherever and whenever they want.

It is Starwood's history of innovation, combined with a high standard of quality and service, that makes Sixt the perfect partner. We share many customers and I have no doubt that these synergies will benefit our clients and ensure the long-standing success of this great relationship.

I look forward to working with Sixt in 2012 and far beyond!



Travel Industry Highlight 2010: Regine Sixt and the Sixt Team with the Best Stand Awards at World Travel Market.

WORLD TRAVEL MARKET UNVEILS BEST STAND AWARDS!

Exhibition stands have been singled out as bigger, brighter and more interactive than ever before according to a panel of industry experts unveiling the Best Stand Awards at World Travel Market in London, the premier global event for the travel industry, today (Tuesday 9 November 2010).

The judges for the WTM Best Stand Awards were: Bill Richards, Senior Partner at Tram Research; Paddy Power, Group Sales & Marketing Director, Early Action Group, Jim Curry, Marketing Communications Manager for the Association of Event Organisers and Bianca Williams, Professional Development Co-ordinator at ABTA.

The panel praised exhibitors for the innovative approach taken to stand design and use of space stating that the job of picking the winners had been tougher than ever before because of the high standard from participating companies and organisations.

Despite the stiff competition judges managed to agree on six overall winners under the following categories: Most Innovative Stand Within the Technology & Online Travel Region – evolution, TT140. Judges described the

stand as a good mix of demonstration areas and meeting space and praised it for its effective use of space. The panel also said the stand was eye-catching with strong, colourful branding and employing a good range of devices including plasma and LCD flat-screens as well as laptops.

Best Stand for Interacting with travel agents - Maldives Tourism Promotion Board, AS340. The stand was praised for its layout including areas to drop by and pick up brochures as well as an upstairs breakout area for more serious meetings. The knowledgeable and helpful team was also singled out and overall the stand was described as 'approachable and easy to interact with'. Best Stand Personnel – Sixt Rent A Car, GV355. The Sixt team was recognised for its friendliness, interacting with visitors as they walked up the aisles. The brightly-coloured dress was also highlighted for creating cohesion between the brand and the team without putting them in more formal uniform.

Best Stand Feature - Abu Dhabi Tourism Authority's Saadiyat Island, ME100. Judges were impressed with the 3D model of the project combined with an

interactive touchscreen device providing images and additional information on each individual element. The panel also praised the staff on-hand to guide visitors through the technology.

Best Stand for Doing Business – Turismo de Portugal, EM900. The destination's use of individual pods was highlighted for being well-designed, with high quality imagery and easy to navigate in terms of getting down and doing business. The design also allowed for privacy while remaining accessible.

Best Stand Design – Switzerland Tourism, EM600. Switzerland was praised for effectively combining good individual booth design, presentation of brochures and the recognisable elements representing Switzerland, all framed against a contemporary backdrop. Judges particularly drew attention to the attractiveness of the giant snowglobe. World Travel Market Chairman Fiona Jeffery said: "We're delighted to see such high quality exhibition stands this year. Travel companies and tourism organisations have once again raised their game to create bright, attractive and more importantly, interactive, environments to draw people in and conduct some serious business."

Messages from 105 countries of Sixt

SIXT ALBANIA

Adriano Jance, General Manager

It's been a pleasure working for Sixt Albania since 2004, and it's a pleasure to be able to tell you, how much I appreciate all the good support all the Sixt team gave me for the time being on both a professional and on a personal level.

It is not easy to satisfy all customer needs, it takes a lot of hard work to please them, especially in the period Albania is passing through, but in the end you feel proud of what you have done.

I did put and still continue to put all my efforts that our business can achieve good results for the years to come and still hope that Sixt team support will be continuous.

I take the opportunity to write to all international Sixt colleagues my warm Christmas & New Year wishes „May happiness brighten your days, and Prosperity greet you in your ways, may Success be with you... in everything you do! Sixt Albania

SIXT ARGENTINA

Juan José Craviotto, Chief Operation Officer

Argentina joined the Sixt family 12 months ago, as we started our operation in Buenos Aires on December, 2006.

Our business has grown steadily during this first year. We opened our second location in Córdoba and we are closing 2007 doubling our initial fleet. We expect to continue opening new locations and double our fleet again next year. We received constant support from Sixt headquarters, assisting and assessing us whenever needed. We participated in the Alligator Summit in Miami, last October. This was a productive meeting that helped us to strengthen the relationship among the Sixt members in America. We have a good opportunity to grow our business within our countries, with similar ways of life and cultures, and need to work together to attain this objective.

It had been somewhat difficult to grow our outbound business so far. There is a fierce competition on rates, and we were not competitive even in natural markets for us like Spain and / or Italy. The Sixt name is new in our country and we need to work on brand recognition in the next years. From Argenti-

na we wish the whole Sixt family a very, very successful 2012!

SIXT ARMENIA

Arthur Davtyan, General Manager

At the very first impulse I can say I feel great for being a member of a big family, of Sixt family. Thwt we have now and I feel also great responsibility because I can't let them down. And, most important of all, I do feel happy and elated when I remember the bright orange color and the uniforms and the logo and desks, smiling and polite atmosphere that Sixt can create in its branches. In some sense I feel self-confident as the knowledge I get by working for Sixt will accompany me all my life.

I wish Sixt many many prosperous years ahead, financial and economical growth. I hope that one day all the franchise countries will strictly follow Sixt standards and Sixt will become *Number 1* car rental company in the entire world.

SIXT AUSTRIA, SIXT SWITZERLAND

Christoph Beisheim, General Manager



Sixt? Never heard of it??? In 1990, a car rental company was looking for temporary help students in Göttingen (in northern Germany). Although I have never heard of the company, I applied for the job, got it and from then on I was part of an incredible success story. First the competitors only had a contemptuous smile for us, but middle of the 90's, Sixt became market leader in Germany and was on its way to being a leading international service provider.

From the beginning it was different working for Sixt, I met odd people in a very positive way. Highly motivated, all of them very proud being a member of Sixt and helping to be „ahead of the pack“... The employees have different functions but are not of different value, they are all part of the family and infected by the spirit of the company

After working in different responsibilities,

I am General Manager of Austria and Switzerland since more than 4 years. The mixture of innovative products, highly motivated employees, the possibility to react in an unconventional way to the shift of the market and of course being integrated in a worldwide network, makes Sixt for me „the best Car Rental Company“ I can imagine. I am, and I don't want to get too emotional, very proud to contribute my share...

So, Sixt? Never heard of it? I'm sure, nobody will say that again!

SIXT BAHRAIN

Ahmed Bin Hindi, Managing Director



Sixt with its many years of experience has established itself as the market leader in the car rental business offering customers impressive world class service with top quality value for money products”, said Mr. Ahmed Bin Hindi, Group CEO of the A.A. Bin Hindi Group.

Sixt offers its customers the little extra that makes all the difference. Satisfying customers with top-quality services at excellent value for money is our goal. Bin Hindi Group's partnership with Sixt would continue to provide innovative tailor-made mobility solutions that benefit customers and meet their needs smoothly in Bahrain”.

SIXT BALTICS

Arnīs Jaudzems, Managing Director

Our company was aiming for Sixt already for years. We were doing well in the Baltic States – Latvia, Lithuania and Estonia – but we wanted to become more international. Sixt was the brand we love the most because it corresponds to our ideas and visions. Sixt is customer oriented, fashionable, new technology driven and independent.

However Sixt already had a franchise partner in the Baltic States. In 2010 the old partner closed its car rental operations, and we were proud to become a new member of Sixt family. Now all the customers in the Baltic States can receive the full range of mobility solutions – from rent a car services to leasing and fleet management. As a member of Sixt we are expecting to increase our market

share by combining international customer base and brand awareness with our local experience. Our target is to be the number one in the Baltic States - when somebody is seeing orange, the first impression must be “it's Sixt”!

SIXT BOSNIA-HERZEGOVINA

Edin Husejnovi, General Manager



Starting from February 2010 private and business clients are able to enjoy even more Sixt offers in Southeastern Europe. We are based in Sarajevo and glad to be the new Sixt franchise partner in Bosnia and Herzegovina. Together with our local partner we are covering the most important spots in regards of tourism and economic importance. We are welcoming our customers in 7 branches in Sarajevo, Banja Luka, Mostar and Tuzla.

With 6 months of experience we must admit that the type and amount of business that we are receiving as a part of the great Sixt network goes high above our wildest dreams. We are sure that we were bridging the gap toward our neighboring countries in the Southeast of Europe already and we are looking forward to serve our customers with excellent service and high quality cars.

SIXT BRASIL

Paulo Gaba, Managing Director



Let's celebrate!!! All the family is reunited at home for Christmas! Grandpa is 95. He tells us about all his experience in life and guides our steps. We also want to celebrate the success of the young relative, who is 10 but is already famous worldwide. We are proud that the family is growing and our surname says it all.....Sixt is a synonym of growth, power, globalization, trust and faith worldwide. International news that I watch immediately remind me that it might be a Sixt country and I pay attention to it. I feel like having relatives everywhere...big family in a small world.

Whenever I introduce myself I add my new surname.... I am Paulo Gaba von Sixt.

SIXT BULGARIA

Magdalena Saykova, Corporate Director



As a franchisee for Bulgaria, it gives us a great pleasure to be a part of the Sixt Family. For eight years now we have been working together, growing together and developing together. It was a remarkable period of hard work, achievements and success.

Being franchisee of Sixt for Bulgaria made us start a series of continuous innovations, that helped us to serve our customers better, and doing so, drive our way to industry leadership. Today, we are expanding together the boundaries of innovations further by becoming franchisee of Sixt limousine service.

After all these years of close co-operation, and thanks to the knowledge and know-how of the Sixt team, we can proudly say that even the most demanding travellers, corporate travel managers or travel agents count on us for the highest level of service and reliability in Bulgaria and worldwide thanks to the kind support and long lasting experience of all Sixt corporate countries and franchisees. We are proud to witness the fruitful results that followed our efforts and are honored to be part of this process.

Avail ourselves from the opportunity to wish Mr. Erich & Mrs. Regine Sixt and their family continuous success for the coming year.

SIXT COSTA RICA

Alex Jensen, Managing Director



It has been more than a pleasure being part of the Sixt family. The Sixt people, professionalism, creativeness, teamwork and solid goal oriented minds are the main reasons why we are confident in our future behavior and benefits.

We made the right decision; we are convinced we chose the best family to be part of, reason why anybody can expect back our

support and friendship at any moment... after all, surely our customers will sense what I call, the Sixt atmosphere, then feel comfortable and remain loyal

SIXT CROATIA

Daniel Drenski, General Manager

Like the start of a famous song: „Words don't come easy to me...“, it is very difficult to describe all the feelings and my personal experiences with Sixt.

I have been working for Sixt Croatia from the beginning or from 2001. Since that time I have met a lot of wonderful and understanding people and my main goal was to transfer all that kindness and understanding to our team and to the customers working with our company.

It was not an easy goal at all, but time was my co-player. I feel great satisfaction being a member of the Sixt family and it makes me really proud.

My work fills me with great professional satisfaction and brings me joy that I can easily channel to other aspects of my life. It makes me a better friend and a better co-worker too. Not many people are blessed to be a part of such reliable team and future sure seems brighter when you have such an opportunity to show all your abilities freely and make it real.

I can just ask all our colleagues to act the same way I did and they will feel the same. My best wishes to the complete Sixt network in 2012.

SIXT CYPRUS

George Mavrovouniotis, Managing Director

I have to say that I feel that the association with Sixt is more than just a partnership; it is more like being part of a family where everybody is united with a common objective. The objective being to enhance the name Sixt wherever we are located by quality of our product and a friendly welcoming smile to all our customers without whom we would not be here. I am always appreciative of the backing and support and indeed the helpful advice that we receive at all times from the corporate headquarters. I feel that being a member of Sixt is of paramount im-

Messages from 105 countries of Sixt

portance to both our own local growth and also to the continued expansion of the Sixt name, long may it continue.

SIXT CZECH REPUBLIC

Frantisek Paces, Managing Director



Sixt brand is giving us a nice chance to be a leader of the international market. It is only up to us, how we identify ourselves with the high standard of services and how we help to cover the globe and built the customer loyalty over all countries. Sixt Czech Republic tends to follow more and more details of the model which Sixt has established for themselves and use successfully.

The synergy of services is the most important USP. To win the international tenders and act local with the needs of customers, especially corporate customers is a must!

We are very proud to be a member of major Sixt Family for 13 years!

SIXT DENMARK

Kasper Gjedsted, Marketing Director



Being part of the Sixt rent a car family is like being member of any other family...for better and for worse: We laugh together, we cry together and we work hard together. But at the end of the day we could not live without being part of that family.

SIXT DOM REP

Ney E. Deschamps P., General Manager



There is no way to explain what it feels like to be part of Sixt. In October 2005 we began to chart the path to success when for the first time in Dominican Republic the doors of our prestigious franchise Sixt rent a car opened. It fills me with a lot of the satisfaction and pride to be able to say anywhere „I am a worthy representative of the great family Sixt,“ because it is that we feel like a big family. In the short time we have been part of Sixt, we

have seen the tremendous growth that Sixt AG had globally. And above all the great empathy that we have had with other countries, I want to thank all for the support they give us every day each and every member of Sixt AG as well as other Sixt franchises in different countries and the confidence placed in us and the great interest that we can grow as a company, I am sure that in coming years there will be more countries Sixt members. The experience with Sixt every day makes us feel like better professionals and better human beings and encourages us to give our best to continue on the path of success. I emphasize the great human qualities that we perceive in the Sixt family, in the figure of Mrs. Regine Sixt, where with all the love in the world to help those who have nothing, and this great gesture tells us every day „yes we can,“. Thank you for teaching us that there are people who need us and that we can help. On behalf of Sixt Dominican Republic we want to wish all our Sixt family globally a prosperous year 2012 which we hope will come loaded with many goals and challenges that we can achieve and especially peace for all.

SIXT EGYPT

Mohamed Abou Ghaly, Managing Director



The first two words which came to my mind when I was first asked what I feel about being a Sixt member.

My believe that it's more than a partnership it's being a part of a family. This spirit takes us to a different world of inspiration and innovation so we can be a good family member adding value and glamour to the always shining name of „Sixt“ worldwide.

Year after year the Sixt family is growing which means more business and keeping growth that is very important to have a healthy profitable operation. Mr. & Mrs. Sixt always inspire us with their high spirit & consistency. This gives us the passion & motives to challenge ourselves towards new success wishing them all the best of health & future. Can't wait to see how big & successful „Sixt“ is in the future which I am certain of by what I'm seeing now.

On behalf of all „Sixt Egypt“ team I real-

ly thank each and everyone contributing to „Sixt“ ongoing global success.

SIXT FINLAND

Seppo Sariola, General Manager



I've been working with car rental for many years being in charge for development of the market leader in Finland. From this perspective I have been following the development of SIXT in neighboring countries and of course in Germany. I must admit that during all these years I have been jealous (!) for what Sixt has accomplished. Strange feeling, totally unknown to me before. So, why being jealous? Maybe because ...

... Sixt is so proactive and professional;

... Sixt really is a nontraditional car rental company;

... Sixt marketing and advertising beats all competitors with a score of 5-0 ;

... Sixt systems overrule all DOS based main frame systems in terms of efficiency and user friendliness;

... Sixt simply is different from all the others! With these (high) expectations in my back head I chose to join Sixt after being away from car rental business for 2,5 years. My first impression is that I have not been jealous all these years in vain! It really is impressive how processes are planned and documented at Sixt.. However, it's not just the manuals and processes which makes the difference, it's the people. The devotion and entrepreneurship has been present all day round. Even if Finland is a tiny country the people at Sixt Franchise Department has really been going the extra mile for helping us to restructure the Finnish operation. As an “internal customer” to Sixt franchise I am very pleased. Our job now is to pass this same level of customer satisfaction to our end users, to our external customers. This is the way we ensure profitable growth for Sixt in future. This is what we have been committed for.

SIXT FRANCE

Jean-Philippe Doyen, President Sixt France



For me Sixt is not simply a company – it is a philosophy – a philosophy of success. When I started at Sixt, 1st April 1991, Mr. Pätsch sent me to Cologne as a regional manager for 6 stations. Upon my arrival, the current branch manager at Cologne, the „king“ of one of the biggest stations, handed me a car key and advised that my office was 200 meters down the street. I made my way to the „office“ – an empty room with only a telephone!! I didn't know if I should laugh or cry – So I decided to laugh and the next thing I did was to phone Mr. Pätsch and ask him if I could buy a desk and a cupboard – which he of course agreed!

This experience was valuable and from then on I often started from nearly zero, taking over new opportunities and trying to make the best of what I had taken over. That's the Sixt philosophy for me: take the chance, embrace the opportunity, take every chance and make the best of it. Everybody, every partner who has the will and ambition to succeed with Sixt has made the right choice. Congratulations to Sixt for 24 years of prosperity in Europe. And I'm certain; We will achieve our goals in the „forever young and dynamic Sixt style“ also in the next 24 years.

SIXT FRENCH GUYANA

Mrs. Monique Carasso, Managing Director

Far away and still very close - French Guyana. Well known in Europ as the centre of the European Space Program. With Sixt French Guyana we are able to serve not only leisure customers but we can serve also our EADS corporate business in [<http://en.wikipedia.org/wiki/Kourou>], the European Space Ship Port.

SIXT GREECE

Stamatis Mouzakis, Managing Director

*SATISFACTION in our cooperation
POWER+STRENGTH for the brand name
ENTHUSIASM with our vision
PIONEER ideas and innovation
RESPECT in people and environment
PERSISTENCE in quality and results
TRUST in our strength*



After the foundation of Sixt Greece in 1998, we created a target to approach the demands in order to introduce „Sixt“ in the Greek Market.

By this effort, we wanted to have Sixt Germany as a model partner and supporter. Through all these 10 years we have succeeded to approach and to materialize your expectations in maximum, stepping on strong bases.

We hope to achieve even more in quality, with good communication and vast organization of our company with successful results. We have the spirit and the strength to continue our efforts for our best achievement in your demands in quality standards.... We wish this cooperation to continue with a maximum intension for the benefit of both parties by keeping „Sixt“ as a leader in the car rental Market.

SIXT GUADELOUPE

Heinz Verhaegh, Managing Director

As German, I've always had the greatest respect for Sixt. What a reward for me when I entered this big family to which I have the feeling to belong, and evolve in this internationally renowned group. As an expression of our trust and our commitment to Sixt, we invested heavily in a modern structure which we wanted to be one of the finest of Sixt. Its long experience since more than a century comforts us and gives us more value towards our growing clientele. For all these reasons, my family and I constantly strive to guarantee Sixt Label, which is worldwide renowned for its seriousness, its rigour, its kindness and its service. We do wish to thrive and to be accompanied by Sixt for this second century in perfect harmony.

SIXT HUNGARY

Dévai Gábor, Managing Director



We, the Sixt team in Hungary are proud to be part of a continuously growing, dynamic and innovative group of companies with an entrepreneurial approach. We firmly believe that if every member of the Sixt family makes an effort every day to continuously improve the quality of our services, and constantly strives for innovation, Sixt can evolve into the biggest and best global service provider in every area of its operations.

The Sixt Hungary team works hard to achieve this goal.

SIXT ICELAND

Gudmundur Orri Sigurdsson, General Manager



Sixt is a fast growing name in the car rental industry which we are proud to be a part of. Sixt has a reputation of being edgy and bold with an excellent service, great product and professional atmosphere. Our expectations with Sixt are to grow in a healthy and stable manor and improve our service to meet our goals to proudly represent Sixt in Iceland.

SIXT INDIA

Sunjay J Kapur, Vice Chairman & Managing Director



In 2005 we decided to diversify into the service sector and identified the car rental and leasing business as an opportunity that was most suitable for us. We could not have chosen a better partner than Sixt. From agreeing to become partners to signing the franchise agreement to starting operations in India, we continuously had the support of Sixt and it was because of this that we were able to set up and get going in a record time of five and a half months. The team at Sixt is a wonderful and young team with great energy and passion for the business. It is this energy and passion that helps

Messages from 105 countries of Sixt

drive the business and has resulted in the growth of Sixt globally. From the largest and fastest growing car rental company in Germany to the largest and fastest growing car rental company to the world is where we are heading. And this will be achieved because of the dedication and commitment of Sixt and all the partners. This is the road that we will create together.

On this 12th anniversary of the AGM I wish the Sixt family in Germany and around the world all the best wishes and look forward to another 100 years of great growth, commitment, passion, and dedication.

SIXT IRELAND

Conor Kelly, Managing Director Sixt Leasing



Here in Ireland we are delighted to join the Sixt family representing all their leasing products. The Sixt brand is very well known in Ireland and symbolizes excellent customer service and great value for money. We partnered with Sixt because of the strength of its brand and the quality of its people. Ireland is known as the "land of welcomes" and we include this approach with all of our dealings with customers. This combined with the SIXT philosophy of drive first class, pay economy provides for a very strong customer offering in Ireland.

SIXT ISRAEL

Victor Doron, Operations Manager, General Deputy Manager



As one of the first to join Sixt international back in the year 1998 I would like to express my deepest appreciation for Sixt international and for the people who are leading Sixt international with ongoing success – Mr. and Mrs. Regine and Erich Sixt.

From the very beginning of our business relationship it was clear to me that this will be a huge success. The late Mr. Razi Gaoni, god rest his soul, which initiated a contact between Sixt Germany and reliable Israel about 10 years ago in vision that this would

be a long and fruitful relationship for many years to come between very dear and Israel loving people and Sixt Israel.

Sometimes as we, business men, create a new business we often sit and think on what was and what will happen and what profit we will gain but this trend turned out to be a totally different case in the last 10 years: Sixt employees are like father and mother to us caring and helping Sixt Israel in every possible way.

As a review the last 10 years of mutual activity I can only deeply praise the entire Sixt international staff, special blessing must go to the franchisee department and the head of the franchisee department Mr. Detlef Krehahn for the dedication and professional service giving to us by Mr. Detlef Krehahn and his team. Even if we sometimes have unusual requests they will always help us solve any problem may be. A special thank to all country managers in all 85 Sixt international countries for their help, support and great service which results in finding a solution to all the problems of the Israeli customer.

Last but not least a very big thanks to Regine and Erich Sixt and of course to Atalya and Shlomo Shmeltzer. Had it not been for them we would not have Sixt. Only the vision of great people like you has brought us all to be on of the largest and the leading car rental companies in the world.

Shlomo Shmeltzer, Shlomo Group

Shlomo and Sixt started their business relationship back in May, 2002. Shlomo Company has come a long way since we first joined Sixt international, and began to work closely with them; we have improved in every aspect, and Shlomo Company today is a totally different company than we were 5 years ago. In the past 5 years, Shlomo Sixt has phenomenally expanded and grown over 100 percent, making us the leading and biggest company in Israel today. With a fleet of about 12,000 cars for rental and about 40,000 cars in leasing, we at Shlomo Sixt believe in long term partnerships, responsibility, reliability and professionalism. We, all Shlomo Sixt staff and employees, are deeply committed to the continued success of Shlomo Sixt. I would like to congratulate Mr. and Mrs. Eric and Regina Sixt for a truly amazing breakthrough and their phenomenal success at turning Sixt into one of the leading rental and leasing companies in the world.

Your success is our success! May our prosperous cooperation continue for many more years to come.

SIXT ITALY

Salvatore Vinti, CEO



Our first feeling? 10 years in Sixt International literally flew away! Since the beginning we have been supported from the solidity of company structure and driven from its contagious dynamism. The open-minded environment helps you to propose and accept new ideas and more and more interesting challenges. You have the definite feeling that „to give and get feedback,, is part of company DNA and let you to constantly improve. International meetings as well as the meetings focused on specific local issues and the daily exchange of information have strengthened a membership sense that by this time follows us even outside the working environment to become the real pride of „being Sixt,,. These feelings also spread among individual employees. The „white-hair,, ones see their own experience fully appreciated and emphasized; the „young,, ones feel they can rely on safe hands and on horizons on which project their own vitality.

Nowadays, to rent a car, accepting the challenges of international markets, means to place a series of more and more complex and attractive products where organization, safety and quality play a major role. But, may be, what is even more important is the style, the ability to give who rents Sixt the sensation of a good-team and efficient company focused to the full satisfaction of the customer. These feelings cannot be pretended; on the contrary they arise only as effect of the actual company reality. We can then say that our company is ready to take the challenge of the „global customer,,.

Only one last consideration from Salvatore Vinti: To join Sixt 10 years ago represented for me to enter the international business world and, above all, the opportunity to meet people from all countries with different cultures, habits, behaviors, and ways of making deals. Not only that, I learnt the tolerance and to listen to everybody in order to understand other's minds and realize at the end of the

day that different cultures, languages and behaviors share the same high values of respect and fairness. We can always find the right solution even in the most difficult challenges. In conclusion, after 24 years in Sixt International, the most exciting feeling is that we drove a long way together, but we want more than ever to push forward together.

SIXT JORDAN

Humam Safi, General Manager

It has been less than a year now that we have joined the Sixt family and I will not exaggerate by saying that despite that our group has been in the rent a car business for 14 years and we thought we know all about it ... the Sixt team came and introduced us to a totally new, smart, professional and colorful side of the business.

Working with the Sixt team especially Michael Krikken, Stephan Bredenkamp and Detlef Krehahn is a true pleasure... We consider them as friends, consultants and true partners!

We are happy to be a member of the Sixt family and look forward to our first AGM. All the best from all of us here in Abu Khader Group in Amman - Jordan.

SIXT KOREA

Kim Sung Yun, President



All the members of Sixt Korea are very excited and feel very much reassured having Sixt as a partner. We, Hi Rent A Car, have so far been operating in

Korea quite successfully already having established a network of 18 locations and now we gained an opportunity not only to grow nationally but also to become an internationally-renowned car rental company.

With the strong image of Sixt Korea and precisely forecasted plans, we are so much confident that we can accomplish the target turnover with an outstanding increase each year and become one of the top 3 car rental companies in Korea.

We have chosen to be a member of Sixt for

which we were very much impressed by the way Sixt treats and supports its franchisees. Sixt Korea has no doubt that Sixt working together with all the franchise countries now including Sixt Korea, we dare to challenge the position of No.1 leading global company..

SIXT KOSOVO

Saso Tonevski, General Manager

To be a representative of a famous and successful international rent a car brand in such a small market like Republic of Macedonia has been a huge challenge ever from the beginning in 2005. But our team's dedicated efforts have so far proved we were right to take this challenge – SIXT Macedonia is the fastest growing rent a car business in Macedonia with 15 % increase in sales for the last year only.

Good results and our assessments that neighbouring Kosovo is an interesting upcoming new car rental market, led us towards this new target – opening of SIXT Kosovo branch office. As a newborn state on a northern Macedonian border, with over 2 million inhabitants and a big diaspora, with a continuous presence of international organisations companies and individuals, emerged from a war but regarded as the one of the future top world investment regions and yet to be discovered as a tourist destination, Kosovo is very interesting for the car rental industry. Therefore, establishing SIXT Kosovo is really an important project for our team but we are looking forward to take this challenge too, and make the best of it, always having on mind the standards for top-quality services that are SIXT rent a car's trademark worldwide.er.

SIXT LEBANON

Wael Makarem, Managing Director

To start with, it should be stressed that being a Sixt member is a privilege and a responsibility at the same time. The privilege comes from the advantage of being part of a globally visible and internationally renowned network with an extremely high-quality perception worldwide which immediately

reflects positively on your local image and gives you a leading edge. However, it also carries with it the duty to perform up to the standards of the Sixt name and makes you accountable to „walk the walk“ and „talk the talk“ expected of any member of the Sixt family. This responsibility compels you to always stay ahead in terms of service excellence in all functions to maintain the image perception. Having an asset such as the Sixt name helps you think big since you can be assured that the support and assistance are there in case of need. This will help you eventually to grow. Unfortunately, it is not the case in my country because we have been suffering for more than two years from political uncertainties, coupled with a bad security situation, assassinations, and street demonstrations. This situation is still reigning until today which is destabilizing the country's economical situation and tourism and thus affecting our car rental business.

I should mention however, the direct support and constant contact made by most senior key persons in Sixt who were always there to help Sixt Lebanon and attend to its concerns in all circumstances although we were ahead of others locally. Besides, we should not forget Mrs. Sixt remarkable gesture in July 2006 war in Lebanon when she expressed her concerns for our well being and safety. Finally, the relationship with Sixt is not only a pure business relation, but rather a family relation cherished by years of friendly assistance and support which builds up year after year. It is amazing how time passes without noticing it when you are being cared for by another big family around you.

SIXT LIBYA

Mohamed Atia, General Manager



We Sixt Libya as the new member in the big Sixt family, we spontaneously felt the warm welcome and experienced the on-going support either through the training sessions or the daily communication.

I personally believe that being a member of the number one car rental and transportation provider in Germany is not only an added value but gives us confidence to run our daily operation with professionalism and quali-

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ty. It lets us identify ourselves with the high standard services we will offer to our customers.

Despite the fact that we are a very new franchisee in the region I always make sure - along with my dedicated team - to follow the Sixt standards in all details to ensure successful growth and meet customer satisfaction and expectation.

Last but not least, we are proud and honored to be a member of the big Sixt family and hope the cooperation to prosper in the coming years.

SIXT MACEDONIA

Saso Tonevski, Managing Director

When I've got married, my grandmother gave me an advice: „Do whatever you want to do in your live, but try to keep your family all together all the time,.. Being a part of Sixt family I still have in mind the advice of my grandmother – I am doing my best to stay within and to keep the Sixt family together as well. Dear colleagues – Follow me and let everybody see that we are proud being members of the Sixt family.

SIXT MADAGASCAR

Nirina Seurin, Managing Director

For this 99-years celebration, it is a pleasure to tell our feelings being a member of Sixt. First it is an honour to be part of an international franchise like Sixt. It gives us a very good reputation all around the world. Sixt is the synonym of security for the customer. In a country like Madagascar, where there are numerous informal car rental companies, it is a very important factor.

Sixt is like a big family. Even if all of us didn't meet yet, we know each other. Even a small country like ours has its place. We are never forgotten for the events about Sixt.

The co-operation among Sixt is fabulous, when we have problems; someone is always there to help and to answer our questions and request with patience. If we consider only the problem of language, in Madagascar, we speak Malagasy and French mostly, we begin only to practice English sometimes and

it takes us more time to give our feedback. We look forward to receive the Sixt team in Madagascar to enjoy our beautiful country. We hope that Sixt will continue to spread all over the world and make us proud to be part of this wonderful family. We wish that Sixt will continue to be a flourish company.

SIXT MALTA

Lydia Gauci, Reservations Manager

Considering us lucky, being a member of a good, great family of an international organization with a clear focus, determination and to become market leader is an experience itself. Communicating with colleagues around the world, sharing, understanding and learning from same experiences

Having a great team at my local office and our sales-office makes working at Sixt an enjoyable challenge and a pleasurable experience. On behalf of all of us, we wish the best of continued hard-earned success for all the Sixt members throughout the comings years! It's the Spirit of Mobility ... and passion for cars makes the journey worth the ride!

SIXT MAURITIUS

Philippe Hitié, Managing Director

I'm very proud to be part of the rapidly growing Sixt Global Network and together with the team we do all possible here on our small island to deliver outstanding services to our customers.

Any memorable experience here will definitely contribute towards the further developments of our global customer base.

The team joins me to wish our colleagues from all around the world the very best for 2010.

SIXT MEXICO

Oscar Rodriguez, General Manager



A year ago, as an independent rental car company, we decided to find a master franchise that would enable us to grow throughout the whole coun-

try. Specifically, a company that could offer us advantages both competitive and qualitative that would satisfy our expectations.

After a rough analysis we came upon what would be an easy choice, Sixt was by far our best option. Even though the rental car industry was going through hard times, Sixt was looking to expand and was focusing their efforts on Latin America.

When we first visited the Sixt Headquarters in Germany, we found a company where the work relationships focused on a family model, rather than a corporate one; and where the people were not committed with a company, but with a lifestyle. By joining a company like Sixt, we faced the challenge of belonging to an organization that was ruled by high quality standards, which would mean a great change in our way of renting cars.

The philosophy of Sixt with an image and procedures already tested, besides transforming our company, permitted us to differentiate ourselves from our competition. The adoption of this philosophy has meant that a difficult process of both effort and discipline was made easier by having a partner which provides us with all necessary aspects for the development of our business. We have always felt the unconditional support of Sixt Germany Headquarters executives through this process, regardless of time or distance. Only a year ago, we began to be a part of the Sixt team. However, these efforts have already yielded their first fruits, like the accomplishment of being awarded as Franchise of the Year 2009.

Today, our rental stations are proud to be part of a company with such high standards of quality and our clients are pleased with this change. Additionally, we have had the pleasure of being able to share our experiences with several of our partners in other countries.

We started out in 2009 with 12 cities, and 20 rental stations. Now we have put in place several important locations like, México City, Cancun, Playa del Carmen, Querétaro, Toluca, San Luis Potosí, Nuevo Laredo and Campeche. This has meant an increase in the amount of national and international reservations that are originated in Mexico.

Today, with 18 cities and more than 40 rental stations throughout Mexico, we have great expectations for the future and are proud to be part of the Sixt team, nearly

100 years after its creation. Without a doubt, the support and efforts from the executive team in Sixt Germany Headquarters has been a major factor in our success and in the meeting of our objectives.

Erich and Regina Sixt thank you so much for letting us be a part of the great Sixt family.

SIXT MONGOLIA

D. Enkhsetseg, Managing Director

We are satisfied that we were a member of the Sixt group getting the franchise agreement for car rental services on behalf of Mongolia and we could accomplish primary service which is starting to satisfy the worldwide standard service at our car rental market. We, the Sixt Mongolia team, started our business not that long before, providing high quality services to our customers. Also, we are happy to contribute our distinct share and have own position in the Mongolian car rental market. We appreciate the Sixt franchise division and Sixt group for their co-operation and assistance for us to operate our business. In this business, we can be the leader and we look for new ideas and use every opportunity to improve our customer services according to Sixt standards.

SIXT MOROCCO

Abderrahim Tahiri, Managing Director

We are happy and proud to be among the lucky and privileged franchisees that started with Sixt since it was international. To us every AGM is a birthday for Sixt family worldwide. So Happy Birthday to all of us.

SIXT MOZAMBIQUE & SIXT ANGOLA

Abdul H. Mussa, Owner



Being one of the 'youngest' members of the Sixt family I am already very delighted by the way this company works. So fast, so efficient. My reasons to join Sixt are very easy to define:

1. It is the car rental company with the best marketing and image;
2. It has the best distribution channels;
3. It has the fastest growth rate into new markets.

I will throw in my full support to the family and I am looking forward to working with all members throughout the world. My goals are to retain and extend the market leadership in Mozambique and to get into first position in Angola a very fast growing market with massive potential.

SIXT NEPAL

Santoo Shrestha, Managing Director

Nepal is a tiny country situated between the 2 giants namely China and India. We are broadly a tourism based country. The nature lovers from all over the world come here to scale the mountains and enjoy the scenic raw beauty of the Himalayas. The highest peaks in the world are all located in Nepal and the most popular would be the Mount Everest.

We are a small company by the name of 9 Nepal running a car rental business for the last eight months. We found the need for organised car rental in Nepal and are touching new successes in this area everyday. We have targeted a niche clientele namely the corporate, diplomatic missions, donor agencies and individuals. We felt the need to bring in SIXT to Nepal to bring in the international service, brand value, brand recognition, credibility and professional services. SIXT has made us feel like a family from day one. We are very proud of being a part of a big family and look forward to benefitting from its partner affiliations, franchisee network and its practices. We are very sure that SIXT will be a big success in Nepal."

SIXT NETHERLANDS, SIXT BELGIUM

Thomas Wolters, General Manager



Its Friday, October 3rd 1997 and I arrive at Amsterdam Schiphol Airport. In Germany everybody celebrates Reunification Day and I emigrate from exactly that Germany, my home country. The briefing from our COO, Mr. Detlev Paetsch could not be shorter: get in there, get the airport running, make profit! No further guidelines, no procedures, no nonsense. The sky is the limit. „Feeling Sixt“ means: getting all responsibility and having all creative freedom to build something very beautiful. It also means that you are fully in charge - with all consequences. Good or bad. I was 29 years old when Sixt gave me the chance to build up the operations in The Netherlands. A unique chance in a very dynamic company. In the meantime we also run Belgium besides Holland and from March 2008 also Luxemburg. A lean concept operated from one head office in Amsterdam.

Being public, listed at the Frankfurt stock-exchange, does not stop us from being a warm, family-like company. It is a tough business in a highly competitive market and sometimes we have to take tough decisions to stay on track. In those moments the family-warmth can cool down to just above freezing point. Then it is necessary to bring decisions into perspective. We are lucky to still have real car-rental and mobility blood running within our company. Having Regine and Erich Sixt are two unique selling points towards our competitors and fills our sales talks with life. Selling the 'entrepreneur', the smart challenger creates lots of goodwill at the customer site.

Sixt! What is that feeling? Sixt is lots of work and lots of fun. Sixt is almost 100 years old, but transports a fresh and young and innovative feeling. Sixt creates chances, opens up doors and looks for solutions besides the traditional paths. Sixt is orange. And orange is flamboyant and energetic. And that is all what Sixt feels like.

Now 24 years Sixt International - a milestone and at the same time just the first step... Joining in 2005, a personal contribution of just over 25%, from start... a drive for Sixt! Sixt: a company, a team of sales and service professionals. Individual qualities melted

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to a quality team offering a quality service. Driven by a dedicated spirit and professional attitude, creating the momentum of fulfilling customer preferences each and every day. From now; Sixt International - new milestones and further steps...

A drive for Sixt! Being the highest rated mobility provider, offering the best overall value covering all seven continents and therefore... a clear and obvious choice for present and future business partners and individual customers.

Our experiences and successes of the past and present plus future on-going drive for Sixt will give us the highest success rate.



SIXT NEW CALEDONIA

Frederick Flegel, Managing Director

Sixt greetings from the other side of the world! New Caledonia is located in the heart of the southern Pacific Ocean, approximately 1,200 kilometers east of Australia and 1,500 kilometers northwest of New Zealand. New Caledonia is a beautiful island surrounded by an emerald green lagoon. It is an island like no other, offering visitors an insight to a paradise of undeniable beauty and ecological treasures, all waiting to be discovered. In October 2008 I signed up my franchise agreement with Sixt and I aim to be the leading provider offering car rental services both to international and local customers.

With close to 100 vehicles ranging from compact to 4WD, I represent Sixt in New Caledonia with two locations. One location is situated in the capital Noumea and the other one at the international airport.

A total dedication to the customer, quality of service and the company's desire to always evolve are the key factors of my success. With visitors mainly from Europe, I can now reach out to an extended global customer base thanks to the partnership with Sixt and will certainly grow to become the leading car rental player in the market.

Thank you for giving me the chance being part of the Sixt family.



SIXT NIGERIA

Affiong Amana, Managing Director

Just what does it take to grow Sixt into a global brand with presence in more than 85 countries? It is evidently, the all pervasive, indomitable spirit of enterprise as well as a passion for excellence and innovation that has been the hallmark of Sixt operations through the years.

Ten years in the life of a global mobility solutions provider is certainly a long time in an age of increasing numbers of corporate failures, mergers and de-mergers, capital market flops and other symptoms of corporate malaise in the global corporate arena.

Coming from an emerging market economy with rapidly changing regulatory and stabilizing macro-economic environment, the Sixt story is a strong lesson in corporate resilience, entrepreneurial excellence, institutio-

nal integrity, team building and savoir-faire in creating leading edge mobility solutions for the discerning individual and corporate customer. Sixt Nigeria is set to make a difference in the Nigerian market through services delivered in the best traditions of Sixt AG.

Sixt Nigeria is proud to be a part of the growing network of international partners and is poised to be associated with Sixt and to be the purveyors of this distinctive brand in Nigeria.



SIXT SAUDI ARABIA

Raed El-Ayash, Managing Director

*When you want to drive the car of your dream
So that you can go around and be seen
All you have to do is Peek-a-boo
Call the best Mobility Service in town
And of course it's Sixt*

*When you're in a new city
And you want to fit in pretty
You would have to drive yourself around
Call the best Mobility service in town
And of course it's Sixt*

*When you want to impress your peers
You will have to with blood, sweat and tears
Get the nicest car you desire
Drive it to the highest gear
Call the best Mobility service in town
And of course it's Sixt*



SIXT NORTHERN IRELAND

Ian McCulla, General Manager



Dear Sixt Family, We have joined the network at the end of 2009 and are happy to represent Sixt in Northern Ireland. When you are arriving at Belfast Airport you will be amazed about our service while being in the shine of the Sixt signs. Let me mention that I have especially felt the Sixt spirit when I have joined the regional summit in Munich this year. The atmosphere was very open, during the day in workshops and on evening events. These days have been very valuable to me. I wish Sixt further growth and to strengthen its position all throughout the world. Let me contribute to it in Northern Ireland!



SIXT NORWAY

Geir Pedersen, Managing Director



Sixt Car Rental is a very professional, fast growing and interesting car-rental chain to be a part of. Sixt Norway will be a strong partner in this network and we think that after the next 10 years Sixt will be on top of all listed awards and statistics in Europe. We wish Sixt the very best for this 10 years celebration.



SIXT OMAN

Shankar Bose, Managing Director



With SIXT, nothing is impossible and impossible is nothing!! In 1912 when Martin Sixt started out with SIXT Autofahrten und Selbstfahrer, with just three automobiles, who would have imagined that in July 2010, SIXT would be Deutschlands bester Autovermieter!!!

At SIXT Oman, a part of The Bahwan Travel Group, we are very proud to be a member of the SIXT Family for the past ten years. The Spirit of Mobility embedded with a highly customer centric business philosophy makes for a great company and when

you add the fantastic team of Detlef, Rudiger, Michael both Krikken and Schneider, Thomas, Dennis and Laines then you have the World Champions even if Spain won at Johannesburg!!!

Of course the leadership philosophy is what drives every Organisation and our salutations go to Mrs Regina Sixt for showing each one of us the way forward. Gracious in her hospitality and charitable in her Corporate Social Responsibility, Mrs Sixt has successfully created the perfect business model of high customer service and superior product quality. I still remember my brief encounter with her in the attic of the then Pulach Office in 2001, when I had the privilege of tasting a piece of her Christmas cake!!!

Peace, prosperity and good health to Mr and Mrs Sixt and the whole Team in Munich from all of us at SIXT Oman.



SIXT PERU

Franko Klinge, General Manager



I met Sixt by chance: During my first visit to Germany, my son and I rented a car from Sixt and we had a great experience. After that, it was easy for me to decide in which company I would rent the cars for my next visits to Europe. My expectations were always exceeded. When I decided to franchise our company in Peru, my first and only option was Sixt. I sent a presentation letter and since then I received a first-class support. It was by chance, that we contact Sixt at the right moment, when the company was seeking its expansion in Latin America: It was our destiny. Even when we were not yet completely integrated to the Sixt-System, we were invited to the meeting in Miami, where I confirmed the professionalism, spirit of teamwork and the excellent organisation of Sixt during the event. To have a partner like Sixt is a luxury for a small company like ours. Our expectations for this commercial relationship are focused in three aspects:

1. To establish a long-term relationship with a market leader and worldwide known company like Sixt;
2. Update our company with innovative

work methods and high-tech tools;
3. Increase our total sales and the international booking too, specially the European one. Finally, we are expecting to incorporate our company as soon as possible in the succeeded development process of Sixt.



SIXT POLAND

Pawel Reczynski, Managing Director



First of all, we are proud to be a part of the Sixt family. Sixt is not only a name, it is not only a network but it is also for us a way of life – when working for Sixt we learn a unique approach to each customer, unconventional marketing activities, excellent quality of service and management style.

How do I see myself in a few years from now? Firstly as the Managing Director of a growing company, with the biggest rent a car fleet in Poland, with so many reservations made and with the feeling that we are the best, because we are a part of Sixt.

Thanks to such recognizable brand we can develop a stronger position on our local market (which can be seen via our achievements). Throughout the few years of presence on the Polish market, we have achieved a strong position among other competitors, with a portfolio of reliable clients and with many business opportunities still to come. We are confident that the strong brand of Sixt will support us in accomplishing all our future plans. We wish all members of the Sixt network prosperity in the years to come, making us all better and stronger.



SIXT PORTUGAL

João Pedro Oliveira, Managing Director

After 2 years with Sixt we can feel the „Sixt Power“ and how it's growing – this is the best sign for the future!

With Sixt we understand the advantages of the corporate image, standards, partnerships (with customers and suppliers) and more and more. The mix between the a family controlled company and a multinational structure (and still growing) makes Sixt, and the relations with Sixt, special - this

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unique position in the rental market is one big advantage and the way to go!

All this means responsibility and pride being a member of the Sixt family; responsibility because we can't disappoint customer expectations – and they are high, pride because when we do it's much more easy!

In the rental business, Portugal is mainly a leisure country (both mainland and islands) and the incoming customers quickly recognize and prefer Sixt.

For the outgoing business the strong Sixt position in Europe (and in some years in world) it's a big advantage – just speak to a customer about the „orange“ airports in Germany and half of the selling process is done (afterwards we have to do the other half!). And in the corporate business Sixt is becoming stronger and stronger with local and global agreements. Sixt it's our way to be in the market!

SIXT PUERTO RICO

José A. Lalane, General Manager



Welcome to the family of Sixt at the year's pinnacle event. At Sixt we are all part of a bigger entity, whose synergy creates the momentum to achieve our goal. At Sixt Puerto Rico we are proud to be part of this family, and we are proud to be part a solid and respectable corporation.

SIXT QATAR

Qatar joined the Sixt Network already back in 2002. Now, with the latest gas resources discovered it is the richest country in the world. Sixt will launch all mobility services in Qatar to cater to the needs of the corporates working and living in this beautiful Emirate.

SIXT ROMANIA

Dudy Perry, Managing Director Deputy



Being a member of Sixt means belonging to an extremely professional organization but more importantly a family where everybody cares for each other and for the business. This is the philosophy of our group, Shlomo-New Kopel and this is why this partnership is so natural.

I wish Sixt many more generations of success and I express my sincere hopes that we shall continue our partnership for many more years to come.

SIXT RUSSIA

Eugenia Muzyrya, President

We are more than happy to be with Sixt not only because it's the world-famous brand and it always warms you to have behind your back the company with big milestones in history. A company created by people of magnitude, big business and service which serves people best;

not only because Sixt is a well-structured company and it's good indeed! Everybody's work answers the general goal, all cooperate with all in all and as a result of team work – the 1st place in Germany and upcoming and devoted franchisees like Sixt Russia with all our hopes and aims.

Some day will come when Regine and Erich Sixt invite everybody of the big Sixt family from all countries in order to see how huge the *monolith* of Sixt is and how exciting the spirit of mobility of everyone is! We are more than happy because of the harmony of Sixt practice of everyday's life according to the great laws of the universe: to sow good, and you reap good.

SIXT SINGAPORE

Thomas Chia, Franchise Operations Manager

We join Sixt Global network just this year and all team members in Singapore are excited about the possibilities Sixt can bring for us. We have just moved into our

new branch station and have started marketing our products. With the new branch location, we are enjoying good walk in Customers and have Expatriates telling us how happy they are that Sixt is in Singapore as they have been booking with Sixt in Europe. Being part of the Sixt global network open many doors for us when approaching Corporate Clients. With the upcoming opening of the 2 new Integrated Resort, there will be more mobility needs from International Travellers and Sixt Singapore aims to be the major player providing this service. We are very happy to be part of the World best car rental and look forward to grow with the Brand!

SIXT SLOVAC REPUBLIC

Richard Veme, Managing Director

What I feel about being a member of Sixt: to be in one big family. How I see myself in Sixt: being a small stone in one big wall and your best wishes to Sixt - all the best in whole millennium

SIXT SLOVENIA

Gregor Vuga, Managing Director

Well, being part of the Sixt family is impossible to explain with words; its simply bigger than that! Its about passion, devotion, entrepreneurship and a lot more than that. Its simply a way of life. And this is where we are happy to be, what we are and where we want to be in the future.

SIXT SERBIA & MONTENEGRO

Mrs. Maja Vulin, General Manager



We are in exciting times in both our franchise countries of Serbia and Montenegro. Montenegro is quickly becoming known as the „Jewel of the Balkans“ and a very popular tourist destination for Europeans due to its beautiful coastline with new exclusive resorts and dramatic mountainous interior. Sixt Montenegro is keeping up

with this fast development with an ever increasing fleet of cars and by introducing new services such as luxury Limousines to satisfy even our most discerning clients.

Serbia is fast developing as an ideal location to base international corporations' Balkan operations. Sixt Serbia is serving many of these international corporations by offering a complete mobility solution which from this year includes Full-Service Leasing and Fleet Management. Whether you are on holiday or visiting for work, Sixt in Montenegro and Serbia will be ready to serve you!

SIXT SEYCHELLES

Frederick Payet, General Manager

The rent a car market on the Seychelles is one of the most competitive exiting markets dominated by more than 50 local car rental companies whereas the most important international competitors are Hertz, Avis and Thrifty.

Being representative of an international brand, especially being part of the Sixt network turned out to be an irreplaceable advantage in competition. Customers have faith in the brand name Sixt with the memorable colours black and orange. At the beginning of 2010 we opened our new Sixt headquarters and a new rental branch in 'Beau Vallon' which is the touristic heart on the island of Mahé. We are part of Sixt international since 2004 and are looking forward to celebrating upcoming anniversaries with Mrs. Sixt and her team.

SIXT SOUTH AFRICA

Bruce Barritt, General Manager



Now with one year into an excellent partnership we are very happy about our decision to join the Sixt network. Adding the Sixt brand to our existing company has enhanced our credentials and enables us to offer our customers 'so much more'. We are very impressed with the level of commitment and dedication of our colleagues at Sixt HQ in Munich and we are looking forward to experiencing together the year 2010 with the upcoming soccer

world championship. With over 40 stations and up to 8,000 cars Sixt is well prepared for the expected crowd that will visit beautiful South Africa.

SIXT SPAIN

Estanislao de Mata Pérez, Managing Director

Greetings from Spain. Congratulations and best wishes for those who form the big Sixt family around the world.

Spanish "sayings and proverbs" have many mentions about 100 years. For instance, it comes to my mind one that says: "no evil lasts a hundred years" (Nothing goes on forever). Due to the crisis that we are suffering in Spain, is a "saying" very utilized in the country these days. Without doubt, the Sixt Group, has not been negative for the industry, or for the international society, quite the contrary: 100 years of good management and innovation. If it had not been, we were not writing about such a period as long-lived. And without the vocation of leadership, there is no doubt that Sixt Group would not have reached one hundred years.

And this is our goal in Spain, to set up a vocation of leadership in our day by day; to enjoy every moment that we provide the best service and to think, that in the long term, we could also fulfill a dream: continue to grow and offering the best quality service in Spain as Sixt Group made in this 100 years.

Congratulations again; and as we sing in Spanish birthday parties: "...and you meet many more"!

SIXT SUDAN

Abdu Mamoun, Managing Director

Experience the sleeping giant. Starting from January, 1st 2009 you are also able to rent with Sixt in the capital of Sudan, Khartoum. Make your experience of a unique mix of Arab and African culture in the heart of an undiscovered country while renting a car with Sixt on international standards.

Sixt took the right choice with „Golden Arrow“, which officially represents Toyota in

SIXT SWEDEN

Peter Sjöblom, General Manager



Now From the beautiful Sweden in North we express our gratitude to share our dedication and passion for fulfilling customers need for car rental in a very high premium outfit, worthy carrying the story of the Sixt brand.

The South German brand from the land and territory of Bavarian Motor Works, from the land and territory of Mercedes-Benz, and from the land and territory of Audi.

We have tuned our engines on a very long term plan of building the package of customer needs and expectations, in all its details determined to catch up the almost 100 years, to make you all proud.

Actually, it is all self-explanatory, driven by the world's strongest human force; security and comfort, all clearly defined in the psychology theory of human motivation by Abraham Maslow.

And of course, we are in the same pyramid, and we want to participate and contribute to a winning family-team, so we dress up in orange.

SIXT SYRIA

Talal Al Rifai, Managing Director

Together with Sixt – Discover the routes of Christianity. Sixt Syria started in October 2008 as the first professional car rental company with international standards offering an attractive fleet of the latest Audi, BMW and Nissan-Models. The locations are close to the historical city centre in Damascus Downtown.

Already after three weeks of operations Sixt Syria will launch a second flagship store in the financial and business district of Damascus. Having longlasting experience in the travel industry Sixt Syria will become an attractive partner of all of us to provide outbound business into the Sixt network. Talal Al Refaai, CEO: „We are happy to join such

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a professional and strong international network which we can contribute to and benefit from, that is why we are looking forward meeting you at this years event.

SIXT TUNISIA

Jamel Latrous, General Manager

Tunisia has a diverse economy, ranging from agriculture, mining, manufacturing, petroleum products and tourism. Sixt is the third year in business and has established a very firm base in Tunis with three stations, one at the airport and two in the downtown area. This year the Djerba station joined the network. It was a brilliant start for the brand down in the south of Tunisia. With constant growth of the country and the company, Sixt in Tunisia is looking into a very bright future. It's good to be associated with trendsetters and not followers.

SIXT TURKEY

Fehmi Sertdemir, Managing Director

We are participating in leisure industry as a complementary partner. We are as well a supporting partner and mobility provider for the corporate world. The demands arising from both partnerships are unlimited and the one who responds most of it would keep surviving.

At this point, our creative solutions and innovations for these partnerships as well as our promising service keeps us atop the competition.

In our country, we are experiencing this exclusive opportunity during every single local cooperation in addition to our proud cooperations from Hilton Hotels to Turkish Airlines and also from Siemens company to Renault-Nissan.

We are grateful to Sixt for the heritage carried to date. And it is our priority to be a strong part of this chain to sustain worldwide recognition.

SIXT UNITED ARAB EMIRATES

Malcolm Cooper, General Manager Dubai



I asked our employees for one word to describe how they felt about being employed with Sixt. 52% said they were Proud, and 36% said they

felt Happy. The United Arab Emirates are therefore Happy and Proud to be part of your wonderful team.

SIXT UNITED KINGDOM

Paul McLoughlin, Managin Director



As the new kid on the block having joined Sixt earlier this year, I can certainly say I feel right at home in this dynamic, no nonsense, entrepreneurial

company that Mr and Mrs Sixt have built. I feel that I have been given a massive opportunity to grow and develop the Sixt brand in the UK - one of the most aggressive and competitive car rental markets worldwide.

As someone once said "if you always do what you have always done, you will always get what you have always got" we are using this guiding principle daily in order to challenge ourselves and drive our focus of innovating and improving - our service, our product, our people.

We have a massive yet rewarding challenge as the sky is the limit, but we are making tough decisions everyday and we are building a team and a business that will improve our UK market share.

Importantly, we feel assured that supporting us is a family-orientated, driven head-quarter team, with vast experience who allow us to live the Sixt philosophy of „take the chance, embrace the opportunity and make the best of it.“

It's a pleasure to lead Sixt UK and my team are proud to be given the opportunity to fuel our ambition and succeed with an organisation that moves ideas into reality and makes decisions quickly.

Thank you for the chance to be part of the Sixt success story and happy anniversary.

SIXT UKRAINE, BELARUS & MOLDOVA

Vadim Nesterchuck, General Manager

With the economical growth & industrial progress we need to move and the need of movement has become more and more evident. In this respect such companies as Sixt certainly do their best to render the best possible services to people covering different distances in different areas.

But what makes both – staff and clients – choose Sixt among a vast diversity of competitors on the car rent & lease market?

Many companies in the field provide the client with high quality service, polite treatment & reasonable prices.

But neither of them has managed to create such a warm feeling of coziness supported even by the corporate color, which is orange; such a pleasant feeling of being smiled to – naturally, but not artificially; such a gifted team, which we more and more often consider our family.

And what pleasure can be compared with that of seeing somebody's true satisfaction & gratitude for your help!

Such an opportunity was given to us by Sixt. For some of us the company is „sweet home“, for others it's a way to earn money, lots of us recognize it as a step towards spiritual enrichment or a mere mood improvement. Though the point is always the same: we do enjoy Sixting.

GREETINGS FROM THE AREA SUMMIT GROUP 'LOUP'!

Sixt La Reunion, Sixt Tunisia, Sixt New Caledonia, Sixt Morocco, Sixt Mauritius, Sixt Seychelles, Sixt Martinique, Sixt Saint Martin, Sixt Guadeloupe, Sixt French Guyana, Sixt Madagascar and Sixt Algeria wish to thank Mrs. Regine Sixt for initiating this

year's Area Summit for all French speaking Sixt countries in Paris. We are more than thankful that Mrs. Regine Sixt invited us to Paris in order to spend two days sharing experiences with Sixt France. As France is the most important incoming market for our destinations the participation of Sixt France is of exceptional value for us. We can not only learn form the experienced Sixt team in France but we generate sales leads for each Sixt country during these conferences which result in more customers for all of us. We are already looking forward to meet again in 2010 and we are proud to be members of the Sixt family!



Sixt area summit 2011, Pullach; Mini wears the motto. "The Invincible Armada!"; Oscar Rodriguez and his daughter Florencia and Stephan Brdenkamp (from left to right).

MEMORIES

AGC 2010 IN ISTANBUHL AND THE AERA SUMMIT 2011 IN MUNICH



AGC 2010 Istanbul opened by Regine Sixt and Rüdiger Proske.



Flag marching in: Leader Regine Sixt



Good mood: Detlef Krehahn und Rüdiger Proske (r.).



Festive ambience in Istanbul: Erich Sixt and Mrs. and Mr. Geyimci.



Regine Sixt and Martín Furlong, Sixt Argentina.



Group shot AGC Istanbul 2010: Regine and Erich Sixt with guest speaker Christoph von Tschirschnitz, BMW board.



Group shot Sixt area summit 2011, Pullach: Regine Sixt and "The Invincible Armada!"



SIXT – THE GALLERY

Erich and Regine Sixt with the Chancellor Angela Merkel and her husband Prof. Joachim Sauer



Regine Sixt with Enno v. Ruffin and Vicky Leandros



Erich Sixt is honored with the Sixt Bambi/ Economy in 1998



Regine Sixt with Shimon Peres, President of the State of Israel



Congratulations to the new Jewish Community Center in Munich

On October 10th, 2007 – exactly 72 years after the Jewish Synagogue in Munich was burned to ashes by the Nazis – the new Synagogue together with its surrounding Jewish Community Center was inaugurated in the city center of Munich.

The federal president of Germany Horst Köhler held a moving speech and the attending guests all happily welcomed this long missing part of Jewish community life back in the Munich city center. For the family Sixt it was a very touching moment, when the two menoras were lit, which were donated by the Sixt family and are the centerpieces of the beautiful new synagogue. We honor the accomplishments of Charlotte Knobloch.



Menoras donated by Erich and Regine Sixt.

SIXT – THE GALLERY



Damenwiesn

The worldwide biggest ladies network celebrated for a good cause in between typical Bavarian food and life music at this years “Regines Damenwiesn”. For over twenty years now Regine Sixt has invited ladies from all over the world to the Oktoberfest in Munich. This year again about 1200 women joined Mrs. Sixt for a ladies lunch accompanied with Bavarian life music, a rap song by Princess Gloria von Thurn und Taxis and a performance by the Austrian pop singer DJ Ötzi. Remarkably ladies from politics, economy, culture, media and society met for good talks within an



Singer Vicky Leandros, Regine Sixt, “Bunte”-Editor-in Chief Patricia Rieckel, Ad Icon Verona Pooth, Designer Lilly Becker, Topmodel Franziska Knuppe (v.l.n.r.) – Foto l.o.: Jutta Speidel, Regine Sixt and Isa Gräfin von Hardenberg.

enjoyable atmosphere at Sepp Krätz’ Hippodrom. The Motto of the worldwide biggest ladies network is: Men have to stay outside.



Regine Sixt and Ralf Teckentrup

Regine Sixt and Sir Cliff Richard



Regine Sixt und Thomas Gottschalk



Regine Sixt und Guido Westerwelle



Regine Sixt and Anne-Kathrin Bauknecht



My beautiful Barbados

Since 1962 our parents have been enjoying „Beautiful Barbados“. Hans Sixt couldn’t wait every year until it became November and he could fly to his Barbados to spend the winter until April. We spent our honeymoon and had the children and enjoyed this beautiful island now as grown up boys. Since ten years Regine Sixt is servicing Barbados as the Honorary Consul of Barbados. Proudly I take this position very serious, representing as the Honorary Consul of Barbados in Bavaria this beautiful republic. The gem of the caribbean sea. It is the most advanced island in the caribbeans attracting five hundred thousand of tourists to Barbados.”



Regine Sixt, Honorary Consul of Barbados

SIXT – THE GALLERY



The President of Germany Horst Köhler welcomes the Corps Consulaire in Berlin.



Regine Sixt saves the life of the goat – now called „Regine“

Regine Sixt and Roland Kaiser



Regine Sixt and Former Chancellor Gerhard Schröder



Erich Sixt at the Mille Miglia

The Mille Miglia

In our Mercedes 300 SL Gullwing – what an experience driving through the most fascinating Tuscan countryside- tasting the smell of history and most of all enjoying the enthusiasm of the Italian people, when over 350 cars are racing over narrow streets from Brescia via Rome and Florence and San Marino back to Brescia. „10 years in a row Sixt is No. 1 in Germany, but honestly enough, we are not No. 1 at the Mille Miglia for the past 10 years – we always drive a little bit behind.“



2006 World Cup in Germany

Sixt and Hyundai form a strategic partnership as sponsors of the 2006 World Cup in Germany. Hyundai cars become part of the Sixt fleet.



Regine Sixt and Franz Beckenbauer

SIXT – THE GALLERY



Henry Charles Albert David Mountbatten-Windsor, Prince Harry of Wales, Regine Sixt and the former United Nations Secretary-General Kofi Annan.



Charles Philip Arthur George Mountbatten-Windsor, Prince of Wales and Duke of Cornwall – Prince Charles – and Regine Sixt.



The Defense Secretary of Germany Karl-Theodor Freiherr von und zu Guttenberg and Regine Sixt.



Regine Sixt and Edwin "Buzz" Aldrin, 2nd Man on the Moon of Apollo-11-Mission, 1969.



The winner takes it all at World Travel Market 2010, London: Regine Sixt and her two World Travel Awards as "Woman of the Year" – and for the "Most Innovative Marketing".



James Cunningham, US Ambassador to Israel; Prof. Shlomo Mor-Yosef, Director General of Hadassah Medical Organization; Nancy Falchuk, National President of Hadassah Women's Zionist Organization of America; Regina Sixt; Judy Swartz, Campaign Chair of the new Sarah Wetsman Davidson Hospital Tower at Hadassah hospital in Jerusalem (from the right to left).



The President of the State of Israel Shimon Peres and Regine Sixt, Nabucco Opera at the footsteps of Mount Masada in Masada, Israel.



Regine Sixt with her portrait and the Afghan artist Nahid Shahalimi from Kabul.

SIXT – THE GALLERY



Regine Sixt and the Wies'n host Sepp Krätz from the Hippodrom on the festival procession of the Wies'n hosts of the Oktoberfest.



Bavarian Primeminister Horst Seehofer award the Bavarian Order of Merit to Regine and Erich Sixt for their business success and their social engagement. It was the first time that a couple receives this honor.



Regine Sixt and Cajus Steinhauer, General Manager Germany, NetJets Europe, on the Oktoberfest.



Regine Sixt is deputized as "Honorary member of Federal Senat of Economy of the BVMW" (Federal Association of mid-size Economy).



Regine Sixt and the Governing Mayor of Berlin Klaus Wowereit.



Mrs Regine Sixt ; Yoram Cohen, VP for Europe of the HUJ; Mrs Martine Dassault, new President of the French Friends of the HUJ; Mr Charles Aznavour, recipient of the French Scopus Prize 2011; Mrs Florence de Botton, former President of the French Friends of the HUJ.



Regine Sixt and Bianca Kleine (leonardo), Mauritia Mack (Europa Park), Oliver Kleine (Leonardo) support the Regine Sixt Children's Aid Foundation with an exclusive jewelry collection.



Federal President Christian Wulff und Regine Sixt.

Regine Sixt Children’s Aid Foundation

Drying Little Tears

“Children mean a lot to all of us. They are weak and helpless and we are strong and can help!” Regine Sixt

“Drying Little Tears,” the Regine Sixt Children’s Aid Foundation has dedicated itself to drying the little tears that run down children’s cheeks, what ever the reason may be. The Regine Sixt Children’s Aid Foundation is supported by over 100 Sixt countries worldwide. All donations flow directly into the relief projects without any expenses and all of us work on a voluntary basis.



10th Kinderwies’n: Regine Sixt invites about 300 children from the Munich Cancer Center and Munic orphanage homes and hospitalized children from Cologne and Berlin.

G E R M A N Y

Oktoberfest

For 10 years now the Regine Sixt Children’s Aid Foundation has been holding Kinderwies’n, an Oktoberfest for children, in line with the motto “Drying Little Tears” during the Munich Oktoberfest. Every year Regine Sixt invites about 300 children from the Munich Cancer Center and Munich orphanage homes and hospitalized children from

Cologne and Berlin to spend a couple light-hearted hours eating chicken and riding the carousel.

2006 World Cup

In collaboration with Continental, Regine Sixt invited children from the oncology stations of different childrens’ hospitals to three different World Cup games in Munich, Hamburg, and Berlin. Mrs. Sixt and her sons accompanied the young

football fans, who watched the game with excitement.

Christmas

On a regular basis the children of the cancer centers in Munich and Berlin are given presents from the Regine Sixt Children’s Aid Foundation for Christmas. This year the children were surprised by Mrs. Regine Sixt, Boris Becker, and Kai Pflaume. The delight could be seen on their faces.

A F R I C A

Libreville

Children in this area are seen as a burden and are sent to work on plantations at an early age. Girls are underprivileged and due to a lack of education or abuse become pregnant too young. The unloved children are left on their own if they do not have to work, and urgently need a structured everyday life with a loving upbringing. Such an upbringing gives the children a new perspective, in which they take the future into their own hands. Therefore, the children and their parents from the eight villages longingly wait for the construction of the school, at which the children will also live.

The Regine Sixt Children’s Aid Foundation will make this project happen with your help and will save and alter lives with the school and many will finally be given the chance to have freedom.

Lambaréné

The Regine Sixt Children’s Aid Foundation financed a house, which was finished in the beginning of 2008, for AIDS-orphaned children in the “village of lights,” a city affected by leprosy in Lambaréné. The children and orphans suffering from AIDS and whose parents had AIDS find a loving home and a lot of care. In art therapy, the children complete arranged paintings and ornaments with your help, for example, on the topic of their own childhood and protection against sexual abuse.

U S A

Chicago

Southern Chicago does not match the ideal picture of America. Poverty and racial conflicts are a part of everyday life. There, two nuns started a shelter for battered women and thus rescued countless women and mothers and their children from affliction. The Regine Sixt Children’s Aid Association built a playground for the children who live there in order to give them back their vitality. An excerpt



Jerusalem: Regine Sixt at Ha’Notrim kindergarten.

from the thank you letter Mrs. Regine Sixt received from the nuns:

“Dear Mrs. Sixt, ... I want to thank you from the bottom of my heart for your most generous gift to our children. ... We, at St. Marin de Porrs, love our children very much. They have had a lot of sadness in their lives, but since they have lived here, life is so much better for them. This makes me so happy to know that God’s ‘little people’ can safely enjoy their playtime here. Again, I thank you for your more than generous donation and may God continue to bless you and your family as you have so graciously blessed us. Sincerely, Sister Therese O’Sullivan.”

P A K I S T A N

Earthquake Zone

On short notice the Regine Sixt Children’s Aid Association organized a relief operation for the freezing children of the earthquake catastrophe. The employees of Sixt AG donated a large sum, which the Sixt AG doubled and Regine Sixt again doubled. With the donations a large allocation of warm child-sized sleeping bags were collected and the number was supplemented by different generous gifts. The sleeping bags were delivered before little tears froze into ice.

S O U T H A F R I C A

Little Lambs

Many years after the end of apartheid there is still a lot of poverty in the shanty town area of Hout Bay in South Africa. Very unfortunately, the children are the

ones suffering the most. Business-woman Marlies Schaper set up the “Little Lambs” kindergarten with the purpose of giving these children much needed long-term and long-lasting help.

The kindergarten covers an area of 450 square meters. The Regine Sixt Children’s Aid Foundation supports the Ein Herz für Kinder project – a paradise where children are given plenty of food and are looked after by ten kind and caring assistants.

I S R A E L

Ha’Notrim

On the 19th of June 2011, the Jerusalem Foundation (FJ) once again welcomed honorary consul Regina Sixt in Jerusalem. Mrs. Sixt is a member of the Jerusalem Foundation Deutschland e.V. Accompanied by a group including Irène Pollak-Rein, Director of the department for German Language Nations and special advisor to the president of the Jerusalem Foundation, Mrs. Sixt first visited the Ha’Nurit playground refurbished in 2010 with the aid of her Childrens’ Aid Foundation in the socially disadvantaged Kiryat Menachem quarter of Jerusalem and distributed toys to the children. The tour continued with a visit to a new project in Gonen-Katamon-Patt.

This area, in the south-western part of the city of Jerusalem, is also marked by child poverty, juvenile delinquency and unemployment. The playground of the Ha’Notrim kindergarten here is also in urgent need of modernization. In the presence of the JF project leader and a representative of the municipal authorities, who will be acting as joint sponsors of the programme, Mrs. Pollak-Rein was delighted to accept Mrs. Sixt’s confirmation that the Regina Sixt Children’s Aid Foundation, ‘Drying Little Tears’ would be contributing to the modernization costs. A particularly happy occasion for the Jerusalem Foundation and the City of Jerusalem, as this now means that the modernization work can begin in earnest within the next few weeks. The happy and smiling children gratefully accepted the small gifts brought by the honorary consul

The Opportunities for Growth Are Great!

ERICH SIXT, CHAIR OF THE BOARD OF SIXT AG

Dear friends of Sixt,

SIXT will celebrate its 100th anniversary in 2012 and can look back on a unique history of success and growth: from a local car rental company, Sixt has developed into a global mobility service provider which is present in more than 105 countries across the globe. Those who know us will know that we are never satisfied with what we have achieved. Sixt is well known for setting ambitious goals and achieving them!

Our aim is clear: by 2015, we want to be the number one mobility service provider in Europe. But even this isn't enough for us: we also want to continue our fast-paced internationalisation and growth strategy beyond Europe in order to make our brand better known worldwide. I am convinced that there is still huge growth potential in both our business areas, namely car rental and leasing.

However, we do not want to expand our activities abroad just for the sake of expansion. In this period of globalisation, internationalisation of our business activities is an absolute must if we are to remain competitive. Our customers require mobility services of an international standard. This applies both to private and business travellers, for whom we will offer an even denser network of rental stations in the future. This is aimed above all at international companies who want to take advantage of Sixt's comprehensive mobility offer in their various markets both at home and abroad.

Each company expansion requires careful consideration. We will continue to follow a cautious growth policy and not let adventure get the better of us. We want to continue our two-pronged approach of being represented

abroad via our own subsidiary companies on the one hand and selected franchise partners on the other hand. Our franchise partners, with whom we have very close links, are ambassadors for the Sixt brand across the world. We must ensure that our products and services are of the same high standard everywhere.

In Europe, we want to strengthen our presence in our core markets via our subsidiary companies. In countries such as France and Spain, which are good examples of successful market development, we want start winning more local customers in addition to the business we generate from foreign tourists. This will increase our market share considerably.

Outside Europe, we face a great challenge in tapping into the US market, where we have been represented from the start of this year by rental stations in Miami, Fort Lauderdale and Orlando. We want to gradually and cautiously gain a foothold in this highly competitive rental market, which is the biggest in the world and has great potential. We must also expand our market position over the coming years in economic growth regions such as Eastern Europe, Latin America and the Asia-Pacific region, where there is an increasing demand for more mobility services.

The opportunities for growth are great. I am not only looking forward to overseeing a new dimension of Sixt in the second century of its existence, but also to making our brand better known worldwide.

*Best wishes,
Erich Sixt*



ERICH SIXT



The Regine Sixt children's aid foundation is determined to help children in need.

(The official CSR program of Sixt)

For donations: Deutsche Bank Munich | Account no.: 746500800 | Sort code: 70070010 | IBAN: DE19 7007 0010 0746 5008 00 | Bank ID Code: DEUTDEMMXXX | Reference: 'Dry tears' | www.regine-sixt-kinderhilfe.de

and sang her a specially rehearsed song at the close of her visit. The children and staff of the Ha'Notrim kindergarten and the Foundation would like to express their profound thanks to Mrs. Sixt for her promise of aid.

Hadassah Medical Organization

Sixt has entered into an exclusive collaboration with the humanitarian network Hadassah. Its members can hire cars from Sixt worldwide under preferential conditions. And it is a great pleasure for me that we will be starting wonderful projects for the children of Hadassah "drying little tears" in cooperation with Sixt-Shlomo, Israel. Now, Regina Sixt, owner of the Sixt Group, the giant international car rental company, received the the prestigious "Citizen of the World" award from Hadassah International in Jerusalem last week. The award was presented to her in recognition of her extensive support of various organizations in Israel, and her recent generous contribution to the Pediatric Department at the Hadassah Mt. Scopus Hospital.

Among the participants at the special event at the King David Hotel in Jerusalem were Nancy Falchuk, National President of Hadassah Women's Zionist Organization of America; James Cunningham, US Ambassador to Israel, and his wife Leslie; Shlomo and Atalia Shmeltzer owners of Shlomo-Sixt Group in Israel; former Knesset Speaker Dalia Itzik; Ambassador Zalman Shoval and his wife Kana; Yosi Rozen, Chairman of the Hadassah Medical Organization Board of Directors; Prof. Shlomo Mor-Yosef, Director General of Hadassah Medical Organization, and his wife Dina; Natan Eitan, Director General of Yad Vashem; Hadassah leaders from the United States, and Hadassah senior physicians from Jerusalem.

"I was fortunate to be born after the war but I am carrying on my shoulders a heavy burden of what was done during the Holocaust," said Regina Sixt in her acceptance speech. "I have a special feelings towards Israel, and I am excited to be here with you and touched by your friendship. I dedicate my activities to children in many countries, and I am very happy to join Hadassah supporters in Germany."



James Cunningham, US Ambassador to Israel; Prof. Shlomo Mor-Yosef, Director General of Hadassah Medical Organization; Nancy Falchuk, National President of Hadassah Women's Zionist Organization of America; Regina Sixt; Judy Swartz, Campaign Chair of the new Sarah Wetsman Davidson Hospital Tower at Hadassah hospital in Jerusalem; Atalia Shmeltzer; Shlomo Shmeltzer; Dalia Itzik (from right to left).

About the Situation in Libreville

Monsignor Prof. Dr. Schmitz

Our mission in Libreville, Gabon, stretches over 100 km and encompasses eight villages with many needy children. Our urgent project is the implementation of a school that allows the children to have a spiritual and meaningful upbringing and well as enables them to have a healthy life. Here, a child is often a heavy burden and child labor is the order of the day, particularly, where the national educational system is only rudimentarily present. It is so important to give the children a structured and solid upbringing to help them develop into happy, decision-making individuals. That applies in particular to the girls, who are unfortunately often underprivileged and are misused. AIDS infection, prostitution, and sexual abuse by such measures are, from experience, dramatically reduced. The boys and teenagers learn a sense of responsibility and teamwork, which allows them to support themselves and their families by being self-dependent. Such an upbringing is an anchor for these poor children, who would otherwise be stranded. This wish is also realized by the parents of the children.

We were often asked to speed up our school project so that the kids could start living at the school and finally start receiving the education that they so desperately wished for.

The location in the jungle made the project more difficult but, by combining strengths, it will be possible to create a hopeful future for the children.

What such a school for this area means can hardly be measured. This school will save and reshape lives and finally offer a chance for freedom!

MASTHEAD

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