

Regine Sixt

Sixt



Roots & Wings

100 Years of Sixt (1912-2012)





This jubilee edition THE SIXT CENTURY is dedicated to my beloved husband
Erich Sixt who steers this venture so perfectly through the decades, to
my admired parents-in-law Erika and Hans Sixt who grew the company so
remarkably in the past, to my much-loved sons Alexander and Konstantin Sixt
who lead our ageless tradition so successfully into the future, and to all our
employees and colleagues who drive and support the business over this century
so fruitfully: May this organisation continue to prosper and succeed in the
future like it always did in the past!



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“ Time is on our side.

It has always been our good fortune
and our tradition to shape the
future. The coming years will provide
opportunities and irresistible
challenges which we must focus on to
master perfectly. ”

“ We must continue

growing with our tasks. Therefore we
are constantly striving to improve
our company, our services and
ourselves. ”

“ Endurance is our

heritage. Innovation is our credo.

Growth is our passion.

And success is our destiny for
the benefit of all. ”



Erich & Regine Sixt



The secret of success

BY ERICH SIXT, CEO SIXT AG

Dear Sixt Family,

I had originally prepared a three-page editorial – an appraisal of achievements and innovations, custom-built products and global mobility services offered by Sixt during the past 100 years. Yes, all these have formed our story of success – and apply also to the upcoming decades. But I threw these pages away – because we should not rest on our past or current success, but primarily focus on the future. Therefore, I choose to speak about the **secret of success**. The answer is simple: **Customer satisfaction**.

It is true that we are present in over 105 countries, and offer extended virtual services – but **the customer** is still a human being. The very moment you deal with him in person, you must give him the feeling that he is the most important person to you. Give him a smile! Listen

to him! Never argue with him! Always keep in mind: **Our customer** is the base of **our success**. And never forget: Nothing is more global than a smile!

One hundred years ago, my grandfather Martin Sixt had a dream: to become a successful entrepreneur. My father Hans followed this dream and restarted the company after the end of World War II with one car. Today, as you all know, we operate worldwide with 225,000 cars.

But I also have a dream: to become the No. 1 mobility service provider in Europe. However, my dream cannot be achieved without you, the members of the Sixt family. As essential customer satisfaction is for our business, as essential is every single Sixt employee for our business. Without your continued efforts and dedication, my grandfather's and father's

dream would have remained only a dream.

I therefore seize this opportunity to deeply thank all of you for your continued contributions. Success is a joint achievement. Let's stay successful together. I am sure that in another 100 years, Sixt will be the leading mobility service provider worldwide – and maybe run by my own grandsons...

Always remember, both Martin and Hans Sixt started their business in Munich with one car and one *first customer*.

That's the message: **Customer first!** The secret of success is that simple.

Truly yours,
Erich Sixt



100 YEARS OF SIXT

Everything is possible if you pursue your visions and take action every day!



Regine Sixt

Looking back at our 100-year history and especially the decades which I had the privilege to shape with the family Sixt, I sometimes feel that it was a fairy tale, because our most ambitious dreams all came true. We know that we owe this success to many people: to our family, our forefathers as well as our sons Alexander and Konstantin, to our co-workers and employees of the last 100 years and, of course, to our customers whose needs we aim to meet around the clock. There is deep gratitude for all of them in our hearts!

Producing this Jubilee Edition was a journey into the past for me as well as traveling in time to the future, as our visions

and ambitions are very real to all of us. And I witness them becoming true every day. Today's reality is the result of having shaped the future permanently. We keep on building and growing this company even faster and bigger than before. It's our family's destiny to think forwards, to think big and to act on these visions, ideas and promising foresights. The future is in our hands – and we know how to mold it.

It's always been our commitment to walk our talk – that means to realize what we agreed upon as our strategy in growing our business in a globalizing economy. Now in the 100th year of our history it's also time to talk our walk. To share our memories, our insights and our achievements. I am amazed how many people are connected with our progress, and you will witness on the following pages that our "Sixt family" is ever-growing and extending worldwide. At the end of the day, our business is people business and we are proud that we have strengthened our bonds and connections to so many exciting individuals, companies and organizations. Thanks for all of you who accompanied us on our journey!

We show in this Jubilee Edition what we stand for. Which values we live and apply in our daily work. On which principles we base our achievements. Because only a strong dedication towards ambitious goals and a consistent application of our

guidelines grants the future of our venture. We are driven by our passion and by our spirit to constantly improve the world of mobility. That's what we live for now in the fourth generation. I love that word "generation" – because the ambition to generate the new and to foster progress is the ultimate driver at Sixt.

We are all proud that we make a difference and that we keep on building an organization which inspires and has importance and significance to so many people around the globe. Indeed, the world of Sixt has expanded and prospered day by day over the last 100 years. It's hard to imagine what heights we will scale when we hold on to our success story. And looking upon the actual results I can easily say that we will stay on the road of success. And we love keeping our overtaking course!

May it encourage and inspire you to follow your dreams – everything is possible if you pursue your visions and if you take action every day!

Sincerely yours,
Regine Sixt



ALEXANDER SIXT

We'll stay ahead of our rivals for the next 100 years too!

BY ALEXANDER SIXT, MANAGING DIRECTOR CORPORATE DEVELOPMENT AND STRATEGY, SIXT AG

Change has been the true constant throughout Sixt's 100 year success-story. Sixt keeps growing as a system supplier of mobility in its core area of automobile rentals. It is actively acquiring new positions of leadership and market shares in Europe and the USA and aims to stay ahead of its rivals in terms of technical innovation and mobile device usage. We see great changes coming in people's urban mobility and in their awareness of how to move around efficiently and in a way that does not damage the environment.

Innovation in urban mobility is set to triple by 2050 from today's 300 billion. More than 80% of the world's population live in cities around the world, and migration into those cities is expected to grow by almost ten percent by 2025. Future mobility will succeed on the basis of investment in locations, profitable and efficient growth and technical innovation – but also if urban infrastructure is used intelligently. A key challenge to a mobile future will be how to network different modes of transport in big cities.

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 that have always characterized the company and that are a permanent part of the Sixt DNA.

From our family past I know the extent to which adventurousness belongs to business. I know that you always have to offer the latest engineering, the latest vehicle models and the latest technical features to be a success with your customers. Eighty percent of added value generated in the world today is generated in urban zones, so this is a market with which Sixt has to engage.

An especially good example of this culture of innovation is the DriveNow service that 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, Berlin, Düsseldorf and Cologne as well, but which we will soon be rolling out in other 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. 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 the next 100 years of Sixt.

Sincerely yours,
Alexander Sixt



KONSTANTIN SIXT

Innovation – Our commitment for the future!

BY KONSTANTIN SIXT, MANAGING DIRECTOR E-COMMERCE, SIXT AG

Our company has now stood for automotive mobility for a full 100 years. The little rent-a-car company that took up business in Munich in 1912 developed over the years and decades to become a large corporation now present in more than 100 countries and that has often shown its rivals what we might call a clean set of wheels. We have made many advances over this long century, such as the introduction of Germany's first ever leasing scheme in the 1960s, the introduction of the world's first automatic rental machines in the 1990s, the launch of our own eCommerce business in the year 2000, and the development of one of the first smartphone applications for vehicle booking in 2008.

The constant factor throughout our company history, therefore, is innovation. Sixt has kept reinventing itself over the past century, and kept reinventing mobility. Our products and services have always incorporated the latest developments and helped make vehicles available more quickly, more easily and more conveniently. And innovation will go on being a constant in the future of our company; we are watching very carefully to see what demands people place on their mobility, today and in the future. This is something we will be keeping up with assiduously. That applies to vehicle

technology, with the new types of economical drive systems emerging, as well as to services relating to automobiles, such as mobile services and networking drivers with the Internet while on the road.

Innovation is an important ability that my grandfather Hans Sixt had a good grasp of. It was from him that we learned to keep our eyes open for new developments and to make use of them when the time is ripe. In our family we like to recall the way Hans Sixt took a risk in his early years and travelled the world without money. At that early stage he developed connections with hotels, travel operators, and manufacturers like Henry Ford, laying the foundations for the success of Sixt. He always had his ear to the ground and would recognize new developments such as the demand for chauffeur services. Our grandfather handed this important ability down to us, and I view it not just as a virtue but as a responsibility towards the future of Sixt.

We are on track towards fulfilling that responsibility. We are constantly developing our applications for smartphones and tablet PCs, making mobility available around the clock and anywhere in the world. Bar code rentals mean considerable time savings for customers

– the moment you reserve a vehicle, you receive a code on your smart phone that you can have scanned at the counter, just like when you arrive at an airport to board a plane. That puts an end to long waiting periods and looking things up on computers. Yet the technical possibilities do not end there by any means. It is quite feasible to envisage a customer walking straight into a car lot, choosing the vehicle they want, getting in, and driving away. Reservation, driver identification, and even invoicing would all happen virtually.

Sixt has always looked forward and looked for the next challenge. This will not change, not now nor in the coming century. Our direction is clear: innovation. Sixt will base its products and services on the latest developments and therefore on the wishes and needs of its customers. That is what will make Sixt a synonym for mobility over the next 100 years to come – worldwide.

Sincerely yours,
Konstantin Sixt



THE EDITORIALS



I truly admire the decision-makers of the board who are responsible for Sixt's strategy and for the application of those required actions which pave the way towards the glorious upcoming Sixt-century. From the bottom of my soul: thank you for your persistence and commitment to Sixt!

Our supervisory board unites experience from various industries which allows Sixt to meet each upcoming task perfectly. Thank you for your advice, your foresight and your perspicacity!





Greetings

DR. RUDOLF RIZZOLLI
COO & MEMBER OF THE BOARD, SIXT LEASING AG

Sixt has grown into a world-leading mobility service provider on the basis of its family orientation, its implicit entrepreneurship, its innovative spirit and its courage to try things that might be considered unconventional.

Sixt's leasing services are an integral part of this success story. Long before others, Sixt recognized the advantages that companies gain from long-term and reliable mobility solutions, which is what prompted Sixt to start the first German leasing company in 1967. Today Sixt Leasing is one of the leading full service leasing providers with a presence in approximately 50 countries around the world.

Nevertheless, despite our successful history, or more accurately because of it, our focus at Sixt is always on the future. As an innovation leader, we consistently rely on technologies and products that meet our customers' wishes, possibly even anticipating them.

The growth that has occurred in the past few years confirms that this effort has been worthwhile, since this has happened not only with our established customers, but also with new groups of customers. The demand for mobility services from Sixt is growing rapidly not only with our fleet customers, but also among private customers. Our promise of performance consists of cost-effective and flexible mobility, the ability to obtain all services from a single source, and our good name. Sixt Leasing is on a good path, and we will continue moving forward to be an integral part of the success of the next 100 years.

Dr. Rudolf Rizzolli



Greetings

DETLEV PÄTTSCH
COO & MEMBER OF THE BOARD, SIXT AG

Quality and excellence – that is the foundation on which Sixt has built a century of growth. It was not always growth without its setbacks; and sometimes those setbacks threatened the company's very existence, as in the two World Wars. Then there were other crises such as the financial crisis of late. But Sixt has always found its way back to growth, and the latest results from 2011 are in themselves a historic high-point.

I am proud but also grateful to have been able to be part of this success for some time now. I also know that the company has the ability to keep writing its success story. We are looking ahead to a future full of quality and excellence.

Detlev Pättsch



Greetings

DR. JULIAN ZU PUTLITZ
CFO & MEMBER OF THE BOARD, SIXT AG

Being the Chief Financial Officer at Sixt has something reassuring about it, despite all the challenges: because just as our company has lived by clear principles the past one hundred years when it comes to dealing with our customers, it also has set principles in questions of financing. These principles are the key reason that Sixt has concluded each year to date with a profit and is now one of the most profitable mobility service providers on an international level.

One of the most important principles is not to mistake the willingness to take risks in business matters for adventurism. This course is based on an established corporate culture, which has been actively put into practice by the Sixt family since the company was founded. "Base your decisions in the company as if it was your own money": this credo was also the guiding light of many decisions after entering the stock market in 1986. It protected the company, its employees and its shareholders from damage.

Furthermore, it is our true belief that financial solidity is the decisive pre-requisite for independence. Sixt has highly solid capital resources at its disposal today, which are far beyond the industry average and distributed across a broad financing basis. We offer our shareholders attractive interest rates for their investment in Sixt, and we are a reliable and thus valued partner on the capital and financial market. Sixt stands for clear values – not just with its customers but also with its shareholders and financing partners. This will also be the case in the future.

Dr. Julian zu Putlitz



Greetings

DR. DANIEL TERBERGER,
MEMBER OF THE SUPERVISORY BOARD, SIXT AG

Congratulations on your 100th anniversary! We in Germany can be proud of a company that your family has built into an internationally recognized market leader in this day and age. Your brand is one of the strongest brands to emerge over the past 100 years in Germany and your company has accomplished the achievement of turning customers into enthusiastic fans of your brand through your efforts. Your advertising is not only considered a superfluous corporate sales message, but is rather an entertaining small highlight in day-to-day life!

At the end of the day, though, the most special thing about the company is you – the family. You are the most entrepreneurial-inclined company anyone could possibly imagine. You successfully maintained a familiar, enterprising culture in your company despite its size and internationality shaped by relentless innovative strength, unconditional customer focus, and a high degree of involvement on the part of the entire family. That spirit of entrepreneurship which is lived with conviction combined with an equally enthusiastic avowal and dedication to social responsibility toward the less fortunate is precisely what makes your family and company so unique.

I would like to again express my compliments combined with the wish that your family will never lose the strength and the joy you find in both the entrepreneurial and social realms as we have all come to know you!



Greetings

RALF TECKENTRUP,
MEMBER OF THE SUPERVISORY BOARD, SIXT AG

It is only 100 years ago that Sixt was founded, and since then the Munich based company led by the Sixt family has grown to be a global player in mobility services around the world. The expansion of Sixt is implemented with verve and skilfulness. Keeping the company's principles in mind, Sixt has found a smart combination of services and an innovative approach to market them in Germany and around the world. Very often the first thing you see after leaving the airplane is orange – a sign of Sixt and its services. And every customer worldwide knows the promise of top-quality, first-class services at excellent value for money is kept.

The trust in Sixt and the outstanding reputation is the key to success of this company. The partnerships with airlines, hotel chains and other players in the mobility and tourism industry have been in place for many years and are based on a spirit of long-term and trustworthy collaboration.

The history of success started with only seven cars in 1912 and the fleet grew almost ten thousand fold. Through all these years, the family Sixt has steered the company with a clear strategic view. The number of innovative products and services introduced over the years is impressive. The employers and partners show a great deal of motivation and customer focus. Management, innovation and motivation, these three ingredients will keep Sixt running for the next centuries.



Greetings

DR. GUNTER THIELEN,
CHAIRMAN OF THE SUPERVISORY BOARD, SIXT AG

Welcome to the 100th Anniversary year of Sixt, a global supplier of high-quality mobility solutions.

Since 1912, the Sixt family has prided itself in leading the company to excellence in both customer service and innovation. And today, with the same entrepreneurial spirit and foresight, Sixt, together with its network of outstanding partners, motivated staff and determined managers are delivering the innovative products and services that make its reputation among the leaders in the car rental industry. Over the years, thanks to intelligent and future oriented policies, Sixt has continually improved its fleet efficiency, innovated its leasing arrangements, expanded across Europe and widened its franchise partnerships worldwide. All major milestones for a major company. And with 100 years of experience and in more than 100 countries globally, Sixt's momentum isn't just long-lasting – it's gaining speed.

In celebration of a history that makes us proud and with clear directions leading into the future, we are focusing on our customers, searching for new business opportunities worldwide and fine-tuning our service quality. So, come visit our stand and see for yourself how Sixt is setting the standard today for mobility tomorrow. We're looking forward to welcoming you.

SIXT

A FAIRYTALE



By Regine Sixt

We have been writing history over the last century, day by day. I invite you to take a closer look on some of the outstanding moments of our company's and family's saga.

1912—2012

Once upon a time ...

BY REGINE SIXT



Munich, 1912

In quiet moments that I spent with my most respected and beloved late father-in-law, **Hans Sixt**, at his farm in the Bavarian mountains, he would tell me stories about the history of the Sixt family. At that time, they sounded to me as if they were fairy tales. How often did he say: “**Regine imagine**“ ...as I was sitting with him on our bench in the front of his house.

“**Regine imagine** – at the beginning of the twentieth century, **Martin Sixt**, a pioneer of his days, had a vision - to build a service on wheels.”

This vision was realized in 1912 in a small garage in downtown Munich when **Martin Sixt** founded “**Martin Sixt Autofahrten**,” Bavaria’s first car rental service, which opened for business with just three cars: a Deutz Landulet de Luxe and two Daimlers.

“**Regine imagine** – in these days **Martin Sixt** was in contact with the celebrities of his time, offering them the service of a limousine company throughout all of Europe.”

The company started to grow but this growth came to a sudden halt with World War I, as the dark clouds of



Martin Sixt





Hans Sixt

conflict spread over Europe, and in August 1914, the cars were all drafted into military service. The war lasted four years, rather than four months, as was originally expected, and the result was poverty and depression.

“Regine imagine - despite the post-war climate **Martin Sixt**’s wife Rosa opened a coffee house in Munich, which soon became the central meeting point for motorcar owners and drivers.”

And with the money from the sale of the coffee house, they were able to restart the company, then called “**Sixt Autofahrten**.” In 1925, young **Hans Sixt** moved to the UK and then emigrated to the United States.

Regine imagine – I had no money, but I too, had a vision: to establish an International Company. Already, in these days, we were in contact with Thomas Cook and American Express.”

Then, **Martin Sixt** asked Hans to return to Munich because he had to retire. He told me so many stories about those days – the roaring twenties, etc. – and how the company “**Sixt Autofahrten**” continued to grow over the next decades.

“Regine imagine – in 1933 the Nazis came to power and with the outbreak of World War II in 1939 all of our cars were confiscated.”



But my father-in-law was courageous enough to hide three cars secretly in a stable. These were very sad moments in those days. My father-in-law was drafted in the army and sent to the Eastern Front.

While he was in Russia, his beloved wife Erika gave birth to their son **Erich** – my dear husband. Nevertheless, after the war, **Hans Sixt** took the three hidden cars out

of the barn and, with my mother-in-law, they again started a car rental business under the banner “**Auto-Sixt**.”

With the help of the US military forces, **Hans Sixt** created a Businessmen Motor Pool and rented “Export Taxis,” which were paid for in US Dollars by members of the US Army. By the late 1940’s, **Hans Sixt** operated more than 1700 of these cars. In addition, his high-end limousine service quickly developed an impressive reputation including patronage by celebrities like Kirk Douglas,

Greta Garbo and Marlene Dietrich.
“Regine imagine – in the fifties, I started the self-drive business and pretty soon we were running 50 self-drive cars.”

If only he had known then that today we would have 225,000 cars on the road, he would have thought it was a fairy tale.

“Regine imagine – in 1964 my young son Erich joined me in the business, by now operating a fleet of 200 cars. He was the same age as me when I had started.”

And it is at that moment in time, that the real story of Sixt’s worldwide success began.

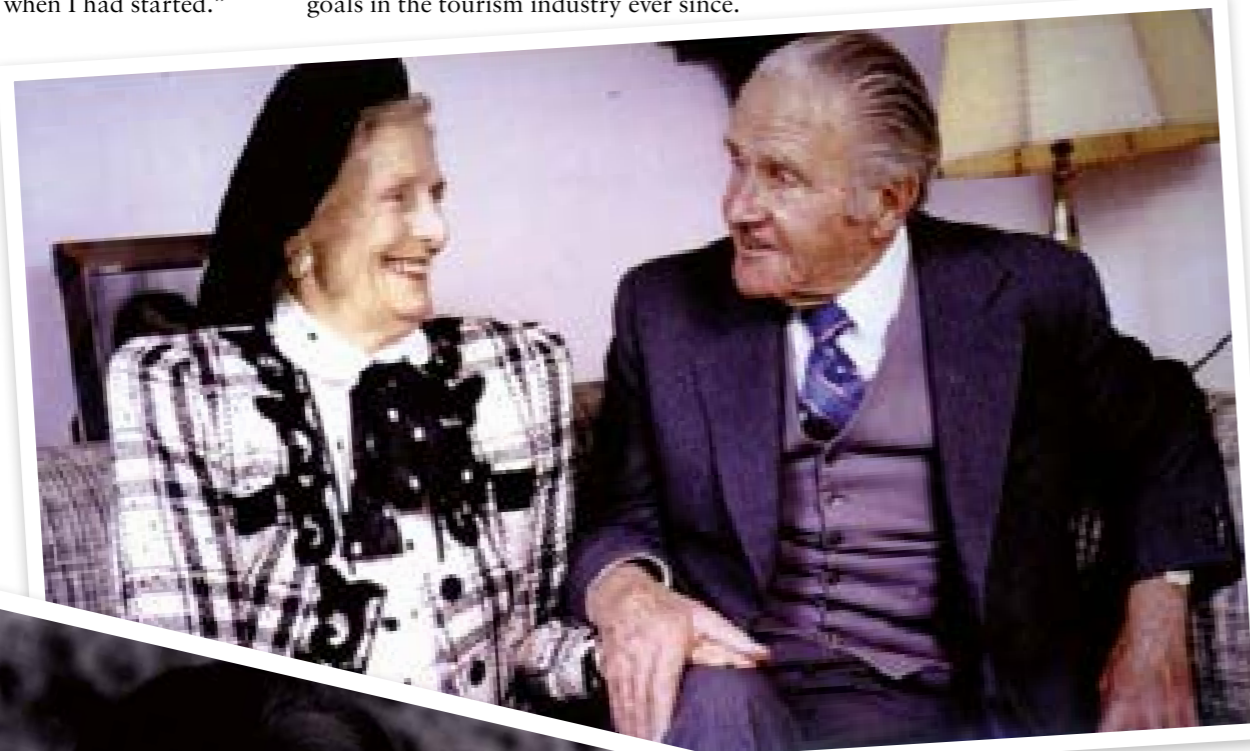
“Regine imagine – now YOU, my lovely girl, are a vital part of us.”

That’s what he told me when I married Erich Sixt in 1976. I became a part of this amazing family with a spirit that has encouraged me to set ambitious goals in the tourism industry ever since.

I started to work with airlines and hotel partnerships and the largest US tour operators. And I went to America on my own on sales trips, just as he did as a young boy. He was very proud of me doing that.

“Regine imagine – what a future this boy is going to face!”

He told me in 1979 when I had our son Alexander in my arms.



Erika and Hans Sixt



Regine Sixt with her sons Konstantin and Alexander
 Photo: Marianne „Manni“, Princess of Sayn-Wittgenstein-Sayn



“And I went to America on my own on sales trips, just as he did as a young boy. He was very proud of me doing that.”

“Regine imagine – how strong the two boys are going to be together,” he said again when I put our son Konstantin in his arms in 1982. Unfortunately, he was not able to witness their entire bright future. Today, Alexander and Konstantin are in the top management of our internationally renowned public company, where we still hold the majority of the shares of Sixt AG within the family.
“Regine imagine – your mother-in-law and I could travel around the world and discover the Seven Wonders of the World.”

And indeed: He traveled as early as 1962. At the same time, **Erich Sixt**, who was 20 years, has set the **Seven Corner Stones** of Sixt’s success:

1969: Erich Sixt founds one of the first German leasing companies which is now one of the leading leasing companies in Europe.

1977: Erich Sixt enters a cooperation agreement with an international car rental company and becomes truly international by offering our clients a worldwide reservation tool.

1983: Erich Sixt starts the legendary

Decade for decade Sixt sets trends



advertising campaign: “Rent a Mercedes at the price of a Golf!” The ad “Drive first class – pay economy”. hanged the car rental market dramatically and propelled Sixt to be Germany’s market leader. In those days **Erich Sixt** bought several thousand Mercedes 190 and with this cemented his company’s philosophy: “Drive first class – pay economy”. This campaign has had many versions over the years but has always followed the same principal.

1986: **Erich Sixt** makes one of his most important decisions: Going public! It was not an easy decision to submit to the complex regulations of the stock

market with its laws and to give up a great deal of entrepreneurial freedom.

1989: **Erich Sixt** decides to develop with corporate expansion. Sixt Switzerland and Austria are opened and **Regine Sixt** begins to open the first franchise countries in Europe, beginning with Portugal and Ireland; today Sixt is present in 105 countries.

1995: **Erich Sixt** recognizes the increasing importance of the internet. By founding e-Sixt he makes sure to utilize the advantages of new technologies. Ever since then, Sixt has been the most forward-thinking and innovative car

rental company in the world. Today, **Konstantin Sixt** is leading this department with 50% of Sixt’s reservations being made through Sixt.com.

2010: **Konstantin Sixt** together with Axel Springer AG established the joint venture autohaus24.

2011: **Alexander Sixt** founded DriveNow as a joint venture with BMW. Alexander sets the course for this pioneering innovation that will conquer new dimensions in the car rental industry.

I am so proud to say that these are the



“I would like to thank the thousands of employees who helped us in building up this amazing success story and moulded us into a unique organization.”

“Seven Wonders of Sixt.”

“Regine imagine – the worldwide reputation of Sixt is based on loyalty, effort and reliability that has developed into a tradition over the last 75 years.”

Hans Sixt pointed that out for Sixt’s 75th anniversary and it is still true now in 2012 with Sixt’s hundredth birthday.

I would like to thank the thousands of employees who helped us in building up this amazing success story and molded us into a unique organization.

I would also like to thank the managers of 105 countries of Sixt who live the spirit of the Sixt Family, 1997, when I opened the first franchise country. The Sixt Family and the orange Sixt color make for an international awareness of a brand that’s highly respected

everywhere.

The future is what we make of it! Looking back, I am truly thankful for all we have achieved. And looking forward, I am excited and thrilled to help shape what lies ahead of us!

Regine Sixt



Konstantin Sixt

Sixt.com, Sixt Apps, Autohaus24.de and DriveNow – created by the new generation: ALEXANDER AND KONSTANTIN SIXT.



Alexander Sixt



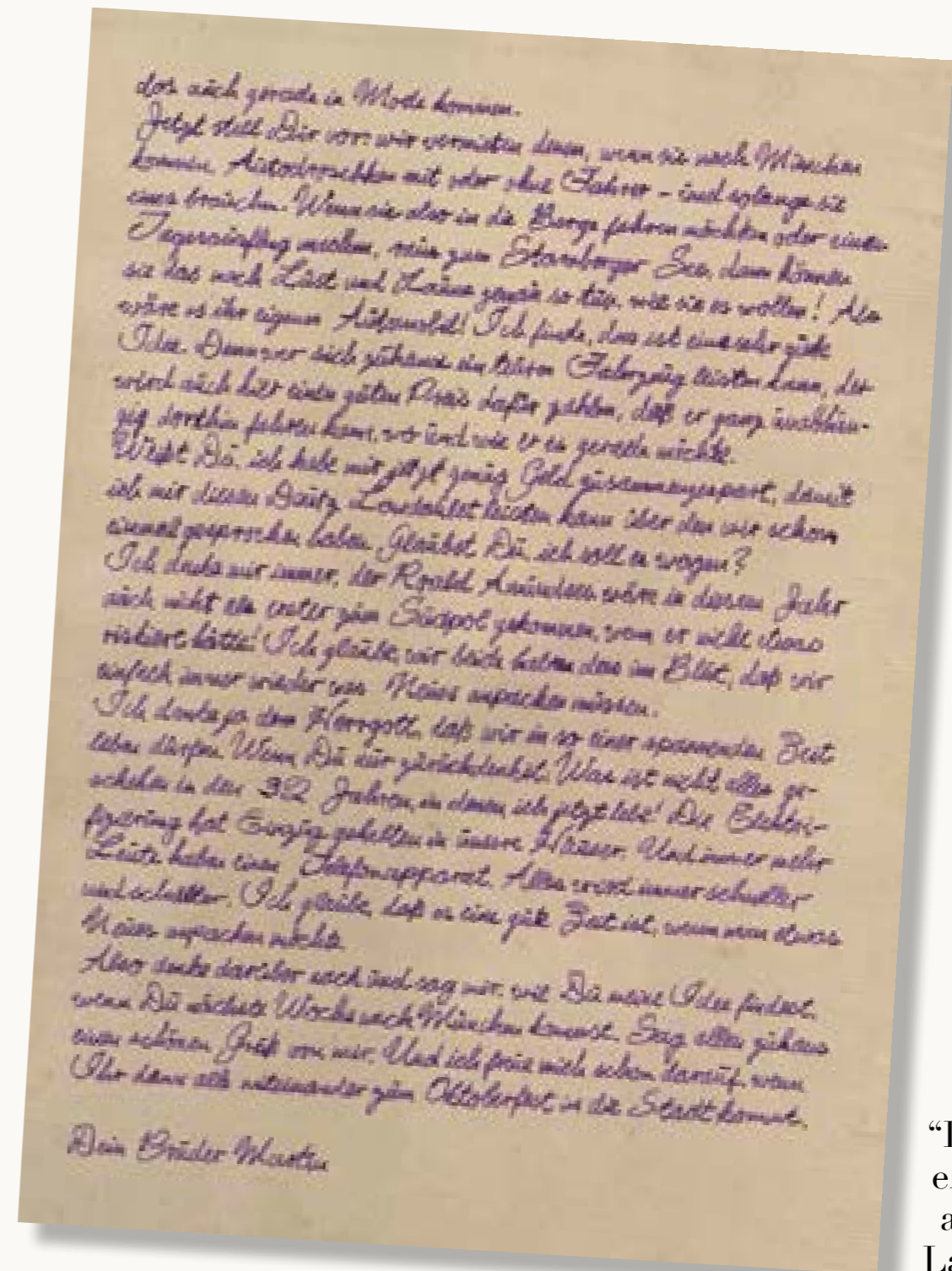
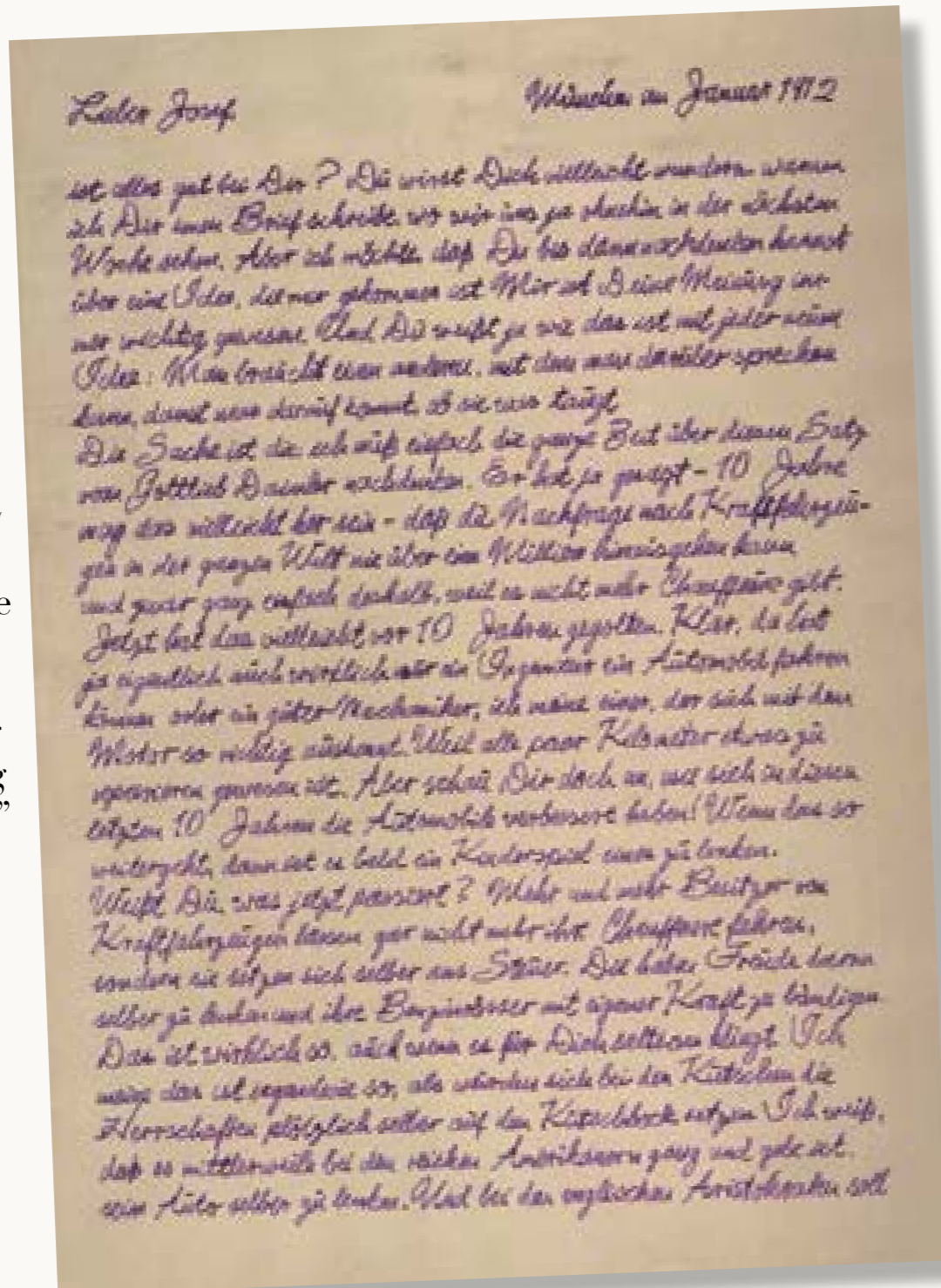
Sixt

BIRTH OF A DREAM



Sixt has always been a forwards looking family and company. But even stories, photos, old catalogues and this Imaginary Letter have just one function: namely to prove that innovation always had a good tradition in our family. Our family members always started with a clear strategic plan, but then the words are regularly crowned by deeds – and by very concrete actions. It has always been that simple.

My Imaginary Letter: In January 1912 founder Martin Sixt wrote to his brother Josef Sixt. I based this imaginary letter on what my father in law told me. The brilliant and innovative idea: a car rental service.



“Just look at how much cars have improved over the past ten years. If things continue like this, steering one is soon going to be child’s play.”

“I have now saved enough money to afford the Deutz Landulet. Do you think I should dare do it?”

SIXT

An Imaginary Jubilee Edition
HERAUSGEGEBEN VON MARTIN SIXT



25 JAHRE AUTO SIXT



Ein Grund zu feiern:
25 Jahre „Sixt Autofahrten und Selbstfahrer“

Viel haben wir geschaffen – viel haben wir uns vorgenommen!

25 Jahre Sixt, München 1937



Die Pionierjahre von Auto Sixt

1912: Martin Sixt gründet das Unternehmen „Sixt Autofahrten und Selbstfahrer“.

1914: Die Fahrzeugflotte besteht aus 1 Deutz Landaulet de Luxe und 2 Mercedes-Benz.

August 1914: Der erste Weltkrieg unterbricht das Wachstum jäh: Wagen und Fahrer werden dem Kommando des Heeres unterstellt. Mit der Entschädigungszahlung eröffnet Rosa Sixt eines der ersten „Kaffeehäuser“ Münchens, das zum Magneten für Automobilisten wird.

1919: Sixt Autofahrten startet

erneut. Mit Fahrzeugen, die Martin Sixt in Luxusautomobile verwandelt, werden erste Kunden gewonnen. Die erste Straßenzapfsäule für Benzin wird an der Ismaninger Straße 44 in Betrieb genommen. Josef Sixt, der Bruder von Martin Sixt, baut dort ebenso eine Auto-Reparaturwerkstätte auf.

1927: Hans Sixt tritt in das Unternehmen ein.

1929: Es kommen nur noch Automobile von Mercedes-Benz zum Einsatz. Hans Sixt baut über London Verbindungen zu den führenden Reiseunternehmen wie Thomas Cook auf, so daß vermehrt internationales Publikum gewonnen werden kann.

1930: Nach der Inflation von 1923 und der Wirtschaftskrise von 1929 bilden die Passionsspiele in Oberammergau einen neuen Lichtblick: Internationale Gäste kommen nach Bayern, unter ihnen auch Berühmtheiten wie Henry Ford, der sich von Sixt chauffieren läßt.

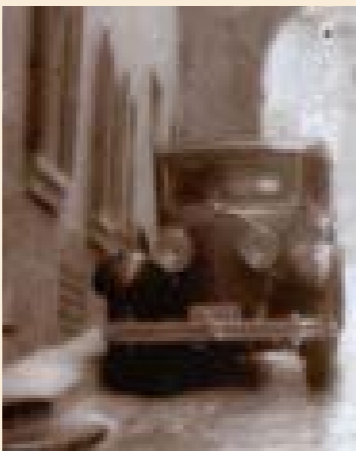
1933: Ein neuer Wind weht durch Deutschland – die Zeiten ändern sich. Wirtschaftlich geht es wieder bergauf. Über Vermittlung der Deutschen Botschaft in London kommen führende Persönlichkeiten wie sogar Kaiser Hirohito, der 124. Tenno von Japan, oder der Prince of



Wales nach Bayern.

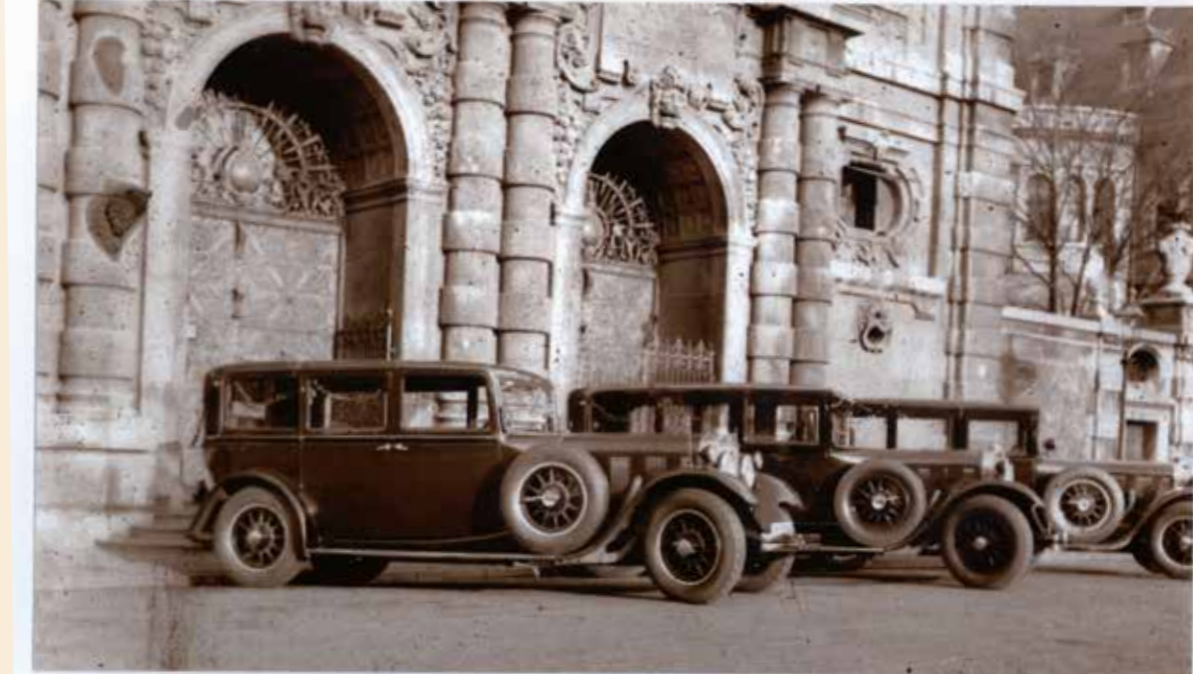
1936: Die XI. Olympischen Sommerspiele in Berlin ziehen neben den fast 4.000 Athleten aus 49 Nationen Publikum aus der ganzen Welt nach Deutschland an und viele davon auch nach Bayern.

1937: Auto Sixt wird 25 Jahre jung!



Der Anfang: Martin Sixt erzählt ...

Wir schreiben das Jahr 1912. Ein Jahr voller Pioniertaten! Der Norweger Roald Amundsen erobert den Südpol und gewinnt dieses Wettrennen gegen den Briten Ronald F. Scott. Bayern bekommt mit Ludwig III. einen neuen Regenten, was ein gutes Signal für die Zukunft ist. In Berlin startet das Filmstudio Babelsberg. In Hamburg fährt die erste U-Bahn. Und München bekommt mit Sixt das erste Mietauto-Unternehmen Deutschlands. Ein Deutz-Landaulet de Luxe ist die erste Autodroschke, die wir in Betrieb nehmen.



Die Automobile dieser Zeit sehen beinahe noch aus wie Kutschen. „Landaulet“ kommt ja von „Landauer“, also von der Kutschenform, die offen oder geschlossen gefahren werden kann. Der Chauffeur sitzt fast wie ein Kutscher vorne. Ich selbst komme ja noch aus der Zeit, als es nur Kutschen und Fuhrwerke gab, und ich konnte mit ihnen auch umgehen. In Niederbayern hatte ich dies noch erlernt, bevor ich nach München kam. 1880 geboren, war ich gerade 6 Jahre alt, als Gottlieb Daimler und Wilhelm Maybach ihre „Kutsche ohne Pferde“ vorstellten. So be-

schrieben sie ihre Erfindung, die den meisten Zeitgenossen lächerlich erschien. Doch schon als junger Mensch wurde mir klar, dass dem Automobil die Zukunft gehört. Und was ist nicht seit der Erfindung der Benzindroschke alles geschehen! Wie viele Triumphe hat die Ingenieurskunst gerade in Deutschland gefeiert! 1902 das Patent auf Zündkerzen. 1919 die Kompressor-Technik, die ein Vielfaches an Leistung aus dem Motor holt. 1924 die Einführung der Fließbandproduktion, zuerst bei Opel, heute auch bei allen anderen Herstellern. Oder so prakti-

sche Erfindungen wie 1926 der erste Scheibenwischer, der von einem Elektromotor angetrieben wird – wie so oft ein Patent aus dem Hause Bosch.

Kein Jahr vergeht ohne neue Erfindungen: Vor 5 Jahren, 1932, präsentiert die Internationale Funkausstellung Berlin das erste Autoradio Europas. Oder letztes Jahr auf der Berliner Automobil-Ausstellung, als Mercedes-Benz den Typ 260 D vorführt, den ersten von einem Dieselmotor angetriebene Personenkraftwagen der Welt. Kaum ein Monat vergeht ohne technische Neuerungen. Das

zeigt mir: Wir haben damals, 1912, genau auf das richtige Pferd gesetzt. Oder sollte ich sagen: Auf das richtige Automobil?

Alles startete mit meinem geliebten ersten Deutz-Landaulet. Es war schon mutig, die Firma „Sixt Autofahrten und Selbstfahrer“ zu nennen, denn damals konnten nur ausgebildete Chauffeure, die eigentlich Ingenieure sein mussten, die Benzindroschken bändigen. Es gab ja kaum eine längere Ausfahrt, an der nicht irgend etwas zu reparieren war. Hier ein geplatzter Reifen, dort ein



gerissener Keilriemen. Das Werkzeug kam ständig zum Einsatz. Aber ich bemerkte damals, dass mehr und mehr Eigentümer auch die Freuden des Fahrens entdeckten. Sie hatten Spaß am Rausch der Geschwindigkeit. Immerhin hatte bereits 1899 Camille Jenatzy mit seinem Elektorautomobil „La Jamais Contente“ die Schallmauer von 100 km/h durchbrochen. Und schon 1906 fuhr der „Stanley Rocket Racer“ den unglaublichen Rekord von 205 km/h ein.

Gerade die wagemutigen wohlhabenden Amerikaner und die abenteuerlustigen britischen Aristokraten waren es, die als erste „Selbstfah-

rer“ unsere Automobile nicht nur durch München lenkten, sondern durch ganz Bayern, ganz Deutschland, ja ganz Europa. Der Weltkrieg brachte nach den ersten Begeisterungstürmen schnell eine große Ernüchterung: Die drei ersten Autos wurden gleich 1914 mit mir selbst und den beiden Chauffeuren dem Generalkommando des Heeres unterstellt und konfisziert. Rund 10.000 Goldmark hatte jedes einzelne bei der Anschaffung gekostet. Doch auch die Ablöse wurde klug investiert: Meine Frau Rosa eröffnete in der Herzog-Rudolf-Straße 37 eines der ersten „Kaffeehäuser“ Münchens, das bald zu einem Magneten für die Automobilbegeisterten der Isarstadt

wurde. Stellvertretend für alle anderen sei der Bugatti-Spezialist Hans Häusler erwähnt, der schließlich die Flugmotorenwerke Häusler gründete und so manche technische Herausforderung mit anderen Erfindern bei uns am Kaffeehaustisch erörterte.

Gerade die harten Jahre am Ende des Weltkrieges machten uns zu schaffen: Mit dem Verkauf des Kaffeehauses konnten wir zwar erneut durchstarten und unsere Fahrzeugflotte wieder aufbauen. Doch das Unglück, das der Krieg über das Land gebracht hatte, machte auch vor unserer Familie nicht halt: Zwei Kinder wurden im jugendlichen Alter von einer Lungentuberkulose hinweggerafft. So verstärkte schließlich Hans das wachsende Unternehmen. Die Basis bildeten Automobile aus alten Beständen, die wir in

mühevoller Kleinarbeit für den Mietwagenbetrieb umbauen konnte. Unsere Tankstelle an der Ismaninger Straße war die erste Straßenzapfsäule Münchens, an der wir unsere stetig wachsende Flotte betankten.

Hans Sixt war durch seine internationalen Kontakte in die USA und nach England prädestiniert dafür, dem Unternehmen neuen Schwung zu geben. Auf eigene Faust war er nach dem Weltkrieg als ganz junger Mann in die USA gereist, um in der Neuen Welt die aufstrebende Wirtschaft und Technik zu studieren. Voller Tatendrang kehrte er zurück und führte das Unternehmen zu neuen Erfolgen. Gleich nahm er neue Modelle in die wachsende Flotte auf wie den legendären 8-Zylinder Isotto Franscini oder den großen 6-Zylinder Renault. Schließlich setzte sich aber doch die heimische



Qualität von Mercedes-Benz durch. Gerade die ausländischen Gäste, die heute selbst über die neuen deutschen Reichsautobahnen fahren wollen, schätzen die zuverlässigen Produkte aus heimischen Fabriken. Denn seit 1921, als mit der AVUS in Berlin Grundwald die erste Autobahn der Welt eröffnet wurde, geht es mit dem deutschen Verkehrsnetz rapide nach oben, zur Freude unserer Selbstfahrer aus der ganzen Welt.

Das letzte Jahrzehnt war aufregend und voller Herausforderungen. Wie gut, dass Hans zur Zeit der Wirtschaftskrise und des Börsenkrachs von 1929 in London nicht nur Sprachstudien betrieb, sondern auch wertvolle Kontakte zu englischen Reisebüros knüpfte. So konnte mitten in der Depression Sixt trotzdem expandieren, weil viele in- und ausländische Gäste 1930 zu den Passionsspielen nach Oberammergau kamen und sich dafür entweder unsere Wagen liehen oder sich gleich selbst dorthin chauffieren ließen. Begeistert war nicht nur Henry Ford von der Landschaft und von den ihn herzlich begrüßenden Menschen in Bayern. Er war vom Christusdarsteller Hans Lang derart berührt, dass er ihm eines seiner legendären



Ford T-Modelle schenkte. Ein weiterer Magnet mit internationalem Glanz war wohl die Sommerolympiade in Berlin von 1936 – Deutschland versuchte mit diesem sportlichen Wettkampf der Nationen, die Welt zu beeindrucken und das Land in neuem Glanz erstrahlen zu lassen. Die Aufbruchstimmung, die unser Land erfasst hat, spiegelt sich auch in der Auftragslage wider: Ganz Deutschland ist dabei, sich zu motorisieren und das Automobil zu einer Selbstverständlichkeit für alle zu machen.

So blickt Sixt nach 25 Jahren, in denen es trotz aller Widerstände immer voran und nach oben ging, voller Zuversicht nach vorne. Hans Sixt führt das Unternehmen mit sicherer Hand. Jede technische Neuerung hält als erstes auch bei uns Einzug. Und jede Chance, die sich bietet, um unser Angebot noch besser und attraktiver zu machen, wird genutzt.

Denn mit Fug und Recht können wir heute sagen: Wer die harten Jahre des Kriegs und

der Nachkriegszeit gemeistert hat, dem stehen alle Wege offen!



Sixt Autofahrten und Selbstfahrer » Sixt Autofahrten und Selbstfahrer » Sixt Autofahrten und Selbstfahrer



Sixt Autofahrten und Selbstfahrer
München 22, Tel. 22 33 33
Herzog-Rudolf-Straße 35

Sixt Autofahrten und Selbstfahrer » Sixt Autofahrten und Selbstfahrer » Sixt Autofahrten und Selbstfahrer

HERAUSGEGEBEN VON HANS SIXT

50 JAHRE



AUTO-SIXT



Autopark 1961



Das vergangene halbe Jahrhundert war eine Epoche besonders stürmischer Entwicklung.



Es fällt uns heute oft schwer, sich diesen langen Zeitraum recht vorzustellen und die Leistung fortschrittlicher Männer von damals zu würdigen.

Es scheint daher erlaubt, anlässlich des 50-jährigen Bestehens der Firma Auto-Sixt einmal kurz zurückzublicken.

Man schreibt 1912. Erst wenige Jahre lief der erste Dieselmotor für Kraftwagen und in vielen Städte fuhr noch die Pferdebahn. Amundsens Reise zum Südpol, der Fernflug München - Berlin, die ersten seetüchtigen Motorschiffe, der Siemens-Schnelltelegraf, waren Sensationen.

Und das Automobil! Der „4rädige Kraftwagen mit Benzinmotor“ steht am Anfang seiner Entwicklung, der elektrische Anlasser ist noch unbekannt und die Karbidbeleuchtung am Auto üblich. Henry Ford's damals neuzeitliche Autoproduktion mit Spezialisierung auf den Serientyp „T“ bedeute eine Revolution im Automobilbau. In Deutschland gründen Wilhelm Maybach und Graf Zeppelin die Maybach Motorenbau GmbH.

In dieser Zeit industriellen Aufschwungs, in der moderner Welt-handel und Verkehr ihren Anfang nehmen, gründet Martin Sixt in der Herzog-Rudolf-Straße - noch heute der Sitz des Unternehmens - mit 3 Mietwagen sein Geschäft. Nach Krieg und Inflation gibt es eine neue Blüte und 1927 tritt Hans Sixt als Mitarbeiter ein. Er hat als Automechaniker von der Pike auf gelernt und bringt neben praktischer Erfahrung auch neue Ideen mit in die Firma.



Autopark 1912

Zunächst geht er von 1929 - 1930 nach England, um vor allem die Verkehrsverhältnisse der Weltstadt London zu studieren. Auto-Sixt in München kann die Erfahrungen zum weiteren Ausbau nutzen. 1937 und 1939 bereist Hans Sixt Amerika, um sich speziell über die dort schon sehr mächtige Taxi-Industrie zu

informieren. Zugleich berät er diverse Reisebüros über den Tourismus in Deutschland und knüpft wertvolle Verbindungen an.



1946 können die abgerissenen Fäden wieder neu geknüpft und die Kenntnisse und Erfahrungen ausgewertet werden: Hans Sixt gründet den Exporttaxi-Service, ein willkommener Devisenbringer in dieser Zeit und eine organisatorische Leistung, die Anerkennung verdient und findet.

Die Wagen von Auto-Sixt sind die ersten in Deutschland, die mit Funksprechanlagen ausgerüstet sind und über eine Zentrale miteinander in Verbindung stehen. Jetzt folgt der Aufbau eines modernen Mietwagendienstes.

Im Herzen Münchens werden die Großtankstelle und die Centralgarage von Auto-Sixt Treffpunkt bekannter Automobilisten.

Seit 1953 stellt Auto-Sixt neben seinen Mietwagen mit sprachkundigen Chauffeuren auch Wagen vieler typen, vom VW bis zum Mercedes 300, für Selbstfahrer zur Verfügung. Der große Wagenpark hat Auto-Sixt den Anschluß an die internationale Autotouristik ermöglicht. Der weltweite Ruf als Dienstleistungsunternehmen ersten Ranges beruht auf Treue, dem Fleiß aller Mitarbeiter und der zu Tradition gewordenen Zuverlässigkeit.

Das Jubiläumsjahr 1962 ist eine schöne Gelegenheit, allen Kunden zu danken und Ihnen unsere steten Bemühungen zur Erfüllung aller denkbaren Wünsche erneut unter Beweis zu stellen.

München, Januar 1962

Hans Sixt

A red handwritten signature of Hans Sixt, written in a stylized, cursive script.

AUTO-SIXT
Internationale Autovermietung
München 22, Tel. 22 33 33
Herzog-Rudolf-Straße 35

Frankfurt a.M. Zimmerweg 1,
Tel. 72 37 78



Herr Ludwig Süßmeier (rechts), techn. Leiter mit seinen Kundendienst-Mitarbeitern



Herr und Frau Sixt bei einer Organisationsbesprechung

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**Zum 75-jährigen Firmenjubiläum
und dem 80. Geburtstag von Hans Sixt
sei dieser Rückblick gestattet.**

München, August 1987



Hans Sixt

Martin Sixt – ein Pionier seiner Zeit



Der Gründer Martin Sixt, geboren 1880, kam im Jahre 1900 als Fuhrknecht der Molkerei Eidenschink von Niederbayern nach München. Der Tageslohn betrug 3,– Goldmark, bei 3 Tagen bezahltem Jahresurlaub.

Gearbeitet wurde an 6 Tagen in der Woche von Sonnenaufgang bis -untergang. Sonntag war Futtertag für die Pferde.

Pioniergeist im urwüchsigen Sinne war 1912 Voraussetzung zur Gründung des ersten Mietauto-Unternehmens

in Bayern. Damit verbunden war der Kauf des Luxus Deutz-Landaulet, zu einem heutigen Verhältnisspreis von ca. 100.000,–DM.

Zu dieser Zeit gab es in München schon einige Autodroschken. Sie fuhren jedoch aus verschiedenen Gründen nur im Stadtgebiet. Tagesreisen und Sonderfahrten blieben dem Unternehmer Sixt vorbehalten.

Bei Ausbruch des I. Weltkrieges im August 1914 bestand die „Sixt-Flotte“

aus 3 Deutz-Landaulets. Die Ausrüstung der Autos war zeitgemäß. Es gab weder elektrisches Licht noch Anlasser. Der Start des Autos war ein Problem der Muskelkraft. Jede Fahrt erforderte mehrstündige Vorbereitungen.

Der Anschaffungspreis je Fahrzeug betrug etwa 10.000 Goldmark; entspricht heute ca. 150.000,– DM. Der Benzinverbrauch lag bei 25–30 Liter pro 100 km und kostete 0,30–0,40 Goldmark je Liter. Der Kraftstoff wurde in Kanistern von



Milchfuhrwerk um 1900

Die „Sixt-Flotte“ wird 1914 konfisziert

Farbgeschäften und Apotheken bezogen. Damaliger Fahrerlohn 30,– bis 40,– Goldmark die Woche, bei 3 Tagen bezahltem Jahresurlaub. Fahrerspesen: je 24 Stunden 12,–Goldmark im Inland, 15,–Goldmark im Ausland. Bei einem Mietpreis von 0,60 – 1,00 Goldmark je Kilometer kamen fast ausschließlich der englische Adel sowie die dollarstarken Amerikaner als Kunden in Frage. Im August 1914 wurde dem Vermietgeschäft vollends der Boden entzogen.

Wagen und Fahrer zum Wehrdienst „einberufen“ und direkt dem Generalkommando unterstellt. Dadurch blieb dem Besitzer und den Fahrern die Einberufung zur Infanterie erspart. Darüber hinaus konnten durch die finanzielle Ablöse der Kfz's vorhandene Schulden bezahlt werden. Die patriotische Pflicht erfüllte sich nebenbei. Der Krieg dauerte nicht, wie angenommen, 4 Monate, sondern 4 Jahre bis 1918.

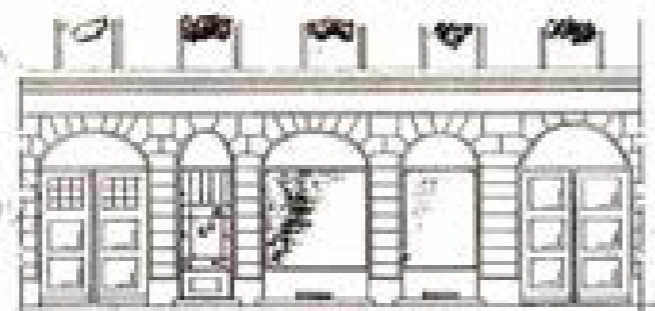
1914 eröffnete seine Frau Rosa Sixt eines der ersten „Kaffeehäuser“ Münchens, in der damaligen Herzog-Rudolf-Straße 37, heutige Seitzstraße 13 – nicht zu vergleichen mit seinerzeit bestehenden Wirtshäusern.

Diese Adresse wurde bald Mittelpunkt des kleinen Kreises von Autobesitzern und -fahrern während der Kriegsjahre, u. a. Hans Häusler, den Bugatti-Spezialisten und Gründer der Flugmotoren-Werke Hans Häusler.



Die Sixt-Flotte 1914 am Firmengebäude

Martin Sixt



Herzog-Rudolf-Straße 15, jetzige Seitstraße 11

Erwerb des Firmensitzes

Die Erträge aus dem Verkauf des „Kaffee“-Hauses bildeten 1919 die finanzielle Grundlage für die Wiedereröffnung des Mietunternehmens. Mit dem Kauf des Anwesens (heute Seitstraße 11)

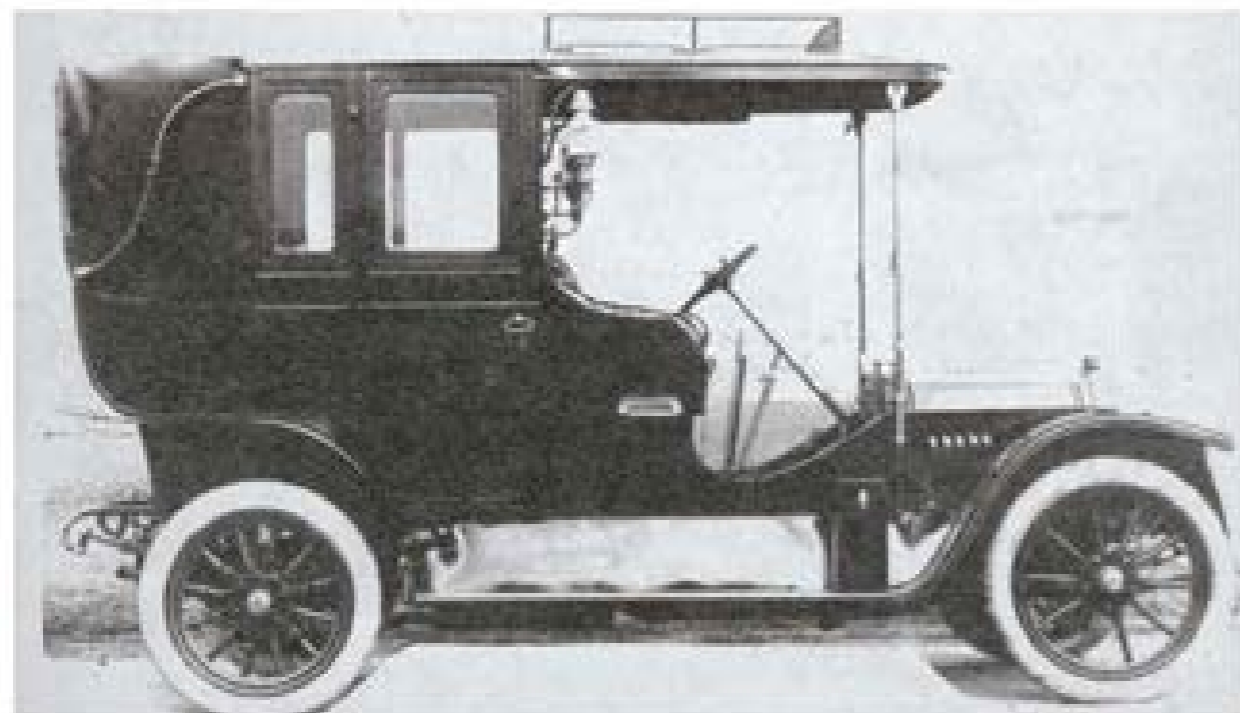
wurde das Unternehmen „Sixt“ auf sichere Beine gestellt.

Das im Herzen Münchens liegende Betriebs- und Wohnhaus hat seine eigene Geschichte.

Ursprünglich als Kapelle für das noch bestehende nahe Franziskaner-Kloster erbaut, wurde es nach der Säkularisation, 1814, dem königlich-bayerischen Hof-

staat angegliedert. Es diente nach einigen Umbauten den Hofbediensteten als Wohnung. Die Stallungen von einst finden heute als Service-Station Verwendung.

Im Mai 1945 verstarb Martin Sixt, nachdem Wohn- und Betriebsbesitz durch Bombeneinschlag in Flammen untergingen.



Landulet um 1912

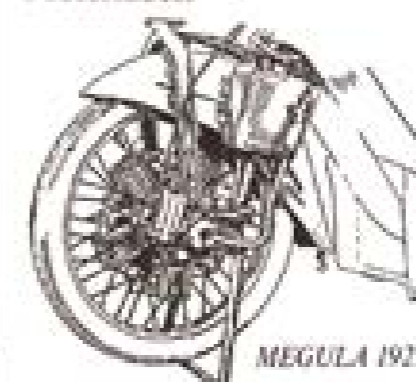
Erfindergeist im Hause Sixt



Josef Sixt 1916

Nach den destruktiven Kriegsjahren 1914/18 begann ab 1919 ein Boom im Neuaufbau und Erfindungen an Kfz's. So eröffnete Josef Sixt, ein Bruder von Martin Sixt, an der Ismaninger Straße 44 die „Auto-Reparaturwerkstätte“. In diese gliederte sich bald ein Konstruktionsbüro ein und wurde zum beliebten Treffpunkt von Erfindern. Der Zweitaktmotor wurde dort von dem von seinem Ziel besessenen Erfinder Cockerell entwickelt und in das gleichnamige schnittige Motorrad integriert.

Cockerell's Idee war auch der Umlaufmotor im Vorderrad des MEGULA-Motorrades.



Die kühnste und zugleich kostspieligste Leistung war die völlig neue Version eines Autos mit Vorderradantrieb, ohne Getriebe und Differenzial herzustellen. Eine Idee, die heute wieder aufgegriffen wird.

Ebenfalls 1919 begann Martin Sixt mit dem Wiederaufbau des Mietauto-Unternehmens. Mit Hilfe der Autoreparaturwerkstätte seines Bruders, Josef Sixt, war es möglich, Autos aus den Hoeresbeständen für den Luxus-Mietwagen-dienst umzubauen und in Betrieb zu nehmen.

Nach vielen Bedenken und Einwänden der Feuerpolizei wurde die erste Straßenzapfsäule für Dapolin Benzin, heutige Esso, an der Ismaninger Straße 44, in Betrieb genommen.

Immense Entwicklungskosten bei Erfindungen und der Mangel geeigneter Sponsoren veranlaßten Josef Sixt seinen Betrieb 1925 einzustellen.

Vermutlich aus psychologischer Resignation übertrug Martin Sixt 1927 seinem damals erst 20jährigen Nefen, Hans Sixt, die Weiterführung des Unternehmens und zog sich selbst in die passive Mitarbeit zurück.



Cockerell Motorrad 1923

Ein Fachmann übernimmt die Betriebsleitung 1927

Mit Hans Sixt kam eine Auto-Fachkraft in das Unternehmen. Als gelernter Kfz-Mechaniker und Elektriker, mit entsprechender Fachschulbildung, konnte er dem Unternehmen neue Impulse geben.

Sein Fachwissen führte zu der Anschaffung damals hochaktueller ausländischer Autos. Beispielsweise wurden der 8-Zylinder Isotta Fraschini und der große 6-Zylinder Renault erworben. Diese Prestigeautos erwiesen sich u.a. durch unzureichende Ersatzteillieferungen als unwirtschaftlich. So kamen ab 1929 ohne Unterbrechung nur noch Mercedes zum Einsatz.

Nach glücklicher Überwindung der Inflation von 1923, die eine Geldentwertung von 1 zu 1 Million Mark brachte, kam 1929/30 der große Börsenkrach von New York. Die Folge war starke Einschränkung des Reiseverkehrs aus USA.

Glücklicherweise fanden 1930 nach 20jähriger Pause die Passionsspiele in Oberammergau wieder statt. Sie boten die Möglichkeit zur



Hans Sixt 1927

Finanzierung der inzwischen wieder auf 3 Mercedes-Kompressor angewachsenen Flotte.

Die während des Sprachstudiums 1929/30 von Hans Sixt in London aufgenommenen Verbindungen zu den führenden Reisebüros der Welt, allen voran Thomas Cook, zeigten erste Erfolge.

Henry Ford sen. schenkt in Anwesenheit von Hans Sixt dem Christusdarsteller Anton Lang einen der legendären Ford „Modell T“.



Ford „Modell T“

Die Auswirkungen des New Yorker Börsenkrachs und die daraus resultierende Stagnation der amerikanischen Wirtschaft machten sich 1931 und 1932 erneut stark bemerkbar. Die

Arbeitslosenzahl stieg in Deutschland auf 10 Millionen an – die Lage war trostlos.

Nach der Machtübernahme durch Hitler 1933 entstand zunächst ein Vacuum. Während die deutsche Kundschaft zweifelnd vor der Zukunft stand, verhielten sich die Ausländer eher abwartend.

Als größere Inlandskunden verblieben nur das Außenministerium, und hier wiederum der Deutsche Botschafter in London und spätere Außenminister von Neurath. Über solche Verbindungen kamen u.a. auch die Fahrten mit dem Kaiser von Japan, ebenso wie mit Prince of Wales, Mrs. Simpson und Krupp von Bohlen-Halbach zustande.

Max Schmeling, Heinrich George, die Begum und



Japan-Besuch in München 1935

viele Prominente blieben treue Kunden.

1935 kam die Einführung der „Spermark“, nach heutiger Definition eine hohe Subvention des Reiseverkehrs, zu Hilfe. Die

Devisenausländer konnten diese Spermark im Ausland zum US-Dollarkurs von 1:10, statt 1:4,20 kaufen und in Deutschland verbrauchen.

1936 war das Jahr der Olympiade in Berlin. Dieses weltumfassende Ereignis brachte neben Berlin besonders Bayern einen gewaltigen Zustrom von Besuchern. Damit verbunden war ein großer geschäftlicher Erfolg.

Boykottmaßnahmen gegen Deutschland

Der ab 1937 immer stärker einsetzende Boykott gegen Deutschland wirkte sich auf das Mietwagen- und Reise-geschäft verheerend aus. So betrug die Auslastung bekannter Luxusschiffe über den Ozean in der 1. Klasse nur noch 10%. Zu allem Unglück brannte 1938 das Luftschiff Graf Zeppelin bei einem schrecklichen Unglück in New York völlig aus. Deutschland wurde politisch und wirtschaftlich in die Isolation getrieben. Es war nicht mehr schicklich, mit deutschen Mietwagen größere Reisen zu unternehmen.

So kam es, daß der Jahresumsatz von Auto-Sixt 1938 nur ca. 25.000,- Mark betrug.

Das entspricht etwa dem heutigen Tagesumsatz der Sparte Limousine-Service innerhalb der Sixt-Gruppe. Interessant ist, daß mit diesem Jahresumsatz nur 1 Auto gekauft werden konnte, vergleichbar mit 10 Wagen im Jahre 1985.

Internationaler Vergleich

Beherrscht wurde der Mietwagenmarkt auf dem Kontinent damals von der Firma Welti Furrer in Zürich, in Paris von fünf unabhängigen Firmen und in England von der Daimler-Hire Ltd. London mit 20 gleichen Daimler Landaulets. Größtes Unternehmen überhaupt war der Carey-Limousine Service New York mit fünfzig 9-seater Cadillacs. Für damalige Verhältnisse eine phanta-



Mercedes Typ Nürnberg 1935

stische Größe. Der große Mietwagen mit Chauffeur gehörte zum äußeren Erscheinungsbild der führenden Hotels.

Für die führenden Unternehmen in Deutschland, wie Schlüter in Hamburg, Witschorek in Berlin, Sixt und Oberberger in München, endeten 1939 die internationalen Verbindungen.

Im Oktober 1939 wurden die Fahrzeuge des Mietauto-Unternehmens Sixt bis auf einen 7sitzer Mercedes 230 Landaulet von der Wehrmacht konfisziert bzw. stillgelegt. Auf diesem Gebiet herrscht totale Hoffnungslosigkeit.

Neuaufbau 1946 Motor-Pool und ET-Taxis

Es war ein gütiger Stern, der Hans Sixt im August 1945, nach 3 Jahren Fronteinsatz in Rußland, heil zurückkommen ließ. Das Betriebsanwesen war mit Einrichtung ausgebrannt – ein Mercedes 230 nur bedingt brauchbar.

Die Tatsache, daß München in der amerikanischen Besatzungszone lag, berechnete leise Hoffnungen auf eine beschränkte, aber doch private Wirtschaft.

So entstand schon 1946 mit Hilfe der US Militärregierung, der sogenannte US Businessman Motorpool, bestehend aus 10 angeheuertten Fahrzeugen und Fahrern. Dieser Pool, unter der selbständigen Führung von Hans Sixt, war das erste private Unternehmen dieser Branche nach dem totalen Zusammenbruch. Es stand ausschließlich den, aus den USA anreisenden, zivilen Einkäufern, vorwiegend aus der Porzellan-Industrie, zur Verfügung. Diese Beschränkung war vorgeschrieben, weil Kraftstoff, Reifen etc. strengstens rationiert und für private Verwendung verboten war.

Hans Sixt (mit Hut) am Bahnhofplatz in München 1948



Münchner Illustrierte

❶ Acht Millionen Dollar Devisen jährlich verlor die Bank deutscher Länder dem Münchner Hans Sixt. Seine Idee: ET-Taxis. „Man müßte eine Taxi-Organisation schaffen, die Amerikaner gegen harte Dollars fährt“, überlegte er. Sixt, Inhaber eines alten Münchner Autounternehmens, hatte nach dem Krieg einen einzigen brauchbaren Wagen unter den Trümmern hervorgegraben. Er fing von vorne an, entwarf einen Organisationsplan für ET-Taxis, gewann Münchner Unternehmer für seine Idee, kämpfte sich mit massiven Ellenbogen durch den Papierkrieg. Es glückte, der Plan wurde genehmigt. Im Februar 1948 konnte Sixt auf dem Kopsf drückend: Schlagartig erschienen zweihundert ET-Wagen in den Münchner Straßen. Sofort wurde die Idee in andere Städte „exportiert“. Heute fahren 1750 Wagen in der US-Zone für gute Dollars.

In diesem Pool war auch besagter Mercedes 230 eingesetzt, der als einziger aus dem früheren Kfz-Bestand verblieb.

Im Zuge der Erweiterung dieses Pools 1946 entstand der US Taxis-Dienst für Angehörige der US Army, später als ET-Taxis bekannt. Die Bezeichnung „ET“ bedeutete Export-Taxi und



ET-Taxis in München's Ruinen 1947

war ein gesetzlich geschütztes Firmenzeichen. Es besagte, daß die ausschließlich

aus Dollar bestehenden Einnahmen als Export gewertet wurden und somit Anspruch auf viele Vergünstigungen hatten. Vor allem auf die freie Beschaffung von Kraftstoff und Reifen, sowie den sogenannten Export-Bonus wirkten sich diese Vorteile aus.

Nach menschlichen Erwägungen hätte dieser Taxi-Dienst weder eröffnet werden dürfen, noch vorschriftsmäßig funktionieren können. Zu einer Zeit, da nur lebenswichtige Betriebe und Ärzte 20 Liter Kraftstoff pro Monat zur Verfügung hatten, mußte befürchtet werden, daß dieser Taxi-Dienst dem Schwarzmarkt Tür und Tor öffnet. Es war eine erfreuliche Tatsache, daß keine Anklage

wegen Schwarzmarktvergehens bekannt wurde, und auch sonstiger Mißbrauch im Rahmen blieb. Dies wird umso eindrucksvoller, wenn man bedenkt, daß bis 1948 ca. 1.700 dieser ET-Taxis im Einsatz waren.

Als Folge der Aufhebung der Zwangswirtschaft durch Wirtschaftsminister Erhard im Jahre 1950 wurden die ET-Taxis ihrer speziellen Aufgabe enthoben und in die allgemeine Verfügbarkeit zurückgeführt.

Aus dem ursprünglichen „Motorpool“ für Businessmen“ wurde der „Bavarian Traveler“, der 1950 in den Sixt Limousine Service überging.



1952: Fuhrpark in seiner Vielfalt am Königsplatz in München

Optimismus bewährt sich



Erika Sixt 1987

Unter der Leitung von Frau Erika Sixt wurde 1948 vom ET eine Presstour mit der Wahl einer Touristenkönigin veranstaltet.

Journalisten aus aller Welt, sowie Rundfunk-Reporter

(Fernsehen gab es noch nicht) wurden 1948 in einer Sternfahrt durch die attraktiven Südde Bayerns geführt. Die Veranstaltung und die Wahl der Touristenkönigin dienten der Imageverbesserung und der Vorbereitung zur ersten deutschen Export-Schau im Rockefeller Center New York. Erika Sixt war als Vertreterin der deutschen Wirtschaft eingeladen. Gleichzeitig wurde Hans Sixt als einem der ersten deutschen Geschäftsleute der Besuch von Messen und Automobilfabriken in den USA ermöglicht. Es gab zaghafte Ansätze zu Wirtschaftsbeziehungen zwischen beiden Ländern.



Erste Reisebroschüre 1948



Bayerns Touristenkönigin 1948 (links)



Presstour auf Romantic Route 1948

Import und Export – Wege in die Zukunft

Mit der Normalisierung der Wirtschaft begannen auch die freien Aktivitäten des Unternehmens Sixt. Zunächst war es die Automobil Trading GmbH mit Manfred von Brauchitsch



Rennfahrer M. v. Brauchitsch als Gesellschafter. Die GmbH befaßte sich mit dem Handel und der Vermittlung von US-Fahrzeugen, da deutsche Autos auf dem freien Markt nicht zur Verfügung standen. Die Gesellschaft stellte ihre Tätigkeit ein, als Manfred von Brauchitsch nach dem Selbstmord seiner Frau, etwa 1950, in die Ostzone emigrierte.

Zu dieser Zeit wurde die „Timpex“ (Technischer Import-Export) angemeldet. Geschäftsführer wurde der frühere Deutschland-Repräsentant von „Sears Robuck“

USA, Mr. L. Taylor. Mit einer Außenstelle in Frankfurt hatte die Gesellschaft die Aufgabe, angefallene Dollar-Bonüsse zu verwerten und das Import- und Exportgeschäft anzukurbeln. Die Firma erlosch mit dem Ausscheiden von Mr. L. Taylor aus Altersgründen.

Funktaxis halten ihren Einzug

Nun folgte die große Zeit der Funktaxis, die im europäischen Raum lange nur

in München und Zürich führen. Nachdem die Herstellung der Funkgeräte in Deutschland noch verboten war, mußten sie aus den USA eingeführt werden. Prof. Vierling, 1984 mit dem Bundesverdienstkreuz ausgezeichnet, setzte sich für die Beschaffung und die Verwendung von Funkgeräten ein. Die Möglichkeit, von Auto zu Auto und mit der Zentrale auf eigener Wellenlänge zu sprechen, sorgte in München für großes Aufsehen. Der offizielle Betrieb wurde durch den legendären Oberbürgermeister Thomas Wimmer eröffnet.



Erstes Funktaxi mit Fahrer H. Sandmeier



Funk-Dispensent Heinz Martin

Patent für demontierbare Überdachungen



AERO-Garagen für Großfahrzeuge in Ingolstadt

Schon bald ergab sich die Notwendigkeit, eine demontierbare Überdachung für Pkw's und Busse zu schaffen. So entstand die von Sixt für Europa patentierte und produzierte AERO-Garage. Ihr Vorteil bestand in der

Demontierbarkeit, der eleganten Form und säulenlosen Konstruktion. Bei verschiedenen Großfirmen und dem Bundesheer hielt dieser zweckmäßige und preisgünstige Garagenstil Einzug. Die holländische

Armee wurde ausschließlich damit ausgestattet.

Mit dem Erlöschen des Patentrechtes wurden Fabrikation und Vertrieb eingestellt.



AERO-Garagen am Leimbachplatz 1952 in München für Pkw's

Kfz-Vermietung behält Priorität

Trotz verschiedener Engagements rund um das Automobil blieb das Kernstück des Unternehmens die Kfz-Vermietung. Den Schwerpunkt bildeten exklusive Wagen mit uniformierten, sprachkundigen Chauffeuren.

Es gelang den 9-seater Cadillac, Baujahr 1938, des früheren Generalkonsuls Wood zu erwerben. Hinzu kam der erste 9-seater Nachkriegs Cadillac Baujahr 1947. Als besonderes Parade-Auto konnte 1950 ein 9-seater Cadillac mit modernsten Equipment direkt aus USA importiert werden.



9-sitzer de Soto



Mercedes 600 Pullmann mit Fahrer A. Bienen

Damals ebenfalls eine Neuerscheinung war der 9-seater Chrysler de Soto. Ergänzt wurde diese absolute Spitzenklasse durch weitere 5-sitzige Limousinen vom Typ Lincolns bis Opel Admiral. Ab 1958 war der neue Mercedes 300, Typ Adenauer mit langem Fahrgestell, ergänzende Luxusklasse. Dieser hohe Standard war auch zahlenmäßig einmalig in der Bundesrepublik und geeignet, den gleichzeitig in Zürich, Paris und London aufbauenden Chauffeur-Unternehmen international Konkurrenz zu bieten.

Anknüpfend an die Vorkriegstradition, in der schon der Kronprinz von Japan, Prince of Wales mit Mrs. Simpson und viele andere zu den Kunden zählten, waren die Wagen bald für die Industriellen v. Siemens, Krupp v. Bohlen-Halbach, Flick-Horten, sowie Schauspieler wie Elizabeth Taylor, Kirk Douglas und die Staats-

gäste der Regierung von Oberbayern, im Einsatz. Zu besonderen Anlässen wurden die Wagen nach Düsseldorf, Hamburg und Frankfurt per Bahn verladen und von dort vermietet.

Mit dem Erscheinen der ersten Mercedes 230 lang am deutschen Markt, wurde der Gesamtbestand ausländischer Autos Zug um Zug abgebaut. Einmalig als Mietwagen in der Bundesrepublik war der 9-sitzige Mercedes 600 Pullman zum Preis von damals 76.000 DM, mit Sonderausstattung und eingebaute Bar.

Immer wieder ergänzt durch neue Modelle von Daimler-Benz, baute sich der Sixt-Limousine-Service zum heutigen Bestand von 45 Wagen und Fahrern auf.



Der Selbstfahr- betrieb und seine Problematik Budget wird Partner von Auto-Sixt

Unterschlagungen, juristisch nicht vergleichbar mit Diebstahl, war eines der Anfangsprobleme in der Vermietung von Selbstfahr-Autos.

Gegen letzteres waren die Wagen versichert, gegen ersteres kaum möglich.

Bevorzugt Mercedes-Wagen wurden so in den Nahen Osten gebracht und dort zu horrenden Preisen verkauft.

Mangels Referenzen und Garantien, wie Kreditkarten o.ä., wurden Schnellfotos vom Führerschein ohne Wissen des Kunden gemacht.

Auch die ersten Versuche im Touristenverkehr waren enttäuschend. So wurden anfangs am Flugplatz München-Riem, an dem heute Tausende von Autos vermietet werden, nur 1-2 Wagen pro Tag übergeben.

Von größtem Vorteil für die Werbung erwies sich die Telefon-Nummer

☎ 223333

Sie konnte nur mit großer Investition erhalten und vermarktet werden. Noch nach Jahren hatten Kunden diese Nummer im Gedächtnis.

Absoluter Marktbeherrscher war die, von dem New Yorker Taxifahrer namens Hertz, 1914 gegründete Hertz-U-Drive-Organisation in USA und Europa.

Ein Flugpilot, namens Mr. Avis, wurde etwa 1947 auf seinen Flügen nach Florida wiederholt nach Möglichkeiten zur Miete von Autos ohne Fahrer gefragt. Mr. Avis eröffnete als Folge, im Flugplatz von Miami eine Selbstfahrerstation unter den Namen „Avis“, die es in kürzester Zeit auf einen Einsatz von 1000 Fahrzeugen an diesem Flugplatz brachte.

Mr. Avis war ein persönlicher Geschäftsfreund. Die Firmen Hertz und Avis standen 1985 zum Verkauf, wobei Hertz 500 Millionen US-Dollar Kaufpreis forderte.

Die Zahl der Autovermietungen schwelte sprunghaft in die Höhe. Eigene Stationen und ein einheitliches Lizenzsystem waren die logische Folge.

Von dem Hamburger Riegen wurde die „Selbstfahrunion“ gegründet. Sie fungierte auf der Basis der Mitgliedschaft, d.h., Autos wurden nur an Mitglieder vermietet. Die

Selbstfahrunion wurde später vom Volkswagenwerk aufgekauft und ist jetzt als „INTER RENT“ bekannt. „Martins“ Car Hire mit über 1000 Fahrzeugen in England, stellte seinen Betrieb wieder ein. „Severin & Lühr“ eröffnete einen großen Betrieb in Hamburg und drängte gleichzeitig mit dem größten englischen Selbstfahrunternehmen Gottfried Davis in den deutschen Markt ein, um sich bald wieder zurückziehen. Auch Autofabriken wie BMW versuchten mit „BMW Rent a car“ im Vermietgeschäft Fuß zu fassen, verkauften jedoch nach 2 Jahren an die Renault gehörende „Europcar“.

Im gleichen Zeitraum versuchte ein Mr. Mayer aus Chicago unter dem beziehungsreichen Namen „Budget“, auf der Basis von Lizenznehmern, ein über ganz USA einheitliches, besonders günstiges Preisniveau durchzusetzen.

Die einheitliche Preisvorschrift erwies sich als undurchführbar, aber der Name „Budget“ und die variable kaufmännische Führung machten Budget zum drittgrößten Autovermieter der Welt. Er ist jetzt unter dem Firmennamen Sixt-Budget ein Partner von Auto-Sixt.

Leasing bringt neue Dimensionen

Das in USA längst übliche Auto-Leasing ist ab 1970 hier nur schwer durchzusetzen. Traditionsdenken wie „Ein Auto muß man besitzen, um es zu fahren“ war das Haupthindernis. Erst als der U.S.-Kosmetik-Konzern AVON bei Sixt-Leasing für dessen Beraterinnen 300 Simcas und 10 Daimler-Benz für die Direktoren bestellte, kam das Leasinggeschäft in Schwung. Eine gute Werbung war ebenfalls, daß die Stadt München für die Oberbürgermeister 3 BMW von Sixt in Leasing nahm.

Auf Anregung von Herrn Ing. Stiegler löste die Firma Krauss-Maffei ihren eigenen Fuhrpark auf und leaste 60 Sixt-Fahrzeuge.

Großaufträge von Siemens, I.G.-Farben, Texas Instrument, McDonald, American Express u.s.w. folgten, so daß bald ein Bestand von über 1.000 Fahrzeugen erreicht wurde.

LKW- Vermietung

Ab 1974 wurde, ergänzend zur PKW- die LKW-Vermietung als selbständige

Abteilung aufgenommen. Vom kleinen Lieferwagen bis zum LKW mit 7,5 to Gesamtgewicht standen die verschiedensten Aufbauten zur Verfügung und brachten zusätzliche Werbung. „Lkw hin - Pkw zurück“ war die ideale Verbindung zwischen Städten.

Treue zum Unternehmen

Mit Anerkennung seien die hervorragenden Leistungen von Herrn Ludwig Süßmeier und Herrn Wolfgang und Frau Astrid Lutner erwähnt. Beide mit Prokura ausgestattet, unterstützt von vielen treuen Mitarbeitern, setzten sich bedingungslos für die Belange des Unternehmens ein.



Hoteliers Stiegenberger - H. Sixt - W. Freitag (Präsident „Goldener Schlüssel“)

Aber auch an die vom Stande Null an treuen Kunden wie Herrn Falk Volkhardt (Bayerischer Hof), die Herren Walterspiel (Vier Jahreszeiten), Herrn Schöffler (Amexco), „Goldenen Schlüssel“ Vereinigung der Hotelportiers, Präsident T. Gödde sei erinnert.

Perspektiven

Vorausschauend berechtigt die Entwicklung im Luftverkehr, die Gründung von neuen Hotelketten und die daraus resultierende geschäftliche und private Reisewelle, zum Denken in anderen Größenordnungen. Die Fusion der Sixt-Leasing mit der Dresdner Bank und die enge Cooperation der Sixt-Vermietung mit Budget Rent-a-Car und Carey-Limousine Service waren folglich die nächsten Schritte. Sie wurden eingeleitet in der dritten Generation von Sohn Erich Sixt und mit sichtbarem Erfolg verwirklicht – tatkräftig unterstützt von seiner Frau Regine.

Die Gründung des Business Air Service durch den Privatpiloten Erich Sixt ist eine völlige Neuheit in der Kfz-Vermietbranche, die ohne die in Betrieb genommene moderne Computer-Anlage nicht möglich gewesen wäre.

Alle technischen Hilfsmittel können jedoch den persönlichen Fleiß und die zu treffenden Entscheidungen nicht ersetzen.

Möge der dritten und vierten Generation die schöpferische Kraft zur Bewältigung der immer größer werdenden Aufgaben und Entscheidungen erhalten bleiben.



*1947 ermöglichte der Devisen-Bonus des ET-Taxidienstes den ersten Import von Südfrüchten.
Im Bild: Hans Sixt im Trachtenanzug (geänderte Wehrmachtsuniform),
Mr. Meister (mit Hut) und ein Leutnant der US-Militärregierung.
Verschiedene Fahrer. Aufnahme vor dem Firmensitz München, Seitzstraße 11.
Im Hintergrund Ruinen.*

SIXT

SIXT

THE SIXT DECADES



Time flies – and our history gives us wings for the future. Transforming each challenge into a new success over the last century provides us permanently with experience and new skills. So we face a long list of accomplishments which make us proud and confident for the upcoming decades.

1912–1921

100 Years
of Sixt



25 Years
of Sixt International

SIXT & THE WORLD

ON THE THRESHOLD TO THE FUTURE.



New Beginnings. Groundbreaking innovations and inventions commence everywhere. And the world view is turned upside down: Albert Einstein presents his General Theory of Relativity, Max Planck explores the inside of the atom, and the artist Wassily Kandinsky paints the first totally abstract tableau just consisting of colors



MARTIN SIXT



and abstract forms. He not only starts the artist group “The Blue Rider” in Munich with Franz Marc, August Macke and others, he also exhibits in the decade’s most important art event, the Armory Show 1913 in New York. Contemporary painters like Marcel Duchamps, Pablo Picasso and Edvard Munch. proclaim the dawn of a new are. In the world of music Richard Strauss composes operas including “Elektra” and “Der Rosenkavalier”

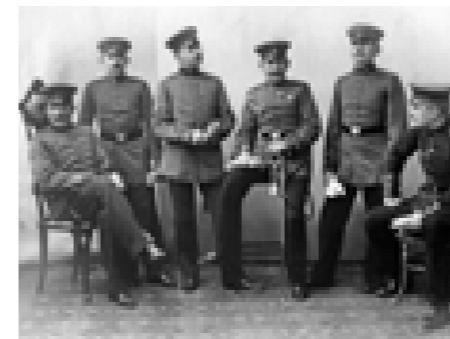
which were considered dissonant. And Arnold Schoenberg performs his twelve-tone music that is perceived as outrageous by the audience.

The 1910s are a time of takeoff, not just in the growing aircraft industry which creates the first all-metal airplanes by Junkers, but also the first refrigerators and the first tanks for the battlefields. Industry revs up: In the US Henry Ford



“Failure is simply the opportunity to begin again, this time more intelligently.”

HENRY FORD



GERMAN OFFICERS, WORLD WAR I, 1915

CHRONICLE 1912-1915

1912

- January 6** Alfred Wegener discovers the theory of continental drift.
- January 17** Scott is the second to reach the South Pole and dies on his return.
- February 12** The Chinese Kaiser abdicates; China becomes a republic.
- February 14** Arizona becomes the 48th US state.
- April 14** The *Titanic* hits an iceberg in the North Atlantic at 11:40 p.m.
- May 18** The first edition of *Prawda* appears in St. Petersburg.
- September 3** George Braque and Pablo Picasso develop the first collages.
- November** Martin Sixt founds the company called “Sixt Autofahrten und Selbstfahrer”. He starts with three vehicles, including Mercedes and luxury Deutz-Landaulets. Sixt is the first vehicle rental company in Germany and specializes in day trips and special excursions. The clientele exclusively consists of English nobility and rich Americans.
- December 6** A German archaeologist discovers the Nefertiti Bust.

1913

- February 20** Construction of the capital of Canberra is started.
- May 29** Premiere of Stravinsky’s *Le sacre du printemps* in Paris.
- September 29** Death of Rudolf Diesel, inventor of the diesel engine.
- November 5** Ludwig III becomes King of Bavaria.

1914

- January 5** Henry Ford introduces the eight-hour workday and minimum wage.
- June 8** The attempted assassination of Archduke Franz Ferdinand and his wife, Sophie, starts World War I.
- August 3** The German Reich declares war on France.
- August 6** Austria-Hungary declares war on Russia.
- August 15** Panama Canal is opened.
- August** The vehicles and drivers of the “Sixt Autofahrten und Selbstfahrer” are confiscated and placed under military command.
- December 4** Mexican rebel leader Pancho Villa reaches Mexico City.

1915

- February 8** Premiere of D.W. Griffith’s monumental film *Birth of a Nation*.

1912–1921

100 Years
of Sixt

25 Years
of Sixt International

constructs the first assembly line and floods the country with the Tin Lizzie, the famous Model T-Ford. Finally, 15 million of these first truly affordable cars are constructed, promising a better future for all. The American Dream attracts millions of people from good old Europe.

“ACTION
IS THE
FOUNDATIONAL
KEY TO ALL
SUCCESS.”

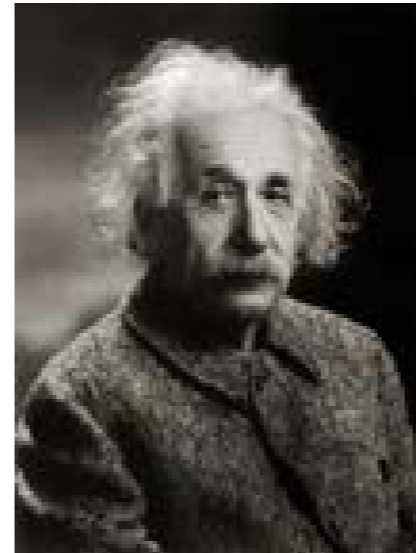
PABLO PICASSO

in the Antarctic ice for the Briton. But new territories are also discovered from within. Sigmund Freud explores the subconscious and pioneers the interpretation of dreams and nightmares. The first crack in the belief of unlimited progress is the collision of the “unsinkable” Titanic with an iceberg. This catastrophe is a presage to the immense tragedy of this decade: World War I, initiated by the assassination of Archduke Franz Fer-



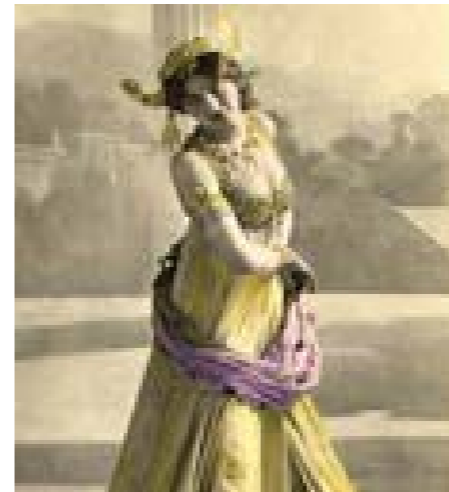
It's an era of beginnings: spirit of and the hope for a promising future also encourage Martin Sixt in Munich to start his venture with three cars: two Mercedes and one Deutz Landaulet de Luxe. In the early 1910s the economy and world trade are booming, promoted by new technologies and novel traffic systems like the Panama Canal.

In this decade of mobility the last white areas on the maps of our planet are filled in. The famous race between the Norwegian explorer Roald Amundsen and his rival Robert Scott ends in death



»Only two things are infinite, the universe and human stupidity, and I'm not sure about the former.»

ALBERT EINSTEIN



GERMAN SPY MATA HARI

CHRONICLE 1915-1918

- April 7** Birth of US jazz singer Billie Holiday.
- April 18** An international women's peace conference begins in Den Haag.
- September 11** Deutsche zeppelins bomb London.
- December 19** Death of German doctor Alois Alzheimer.

1916

- January 1** German colonies occupied by the entente.
- March 20** Albert Einstein publishes *The Theory of Relativity*.
- April 10** The Professional Golfers Association of America is founded.
- April 24** Easter Rising of Irish republicans in Dublin.
- May 31** Author Gorch Fock dies in the Battle of Jutland.
- July 15** W. E. Boeing and G. C. Westervelt found Boeing in Seattle.

1917

- January 1** Rasputin, advisor to Czar Nicholas II, is found dead in the Neva River.
- April 4** The first Pulitzer Prize is awarded in New York.
- June 6** The US declares war on Germany.
- September 4** Swede Jogn Zander runs 1,500 meters in less than four minutes.
- October 15** Mata Hari shot for high treason in France.
- November 7** Bolsheviks assume power in Russia.

1918

- January 8** US President Woodrow Wilson announces a plan to end WWI.
- February 3** World's longest subway tunnel is opened in San Francisco.
- September 20** Pater Pio develops stigmata.
- September 29** General Ludendorff requests an armistice plea.
- November 8** Republic of Bavaria is declared a Free State in Munich.
- November 9** Abdication of Kaiser Wilhelm II; Social Democratic Reichstag delegate Philipp Scheidemann proclaims the republics.
- November 10** Friedrich Ebert assumes power in Germany.
- November 11** End of World War I.
- December 10** Max Planck receives the Nobel Prize for the theory of quantum mechanics.

1912–1921

100 Years
of Sixt



25 Years
of Sixt International

dinand of Austria-Hungary in Sarajevo. Four years later, not only nine million combatants lie dead on the battlefields, also the world's powers have changed totally, removing kings, emperors and the tsar in Russia, who is blown away by the

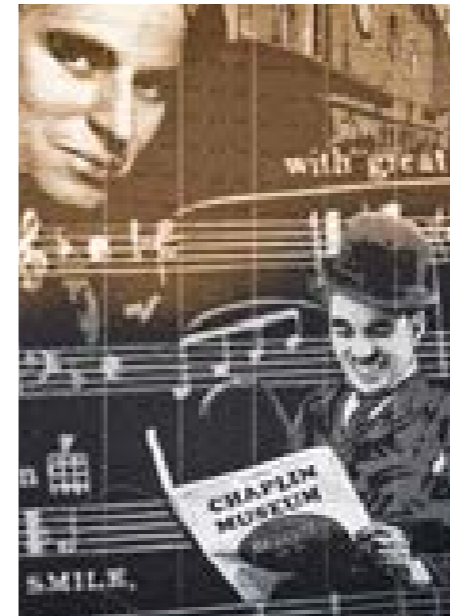
October Revolution initiated by Vladimir Lenin and Leon Trotsky.

During the huge tragedy of this decade, World War I, Martin Sixt's cars are confiscated by the High Command of the

German Army. Only the energetic support of his wife Rosa, selling her coffee house, enables a restart after the war. This remarkable action by Rosa demonstrates the strengthening position of courageous ladies. The 1910s are indeed a decade of the women who replace their soldier husbands in the roaring factories. The democratic movement is fuelled by the protest of women who fight for equality – Emmeline Pankhurst and Emily Davison are the heroes of the suffragettes movement achieving suffrage in many European countries and the US during this decade.

The war created deep wounds in the continent which could not be healed by the peace treaty of Versailles. What politics was unable to achieve – namely a common fair and peaceful restart for all European nations – emerged finally from the people's will to create new realities.

The Bauhaus, for example, a design, architecture and arts movement initiated in 1919 in Weimar and later on in Dessau, brought clear forms and a revolutionary way of structuring both our visible reality and our way of thinking. After the horror of the war, people enjoyed their new democratic freedom by listening to new music forms like jazz and by watching brand-new movies from Hollywood, promoting the first silent film stars such as Charlie Chaplin, Mary Pickford and Buster Keaton.



“It takes courage
to make a
fool of yourself.”

CHARLIE CHAPLIN



FIRST REICHSTAG ELECTIONS, 1920

CHRONICLE 1919-1921

1919

January 15	Rosa Luxemburg and Karl Liebknecht murdered in Berlin.
February	Martin Sixt purchases the property at Seitzstraße 11 in Munich, the address remains one of Sixt's most popular city stations.
March 21	Development of Bauhaus in Weimar, initiated by Walter Gropius.
March 23	Benito Mussolini founds the fascist movement in Italy.
June 28	Signing of the Treaty of Versailles.
June 25	The Junkers F 13 flies as the first airplane made entirely of metal.
August 10	Afghanistan receives its independence from Great Britain.
August 11	Germany receives a democratic-parliamentary constitution.
September 10	Southern Tyrol becomes Italian.
October 17	Spain's King Alfons XIII opens the first Metro line in Madrid.

1920

January 10	The Treaty of Versailles takes effect.
May 28	Pope canonizes Joan d'Arc.
June 6	First Reichstag elections in Germany.
August 10	First sung blues recording.
November 16	QUANTAS airline is founded in Australia.
November 27	First Zorro film with Douglas Fairbanks Jr.

1921

February 6	Premiere of Charlie Chaplin's <i>The Kid</i> .
August 2	Italian opera tenor Enrico Caruso dies.
September 17	Munich's Oktoberfest is held again.
November 10	Einstein is awarded the Nobel Prize for the Theory of Relativity.

SIXT & THE WORLD

THE ROARING TWENTIES

The hunger and lust for freedom and well-being created high points in the early 1920s. These years are also referred to as Jazz Age because of its wild, enthusiastic culture and entertainment. Berlin attracted talent from all over the world, the parties were outrageous, the fashion freed woman from the con-



tions of the past. Bob haircuts and cigarettes were symbols of this new breed of women: “flappers” who wore short skirts and excessive makeup, listened to jazz, danced the Charleston, drove automobiles and flouted social and sexual norms. This newly born youth culture was entitled “The Lost Generation” by Ernest Hemingway, who celebrated his

first successes in the 1920s. Louis Armstrong was one of the symbolic heroes of that time far beyond New Orleans, and George Gershwin expressed the feeling of the “Golden 20s” in his Rhapsody in Blue and An American in Paris. F. Scott Fitzgerald wrote The Great Gatsby and described the lifestyle of that time perfectly, but also Hermann Hesse with



»Life is a lot like jazz: it’s best when you improvise.«

GEORGE GERSHWIN



PHARAOH TUTENCHAMUN’S TOMB WAS OPENED.

CHRONICLE 1922-1924

1922	
January 18	Every 10 days, Germany is required to pay 31 million gold marks in reparations.
March 6	The Turkish National Assembly elects Kemal Atatürk as President.
March 13	Wilhelm Furtwängler becomes director of the Berlin Philharmonic.
April 3	Joseph Stalin becomes General Secretary of the Central Committee of the CPSU (Communist Party of Soviet Union)
July 9	Johnny Weissmuller swims 100 m freestyle in less than one minute.
1923	
February 16	The pharaoh Tutankhamun’s tomb is opened.
March 3	The first issue of the US news magazine TIME appears.
April 26	The British King George VI marries the woman who will later become the “Queen Mum.”
May 23	24-hour sports car race is held in Le Mans for the first time.
November 19	Hyperinflation in Germany, 1 kilogram of bread costs 233 billion marks.
1924	
January 20	Vladimir Ilyich Ulyanov, pseudonym Lenin, dies in the USSR
February 14	The Tabulating Machine Company changes its name to IBM.
March 15	Currency reform in Germany. 5 trillion marks become 5 Rentenmarks.
September 21	King Victor Emanuel III of Italy opens the first autostrada.
April 15	André Breton publishes his first “Surrealist manifesto” in Paris.
May 10	J. Edgar Hoover establishes the FBI and remains its director for 48 years.
May 11	Future Federal Chancellor Konrad Adenauer opens the Cologne Trade Fair for the first time.
May 17	Metro-Goldwyn-Mayer is created by the merger of three production companies.
June 5	Ernst Alexanderson sends the first fax across the Atlantic.

1922–1931

100 Years

of Sixt

25 Years

of Sixt International

Steppenwolf and Siddharta, and young talents like Frank Kafka, Virginia Woolf and James Joyce, reflected the dramatic inner and outer changes of that decade.

Metropolises like Paris, London, Berlin and New York were booming and it was no coincidence that Fritz Lang entitled his groundbreaking film Metropolis, the most expensive silent movie ever made. This genre came to an end when



the Warner Brothers produced the first movie with a soundtrack, Don Juan. And before the end of the decade, they already promoted the first all-color all-talking movie On with the Show! It truly was a time of flourishing entertainment and culture: in the arts, the surrealist movement broke through, initiated by André Breton's Surrealist Manifesto. It perceived the unconscious as the vital source for artistic impression. Art deco became the formative style in design. The Museum of Modern Art opened in Manhattan and destroyed the conven-

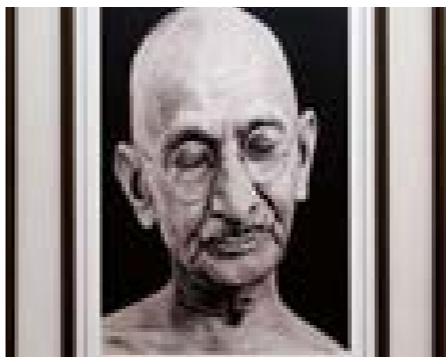
“THE SHORTEST ANSWER IS DOING THE THING.”

ERNEST HEMINGWAY



tional perception of art – one week after the Black Friday of the Wall Street Crash in 1929. This event brutally suppressed the steady rise of world economics during the 1920s.

Yet everything has started so promising after the horrors of World War I: the progress in science and technology brought new prosperity. Charles Lindbergh's first solo flight over the Atlantic from New York to Paris became a symbol of the possibility of achieving every ambitious goal. Fritz von Opel drove his rocket car RAK 2 at the incredible speed of 228 km/h on the AVUS in Berlin. The enthusiasm for mobility and the automobile also quickened the growth of Sixt in Munich. With his brother Joseph, Martin Sixt was a midpoint among Munich's motorists. Additionally to the limousine and rental service, they ran a filling and service station. In the late 1920s young Hans Sixt strengthened the firm with his innovative ideas. He traveled to the UK and initiated cooperation with travels agencies like Thomas Cook. An 8-cylinder Isotta-Frascini and the big 6-cylinder Renault joined the fleet. But because of problems with spare parts for

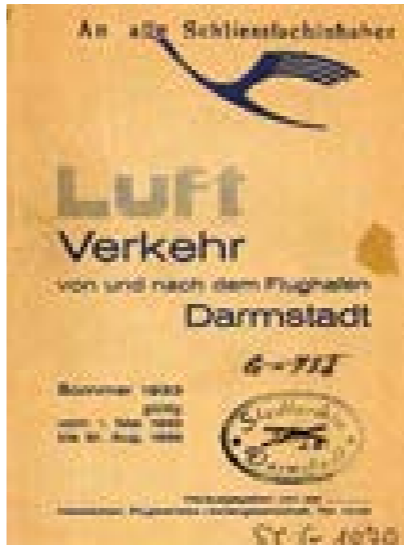


»Be the change you want to see in the world.«

MAHATMA GANDHI



WERNER HEISENBERG PUBLISHES THE QUANTUM THEORY.



1926: GERMAN LUFTHANSA IS FOUNDED.

CHRONICLE 1925 - 1927

1925

- January 1** The Norwegian capital Christiania is renamed Oslo.
- April 1** The Hebrew University of Jerusalem is opened.
- April 26** Franz Kafka's novel fragment The Trial is published posthumously.
- July 18** Adolf Hitler publishes his book Mein Kampf.
- The first crossword puzzle appears in the Berliner Illustrierte Zeitung (Berlin Illustrated Newspaper).
- August 2** Conrad Nicholson Hilton opens his first hotel in Dallas, Texas .
- September** Werner Heisenberg publishes his pioneering work on quantum theory.
- December 21** World premiere of the film Battleship Potemkin by Sergei Eisenstein in Moscow.

1926

- January 6** German Lufthansa is founded (begins operations on April 6, 1926).
- February 9** Norwegian engineer Erik Rotheim invents the aerosol spray can.
- February 18** Polygamy and the harem system are abolished in Turkey.
- April 25** Reza Pahlavi is crowned the new Shah of Persia in Tehran.
- April 25** World premiere of the opera Turandot by Giacomo Puccini at Teatro alla Scala di Milano in Milan.
- August 6** Gertrude Ederle becomes the first woman to swim across the English Channel.
- September 8** Germany is unanimously accepted into the League of Nations.
- December 10** Foreign Minister Gustav Stresemann receives the Nobel Peace Prize.

1927

- April 22** Georges Lemaître proposes the Big Bang theory of the universe.
- April** Martin Sixt hands over the company to his nephew Hans Sixt. An 8-cylinder Isotta-Frascini and the big 6-cylinder Renault join the fleet. Because of problems with the spare parts for foreign cars, as of 1929 Sixt will use only Mercedes cars.
- April 14** The first Volvo leaves the factory on Hisingen Island.
- April 30** Mary Pickford makes first footprints in front of the Chinese Theatre.
- May 19/20/21** Charles Lindbergh flies nonstop from New York to Paris.

1922-1931

100 Years of Sixt 25 Years of Sixt International

foreign cars, as of 1929 Sixt only used Mercedes cars.

It truly was a time of records and new beginnings. The BBC started its radio broadcasting in 1922, TV was invented, but not yet made public, and the juke-box, the electric razor and frozen food were brought to the masses. An economic boom in the mid-1920s brought prosperity to the people. Cars like the Ford Model T cost just \$265, two months' wages in Henry Ford's factories. And groundbreaking discoveries like Alexander Fleming's penicillin and Albert Szent-Györgyi's vitamin C changed the health of the people. What was also intended to improve the health of the populace, the prohibition of alcohol in the US, caused crime to blossom and created organized crime and gangsters like Al Capone.

However, not all countries enjoyed this prosperity. The Weimar Republic like many other European nations had to face a severe economic downturn in the open-

ing years of the decade, because of the enormous debt caused by the war as well as the Treaty of Versailles. The crisis culminated with a devaluation of the Mark in 1923 and hyperinflation, eventually leading to severe economic problems.



In the long term it resulted in the rise of the Nazi Party. Adolf Hitler attempted a coup against the Bavarian and German governments and was put in jail, where he wrote Mein Kampf. The decade was marked by the early rise of dictators. In Italy Benito Mussolini came to power

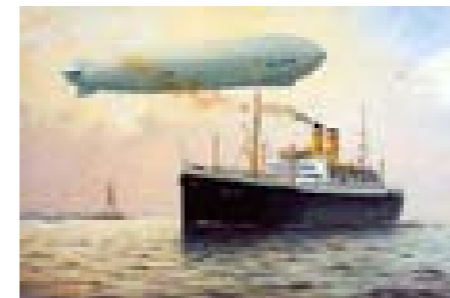


after his march on Rome, and Joseph Stalin succeeded Vladimir Lenin and expelled his rival Leon Trotzky from the Soviet Union. The first independence movements started in the colonies: Mahatma Gandhi initiated his non-violent fight for the self-determination of India.

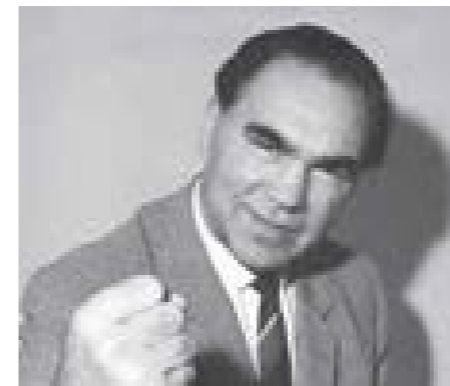


»What we play is life.«

LOUIS ARMSTRONG



THE AIRSHIP LZ 127 IS CHRISTENED GRAF ZEPPELIN.



BOXER MAX SCHMELING BECOMES WORLD CHAMPION.

CHRONICLE 1928-1931

June 19 The boxer Max Schmeling becomes the European Heavyweight Champion.

August 23 Sacco and Vanzetti are executed in the electric chair.

October A Miss Germany is chosen for the first time.

1928

July 2 In Great Britain women from the age of 21 get the right to vote.

July 8 The airship LZ 127 is christened the Graf Zeppelin.

August 31 World premiere of The Threepenny Opera by Bertolt Brecht/Kurt Weill in Berlin.

October 7 Haile Selassie is crowned King (Negus) of Ethiopia.

Herbert C. Hoover becomes president of the United States.

1929

January 10 The comic book character Tintin by the Belgian Hergé appears for the first time.

May 16 The first 12 Academy Awards are awarded in Hollywood.

August 24 After a massacre, all Jews were expelled from Hebron.

October 25 Black Friday on the world stock exchanges.

November 7 Opening of the Museum of Modern Art in New York.

1930

May 1 Petroleum tax in Germany.

Agatha Christie publishes the first Miss Marple story.

June 12 Max Schmeling becomes boxing's World Champion.

July 13 The first FIFA World Cup opens in Uruguay.

August 18 The dog Pluto appears in a Mickey Mouse film for the first time.

October 2 Henry Ford lays the foundation for a Ford auto factory in Cologne.

October 2 The Pergamon Museum is opened in Berlin.

October 13 First flight of the legendary Ju 52.

1931

January World premiere of Charlie Chaplin's film City Lights.

The Great Depression causes 70,000 bankruptcies in Germany.

March 18 The first electric shaver is launched on the market.

May 1 The Empire State Building in New York City is officially opened.

1932–1941

100 Years
of Sixt

25 Years
of Sixt International

SIXT & THE WORLD

THE WORLD IN TURMOIL

Little Man, What Now? is the name of a novel by Hans Fallada written in the 1930s, describing the effects of the economic shutdown of people's everyday lives. The Great Depression which started on Wall Street with Black Friday in 1929 cast its shadow over this decade leaving everyone uncertain and frightened about the



future – “little man, what now?” The economic downfall had a traumatic effect worldwide. And in response, authoritarian regimes emerged in several countries in Europe, in particular the Third Reich in Germany, ultimately leading to World War II.

But the decade also saw a proliferation in new technologies, including the first in-

tercontinental commercial airline flights and air mail service across the Atlantic Ocean. Radar was invented, Kodak sold the first color films and the BBC started a regular television broadcasting service. The first electric guitar was built. In physics Otto Hahn and Lise Meitner discovered nuclear fission. And Ferdinand Porsche designed the Volkswagen Beetle, one of the best-selling automobiles ever



»Noone will improve
your lot if you do
not yourself.«

BERTOLD BRECHT



MAO BEGINS HIS “LONG MARCH” THROUGH CHINA.



JOHNNY WEISSMÜLLER IS “LORD OF THE JUNGLE.”

CHRONICLE 1932-1935

1932

- January 4** Mahatma Ghandi is arrested by the British colonial authority.
- February 25** Adolf Hitler obtains German citizenship.
- March 1** Abduction and murder of Charles and Anne Lindbergh's baby.
- March 25** Johnny Weissmüller stars in the film “Tarzan the Ape Man” as the Lord of the Jungle.
- July 31** After the German federal election, the NSDAP (National Socialist German Workers' Party) represents the strongest parliamentary party for the first time.
- August 6** The first section of the autobahn is opened for use between Cologne and Bonn.
- September 20** Mahatma Gandhi begins a hunger strike in jail (Pune).
- November 8** Franklin D. Roosevelt wins the presidential election.

1933

- January 30** Adolf Hitler is named Reich Chancellor.
- March 4** The 32nd US President, Roosevelt, implements his “New Deal.”
- February 28** Freedom of the press and freedom of expression are limited in Germany.
- March 23** Roosevelt abolishes prohibition in the United States.
- March 27** R. Gibson and E. Fawcett industrially synthesize polyethylene.
- August 17** The Soviet Union starts the first liquid propellant rocket.
- August 18** Propaganda Minister Goebbels presents a cheap “people's radio.”
- October 7** French airlines merge to form Air France.

1934

- March 4** Tatra 77 is the first aerodynamically designed mass-produced car.
- April 18** The first public self-service laundry is opened in the United States.
- May 7** A Philippine diver finds a giant pearl: “The Pearl of Allah.”
- September 18** The USSR becomes the 59th member of the League of Nations.
- October 27** Mao Zedong's “Long March” through China begins.

1935

- January 24** The first can of beer is filled in the United States.
- March 22** The first regular television program is broadcast in Berlin.

1932–1941

100 Years of Sixt 25 Years of Sixt International

produced. The Nazi regime planned to foster mass mobility with this car and to populate the newly built Autobahns.

The increasing role of the automobile was made use of perfectly by Hans Sixt. After his first visits to London already in the 1920s he managed to expand his business network. In the 1930s he traveled several times to the USA and established cooperations primarily with firms in the travel industry such as American Express. The early 1930s saw a growing number of affluent tourists visiting Germany. The Passion Play in Oberammergau and the 1936 Olympic Summer Games in Berlin and Winter Games in Garmisch-Partenkirchen attracted numerous visitors from abroad. Hans Sixt drove celebrities like the Emperor of Japan, the Prince of Wales, Henry Ford and millionaires from the US not only through Germany but even across the entire continent. But the business became more and more difficult and revenues dropped dramatically with German isolation and finally came to an end when the German Wehrmacht confiscated Sixt's cars in 1939. Only a seven-seat Mercedes 230 Landaulet hidden in a barn made it through the war.

The 1930s provided varied ways to cope with the financial crisis of that decade. In the US Franklin D. Roosevelt initiated a widespread welfare strategy called the "New Deal" in order to combat the economic downturn. It was a radical departure from the previous laissez-faire economics. The growing pressure within societies found a first burst out in the Spanish Civil War where Franco finally defeated the left-wing republican faction. Germany was internationally condemned because the Luftwaffe carried

“DO WHAT YOU CAN, WITH WHAT YOU HAVE, WHERE YOU ARE.”

FRANKLIN D. ROOSEVELT

out heavy bombing of the Basque town of Guernica during the Spanish Civil War. The Spanish artist Pablo Picasso depicted the bombing in his surrealist masterpiece painting Guernica at the World Fair in Paris 1937. But also China witnessed a civil War between the ruling Kuomintang and the Communist Party.

In Germany the weak political and economical situation drove the majority into



»One chance is all you need.«

JESSE OWENS



CHRONICLE 1935-1938

May 25	Jesse Owens sets five world records within an hour.
July 30	Penguin Books paperbacks revolutionize the book market.
September 15	Enacting of the Nuremberg Race Laws.
October 20	The “Long March” under Mao Zedong ends in Yan’an.
1936	
June 19	Max Schmeling defeats Joe Louis in New York by knockout.
June 30	Margaret Mitchell’s novel “Gone with the Wind” is published.”
August 1	Hitler uses the Olympic Games as a powerful propaganda display.
August 6	General Franco begins the Spanish Civil War.
November 23	First issue of the magazine “Life” is published in the USA.
1937	
February 5	Laïcité attains constitutional status in Turkey.
March 2	Mexico nationalizes foreign oil and petroleum companies.
March 21	Encyclical by Pope Pius XI against the National Socialist regime in Germany.
April 26	The Condor German air squadron bombs Guernica.
April 28	The Golden Gate Bridge in San Francisco is completed.
May 6	The airship Hindenburg explodes in Lakehurst, New Jersey.
May 25	Picasso’s monumental painting “Guernica” hangs at the World Exhibition in Paris.
July 19	National Socialist propaganda exhibition “Degenerate Art” in Munich.
October 30	Bernd Rosemeyer drives 440 km/h with an Auto Union car.
December 9	Japan begins war with China.
1938	
January 1	In Denmark illegitimate children are given the same rights as legitimate children.
January	The economic boycott against Germany leaves deep marks on the travel and rent-a-car business, and Sixt is affected by a severe drop in revenues.
January 16	Benny Goodman performs his famous Carnegie Hall Jazz Concert.
February 24	The world’s first toothbrush with nylon bristles is made available by DuPont.
May 4	Carl von Ossietzky, former recipient of the Nobel Peace Prize, dies in police custody.
November 9	Kristallnacht against the Jews in Germany.

1932–1941

100 Years of Sixt 25 Years of Sixt International

the arms of Hitler. After his seizure of power in 1933 his real ambitions soon became clear, starting with the Kristallnacht (the night of broken glass) when Gestapo, SS and Hitler Youth attacked and arrested German and Austrian Jews and destroyed 267 synagogues. The end of the decade found Hitler annexing Austria, the Sudetenland, occupying Czechoslovakia and finally invading Poland in September 1939, which marked the start of World War II.

During the hard times of the Great Depression and of dictatorships in many European countries, the growing movie industry promised distraction. It was the Golden Age of Hollywood where the art of filmmaking came to a high point. Movies like *Gone With The Wind* and *The Wizard of Oz* attracted millions. Was it a reaction to the terrors of the time that Universal Pictures began producing a series of horror films, featuring mythological monsters like King Kong, Dracula, Frankenstein, and Jekyll & Hyde?

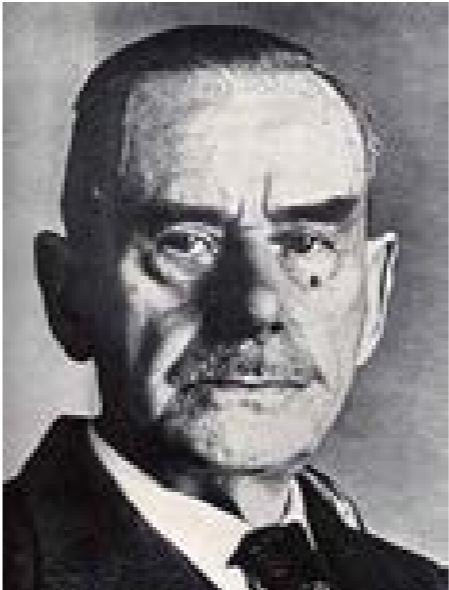
In Europe stars like Greta Garbo and Marlene Dietrich electrified audiences, the latter most of all with *The Blue Angel* (*Der blaue Engel*). But Dietrich left Germany with thousands of artists from all fields, like Bertold Brecht, Thomas Mann, Carl Zuckmayer, Erich Maria Remarque, Walter Benjamin and Billy Wilder. The growing pressure on them and the official concentration on Nazi propaganda movies and propaganda art just got unbearable. This tendency for censorship became obvious when an exhibition with the title *Degenerate Art* (“*Entartete Kunst*”) showed the works of virtually all leading modern artists of that time. This show toured Germany while the painters

were forbidden to exhibit themselves and they were prohibited to produce and to teach. The prominent list of those dis-



criminated artists include amongst many others names like Barlach, Kandinsky, Klee, Kokoschka, Nolde and Schwitters.

A spanner in the works of the Nazi ambitions were the Olympic Games in Berlin 1936. What was planned to be a triumph of superiority of Arians was thwarted by four gold medals won by Jesse Owens (100 m sprint, 200 m sprint, 4 x 100 m relay, long jump). Also the growing role of swing and gipsy Jazz from Django Reinhardt and Stéphane Grappelli didn’t please the dictators in Berlin and Rome. Only in the US did a slowly recovering economy and the ever-fascinating American Dream realize symbols of progress like the Empire State Building and the Golden Gate Bridge.



»If you are possessed by an idea, you find it expressed everywhere, you even smell it.«

THOMAS MANN



PAN AM OFFERS SCHEDULED FLIGHTS TO EUROPE.

CHRONICLE 1939-1941

- December 14 Otto Hahn and Fritz Strassmann discover nuclear fission.
- December 31 The Boeing B-307 is the first civilian aircraft with cabin pressurization.

1939

- January 1 Hewlett-Packard is founded in a garage.
- March 2 The John Ford Western Stagecoach premieres in New York.
- March 28 General Franco conquers Madrid and is victorious in the Spanish Civil War.
- March The German Wehrmacht confiscates all of Sixt’s rental vehicles. Only a seven-seat Mercedes 230 Landaulet hidden in a barn will make it through the war.
- May 20 Pan Am establishes a regular flight connection with Europe.
- September 1 The invasion of Poland by the German Wehrmacht marks the beginning of the Second World War.
- September 3 Great Britain and France declare war on Germany.
- September 17 Taisto Mäki runs the 10,000 meters in under 30 minutes.
- November 30 The national park Serra dos Órgãos is founded in Brazil.

1940

- February 7 Premiere of Walt Disney’s animated film “Pinocchio.”
- May 13 Winston Churchill gives his famous blood, toil, tears and sweat speech.
- May 15 Nylon stockings go on sale in the United States (“N-day”).
- May 15 Opening of the first McDonald’s restaurant.

1941

- January 10 The play *Arsenic and Old Lace* premieres on Broadway.
- February 12 A London policeman is the first person to be treated with penicillin.
- May 1 Orson Welles’s film *Citizen Kane* premieres in New York.
- December 7 The Japanese attack Pearl Harbor.
- December 7 17 km from Moscow, German troops are forced to turn back.
- December 8 The United States declares war on Japan.

1942–1951

100 Years
of Sixt

25 Years
of Sixt International

SIXT & THE WORLD

DESTRUCTION, RECONSTRUCTION AND PROGRESS

Half of the decade was influenced by an eerie, dark mood, because World War II was still ravaging, destroying lives, hopes and cultures in many countries. Additionally, the holocaust had awakened horror throughout Europe that went far beyond any imagination. During the Tehran Conference, the three main allies, British prime minister Winston Churchill, US president Franklin D. Roosevelt and Soviet head of state Josef Stalin formulated plans. However, when the war ended, it was the people who



managed with strenuous effort to return to a peaceful and decent life again. In the postwar period reconstruction went on quickly. In Germany, it was primarily women who had to clear away the rubble of the bombed cities (the so-called “Trümmerfrauen”), because a seriously large part of the male population were soldiers who had either died in the war or were still prisoners of war.

When Hans Sixt returned after three years on the battlefields to Munich, he found Sixt’s company building bombed and burned. So he had to start from scratch with the one Mercedes 230 he had hidden in a barn. But due to the good relationships which he had already established in the US during the 1930s, he wrote an unbelievable success story in the midst of a country in ruins. Supported by the American military govern-



»All you owe the public is a good performance.«

HUMPHREY BOGART



D-DAY. LIBERATION FROM THE NAZI TERROR STARTS.

CHRONICLE 1942-1945

1942

- January 20** Wansee Conference in Berlin. The groundwork is laid for the Holocaust.
- February 10** Glenn Miller receives the first gold record in music history.
- March 28** First target of carpet bombing by the Royal Air Force: Lübeck.
- June** Founding of the White Rose resistance group in Munich.
- November 21** Bing Crosby’s White Christmas holds the number 1 spot on the charts for 10 weeks.
- November 26** World premiere of M. Curtiz’s film “Casablanca” in New York.
- December 2** First generation of energy from nuclear fission.

1943

- January 14** The Western Allies demand the surrender of Germany, Italy and Japan.
- February 18** National Socialist Joseph Goebbels demands “total war.”
- February 22** The Scholl siblings are executed as members of the “White Rose” resistance group.
- April 6** The first edition of Antoine de Saint-Exupéry’s story The Little Prince is published.
- April 19** The Warsaw Ghetto Uprising breaks out.
- July 25** The Italian dictator Benito Mussolini is deposed.
- October 19** A drug against tuberculosis has been discovered in the USA.

1944

- January 28** World premiere of the film comedy “Die Feuerzangenbowle” (“The Fire Tongs Bowl”) in Berlin.
- June 6** D-Day: Beginning of the landing of the Allies at Normandy in the Second World War.
- October 19** The destruction of Warsaw ordered by Adolf Hitler begins.
- November** World premiere of “My Friend Harvey” in New York.
- December 18** The first edition of the French newspaper “Le Monde” is published.

1945

- February 11** Churchill, Roosevelt & Stalin establish the post-war order at Yalta.
- February 15** Bomb attacks destroy Dresden’s Old Town, causing 35,000 deaths.
- April 30** Berlin is in the hands of the Red Army, Adolf Hitler commits suicide.
- May 8** Germany surrenders unconditionally.

1942–1951

100 Years of Sixt 25 Years of Sixt International

ment, he started the US Businessman Motor Pool in Munich with ten vehicles. With the so-called Export Taxis mainly for the American military personnel who paid in US dollars he made a fortune. Soon he was operating 1,750 taxis and gained in the midst of an economical desert an annual turnover of \$8 million. The late 1940s witnessed a booming Sixt company which had risen from the ashes.

During this decade prominent inventions were made to counter the enemy's threats, and to remain technologi-

“HOWEVER BEAUTIFUL THE STRATEGY, YOU SHOULD OCCASIONALLY LOOK AT THE RESULTS.”

WINSTON CHURCHILL

meddling with nuclear power, since there was not much knowledge yet about this form of energy. Quantum mechanics and nuclear physics became vast fields of experimentation. Thus, the evolution of the atomic bomb was driven by large-scale testing such as the Trinity test in the course of the Manhattan Project in the United States, culminating in its use against the Japanese cities of Hiroshima and Nagasaki.

More helpful, smart and sophisticated scientific achievements were the development of modern evolutionary synthesis



cally advanced. Among them: radar, jet propulsion and ballistic missiles. The Jeep made it from a military vehicle to a successful civil transport model. The first electronic brains promised to be a revolutionary technology for the future – although their performance greatly underachieved contemporary standards,

as they massively exceeded the size of today's portable models. While in England the digital, programmable Colossus computer helped decrypt German messages during war, Konrad Zuse had built his electromechanical programmable Z3 in Berlin. The most tremendous act in the name of progress was certainly the

and radiocarbon dating. The general public rejoiced in the first commercial TV programs and in other practical or entertaining achievements for everyday life that included the microwave oven, tupperware, the velcro fastener, frisbees and slinkies.



»Do not fear mistakes. There are none«

MILES DAVIS



RUDOLF AUGSTEIN'S ASSAULT GUN OF DEMOCRACY WAS LAUNCHED.



THOR HEYERDAHL STARTS LEGENDARY PACIFIC TURN.

CHRONICLE 1945-1948

May	Martin Sixt dies in May 1945, aggrieved by the bombing and destruction of his life achievement, the living and business quarters.
August 6	Dropping of the atomic bomb on Hiroshima.
November 20	Opening of the Nuremberg Trials against the NS leaders.
October 24	The United Nations Charter comes into effect.
December 27	The International Monetary Fund (IMF) is founded.
1946	
January 6	Ho Chi Minh wins elections in northern Vietnam.
January 10	Opening of the first General Assembly of the United Nations.
January	Relaunch of the business after the second world war with the Mercedes 230 Landaulet as a chauffeured limousine. Setting up of the Export-Taxi fleet for members of the US Army.
March 5	Churchill warns of the Soviet Union's growing power.
March 18	The World Bank begins operations.
April 22	Forced unification of the SPD (Social Democratic Party of Germany) with the KPD (Communist Party of Germany) to form the SED (Socialist Unity Party of Germany) in East Berlin.
July 5	Fashion designer Louis Réard starts a scandal with the bikini.
September 20	Opening of the 1st Cannes International Film Festival.
December 16	Fashion designer Christian Dior establishes his atelier in Paris.
December	Founding of the children's aid organization UNICEF.
1947	
January 4	The first issue of the magazine "Der Spiegel" is published.
April 28	Thor Heyerdahl begins his Pacific journey on the raft Kon-Tiki.
October 30	The General Agreement on Tariffs and Trade (GATT) is concluded.
November 20	Princess Elisabeth and Philip Mountbatten are married.
November 29	Partition of Palestine by the UN General Assembly with Resolution 181.
1948	
January 30	Mahatma Gandhi is shot and killed by a Hindu nationalist.
February 26	The Max Planck Society is founded in Göttingen.
February	First in Europe, Hans Sixt employs radio taxis in Munich. The gear is imported from the US.
May 14	Founding of the State of Israel. David Ben-Gurion becomes the first Prime Minister.
April 3	US President Harry S. Truman signs the Marshall Plan.

1942–1951

100 Years of Sixt 25 Years of Sixt International

The United Nations Charter, an agreement according to international law, and the NATO military alliance were established to help consolidate a peaceful cooperation among the countries. The State of Israel was founded. Also, the People's Republic of China had been proclaimed after the revolution led by The Chinese Communist Party under the leadership of Mao Zedong. India, Pakistan, Vietnam, Indonesia and Iceland declared independence. And a single man independently crossed the Pacific Ocean in an ancient boat: Thor Heyerdahl's voyage with his Kon-Tiki" proved the hypothetical cultural connection between South American and Polynesian natives.

Another cultural import from the northern part of the Americas created a furor and dance craze all over the world: swing by white band leaders Glenn Miller and Benny Goodman delivered a welcoming, entertaining distraction in an atmosphere of havoc. Opposed to this soothing sound for the comfort zone, groundbreaking black jazz musicians like Dizzy Gillespie, Charlie Parker and Miles Davis, who became famous in the following decades, presented the exciting brand-new styles of Bebop and cool jazz to a young and hungry dance crowd.

Under the influence of the initially mentioned darkness, visual arts displayed a respective tendency: the stylish film noir genre subsumed crime dramas in low-key black-and-white aesthetics. Citizen Kane by Orson Welles became a milestone in movie history, The Third Man ranks just behind, as do The Maltese Falcon and The Big Sleep. In Italy the movement of neorealism heavily influenced film history with Bicycle Thieves by director



Vittorio de Sica epitomizing this category. Also writers, theater creatives and a group of painters were engaged with the crepuscule nature of things, resulting in monochrome Black Paintings by Robert Rauschenberg, Willem de Kooning and Frank Stella. And among others, Jackson

Pollock founded the first painters' generation of the New York School that broke away from European traditions.



»If you want a happy ending, that depends, of course, on where you stop your story.«

ORSON WELLES



JERUSALEM BECOMES CAPITAL OF ISRAEL.

CHRONICLE 1948-1951

June 21	Currency reform. Everyone in the western occupation zones in Germany receives 40 D-marks. The old Reichsmark becomes out.
June 24	Beginning of the Berlin Blockade by the Soviet Union.
June 25	General Lucius D. Clay establishes an airlift to West Berlin.
1949	
February 10	Arthur Miller's drama Death of a Salesman premieres.
April 4	Founding of NATO.
May 9	Rainier III becomes the Sovereign Prince of Monaco.
August 18	Master shoemaker Adolf Dassler founds adidas.
September 12	Theodor Heuss becomes President of Germany.
September 15	Konrad Adenauer becomes the first Chancellor of Germany.
October 1	Founding of the People's Republic of China.
1950	
January 4	Israel declares Jerusalem the capital of Israel.
Januar 31	President Truman orders the construction of the hydrogen bomb.
February 8	The Ministry for State Security (Stasi) is founded in the Soviet Zone.
March 14	The Rover Jet 1 is the world's first racing car with gas turbine propulsion.
April 6	The World Peace Council outlaws the atomic bomb.
July 25	Walter Ulbricht becomes General Secretary of the Central Committee of the SED in East Germany.
1951	
February 12	Shah Reza Pahlavi marries Soraya Esfandiary-Bakhtiari.
February	Establishment of the "Auto Sixt" Rent a Car.
April 2	Dwight D. Eisenhower becomes supreme commander of NATO troops in Europe.
April 15	The first SOS Children's Village is opened in Austria, Tyrol.
May 1	The Council of Europe accept the Federal Republic of Germany as a full member.
August 26	The musical film "An American in Paris" premieres in London.
August 31	The vinyl gramophone record is introduced in Germany.
October 24	US President Truman declares the end of the war with Germany.
	Bestseller "The Catcher in the Rye" by J. D. Salinger is published.

1952–1961

100 Years
of Sict

25 Years
of Sict International

SIXT & THE WORLD

THE ECONOMIC MIRACLE AND THE MIRACLE OF BERN

After the horror of the 1940s, the 1950s rise like a phoenix from the ashes. A traumatized world gets back on track and creates incomparable economic growth and progress – at least in the Western countries.

Politically, the 1950s were dominated by clashes between communism and capitalism. The Cold War saw the rivalry between the United States and the Soviet Union ratchet up with the



space race typifying the conflict. Gaining “firsts” in space exploration were seen as central to national security and as a symbol of technological and ideological superiority.

The Northern Hemisphere conflicts quickly punctuated civil disputes with the Korean War escalating to a campaign between the US and its allies against China and the Soviet Union.

In Cuba, the armed revolt by Fidel Castro and Che Guevara overthrew Fulgencio Batista to create the first communist government in the region. More widely, the Suez Crisis in 1956 symbolized the beginning of the end of colonialism and the weakening of European global importance. Over the next few years, the first African nations gained their independence.



»After the match is
before the match.«

SEPP HERBERGER



SAMUEL BECKETTS
“WAITING FOR GODOT”
HAS PREMIERE.



MUNICH GETS THE FIRST GERMAN ZEBRA CROSSINGS.

CHRONICLE 1952-1955

1952

- February 6** Elizabeth II is proclaimed Queen in the United Kingdom.
- June 1** West Berliners are only allowed to enter the Soviet Zone with permission.
- June 24** Axel Springer begins publishing the “Bild” newspaper.
- July 8** In Munich the first zebra crossings in Germany are painted on roads.
- September 10** Germany commits to paying 3.5 billion DM in compensation payments to Jewish victims of National Socialism.
“East of Eden” by John Steinbeck is published.
- November 4** Dwight D. Eisenhower is elected the 34th President of the USA.

1953

- Januar 3** Premiere of the play “Waiting for Godot” by Samuel Beckett.
- March 6** First state visit by Chancellor Konrad Adenauer to the USA.
- March 9** Joseph Stalin is buried in Moscow.
- May 29** Edmund Hillary and Tenzing Norgay conquer Mount Everest.
- June 17** The Uprising in the East Germany is put down by the Soviets.
- November 9** First pedestrian zone in Germany is created in Kassel.

1954

- February 25** Gamal Abdel Nasser becomes President of Egypt.
- May 17** The US Supreme Court bans racial segregation in public schools.
- June 1** The world’s first nuclear power plant begins operations near Moscow.
- July 4** Germany wins the FIFA World Cup for the first time with a 3:2 score against Hungary in Bern.
- July 17** Theodor Heuss is reelected as President of Germany.
- July 21** After the First Indochina War, the first partition of Vietnam is concluded in Geneva.

- July 29** The fantasy “The Lord of the Rings” is published in England.
- October 18** Texas Instruments announces the world’s first transistor radio.
- November 1** The Algerian War breaks out.

1955

- January 17** The first carnival session appears on German television screens.
- March 2** King Norodom Sihanouk abdicates in Cambodia.
- April 5** Winston Churchill resigns for health reasons.

1952–1961

100 Years of Sixt 25 Years of Sixt International

In Europe, the Common Market was established with the Treaty of Rome in 1957 with the signatures of the leading European countries France, Italy, West Germany and others. It proposed creating a common market of goods, workers, services and capital within the member states, to progressively reduce customs duties and to create



»IN VIEW OF THE FACT, THAT GOD LIMITED THE INTELLIGENCE OF MEN, IT SEEMS UNFAIR, THAT HE DID NOT ALSO LIMIT HIS STUPIDITY.«

KONRAD ADENAUER

common agriculture and transport policies. This treaty became the basis for the European Union. However, Europe continued to be divided between Western and Soviet Bloc countries. When Joseph Stalin died in 1953, a more liberal domestic and foreign policy was promoted by his successor Nikita Khrushchev. In West Germany Konrad Adenauer lent his strong profile to the nation and guided the reconstruction of the country, while Walter Ulbricht shaped the future of East Germany.

Television burst into people's living rooms in the 1950s with families rely-



ing more and more heavily on screens for their entertainment and news. The drop in prices through mass production and increased leisure time created big sales of TVs across the Western world. The European cinema scene experienced a renaissance with direc-

tors Ingmar Bergman, Jean Cocteau and Federico Fellini winning multiple awards, and Brigitte Bardot, Sophia Loren and Jean-Paul Belmondo stealing the headlights. In Hollywood James Dean, Marlon Brando, Grace Kelly, Elizabeth Taylor and Marilyn Monroe entered the stage.

Pop art dominated galleries, and artists like Jackson Pollock and Mark Rothko focused on iconography as the subject of their work. Rock and roll entered the mainstream with Elvis Presley, Chuck Berry, James Brown and Buddy Holly rising up the charts. Jazz stars also continued to make their mark with Miles Davis, John Coltrane and Ella Fitzgerald achieving major

hits. In Germany "Schlager" music dominated the radio programs. Medicine made a big leap forward with the discovery of the polio vaccine. Around this time, Francis Crick and James Watson also discovered the double-helix structure of DNA and



»Freedom is what you do with what's been done to you.«

JEAN-PAUL SARTRE



GRACE KELLY
MARRIES PRINCE
RAINIER III OF
MONACO.



LENNY BERNSTEIN CREATES THE GLOBAL SUCCESS.

CHRONICLE 1955-1957

April 12	The Salk vaccine against polio is tested successfully in the USA.
May 14	Founding of the Warsaw Pact.
June 15	The first "documenta" is held in Kassel – the first comprehensive exhibit of modern art in West Germany since the end of war.
July 17	Walt Disney opens the first Disneyland amusement park.
August 5	The Volkswagen plant celebrates the manufacturing of the 1 millionth VW Beetle.
September 11	Juan Manuel Fangio becomes Formula One World Champion for the third time
1956	
April 19	Grace Kelly marries Prince Rainier III of Monaco in a church ceremony.
June 24	Borussia Dortmund wins the German football championship for the first time.
June 27	World premiere of the film Moby Dick with Gregory Peck in the United States.
July 26	Egypt nationalizes the Suez Canal, setting off the Suez Crisis.
August 1	Belgium is the last country in Europe to introduce a driver's license obligation.
November 5	Soviet tanks crush the Hungarian Revolution.
November 15	Elvis Presley's first film premieres: Love Me Tender.
1957	
January 16	The Cavern Club, the cradle of Beat music, opens in Liverpool.
March 25	Founding of the European Economic Community (EEC).
June 18	Social equality established for men and women in German civil law.
September 26	World premiere of "West Side Story" by Leonard Bernstein.
October 3	Willy Brandt is elected the Governing Mayor of Berlin.
October 4	The Soviet Union celebrates the first man-made satellite with Sputnik.
December 15	Munich now has 1 million residents.
1958	
January 2	First German register of traffic violators is established in Flensburg.
January 8	14-year-old Bobby Fischer wins the U.S. Chess Championship.
March 27	Nikita Khrushchev becomes Premier of the USSR.
October 8	In Stockholm, Åke Senning implants the first cardiac pacemaker.

1952–1961

100 Years
of Sixt

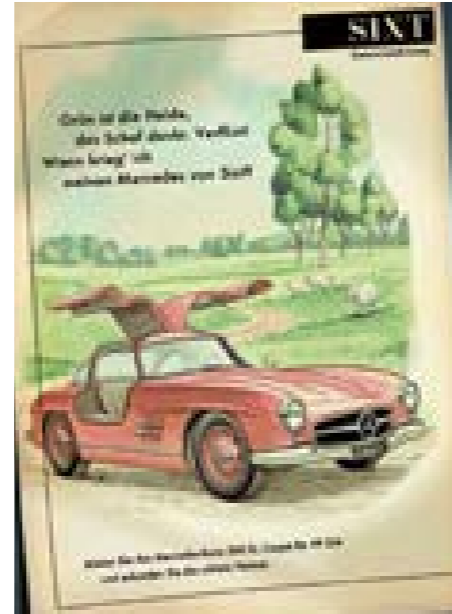
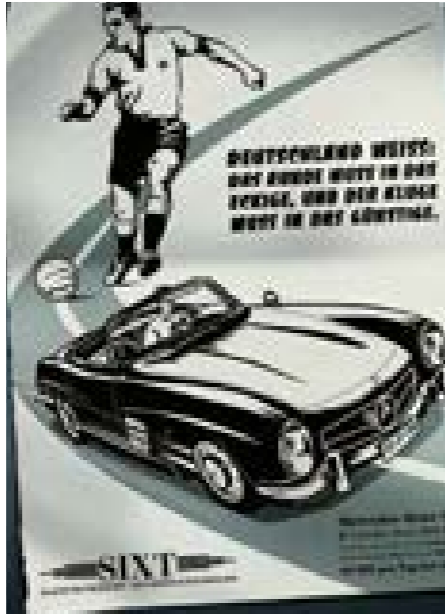
25 Years
of Sixt International

were awarded the Nobel Prize “for their discoveries concerning the molecular structure of nucleic acid and its significance for the information transfer in living materials .”

In the world of transport, the first purpose-built jet airliner – the British de Havilland Comet – entered service in 1952. Competitors from France, Russia and the US soon offered airliners with national flags backing their progress, too. International air transport grew at double-digit rates from its earliest post-1945 days until the first oil crisis in the early 1970s. Much of the growth of this decade came from technical innovation, especially the introduction of turbo-propeller aircraft in the early 1950s and transatlantic jets in 1958. Improvements to automotive engine power and vehicle speeds made a big impact on cars, and VW Beetles, BMW’s Isetta, Fiat’s 500 and Mini’s swept across Europe. More sophisticated models like Citroen’s DS and the legendary Mercedes 190 SL attracted the attention of the masses, the latter driven by stars and celebrities like Rosemarie Nitribitt in Germany.

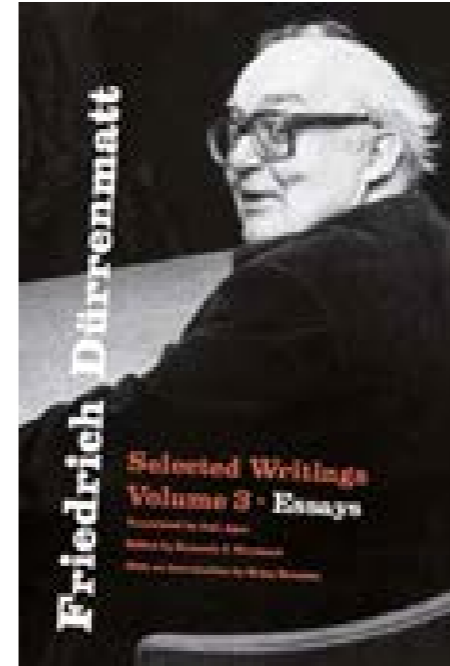
The spirit of this decade was described by philosophers and writers like Albert Camus, Jean-Paul Sartre, Simone de Beauvoir, Ernest Hemingway, Günther Grass and Friedrich Dürrenmatt. In sports The Miracle of Bern, West Germany’s victory in the 1954 FIFA World Cup 1954, was a wakeup call to the nation and gave new self-esteem to the country.

Parallel to the German “Wirtschaftswunder” Sixt rushed from one success to another: their cars were the first in Germany to be equipped with radio-



telephony – the equipment was imported from the US. As Hans Sixt had already crossed the ocean to set up cooperation with US partners in the 1930s, he revived these partnerships together with his wife Erika when they presented their services in New York’s Rockefeller Center. By becoming an

honorary member of the prestigious concierge organization Les Clefs d’Or, Hans Sixt strengthened the bonds with the travel industry. The fleet was increased dramatically in these years as the car became the symbol for the newly gained prosperity of this decade.



»Everything in the world can be changed, my dear Florestan, but the human being.«

FRIEDRICH DÜRRENMATT



IN 1959 THE UNIQUE CONTEMPORARY ART TEMPLE GUGGENHEIM OPENS IN NEW YORK..

CHRONICLE 1957-1961

December 21	Charles de Gaulle is elected President of France.
1959	
January 1	Fidel Castro takes power in Cuba.
February 15	Radar equipment is used in Düsseldorf for speed control.
March 9	Mattel introduces its Barbie doll.
March 17	The 14th Dalai Lama flees Tibet for exile in India.
August 18	The first legendary Mini swerves through the streets of the United Kingdom.
September 9	The Tin Drum by Günther Grass is published.
October 21	The Guggenheim Museum opens in New York.
November 20	Declaration of the Rights of Children by the UN.
1960	
January 9	Gamal Abdel Nasser orders work to commence on the Aswan Dam.
March 6	For the first time, women in the Canton of Geneva (Switzerland) receive the right to vote.
April 21	Brasilia is inaugurated as the new capital of Brazil.
May 11	The Mossad finds and apprehends Adolf Eichmann in Buenos Aires.
June 16	Alfred Hitchcock’s Psycho creates long lines at box offices.
June 21	Armin Hary sets a new world record for the 100-meter dash.
August 9	Michael Ende’s “Jim Button and Luke the Engine Driver” is published.
September 30	US TV network ABC broadcasts first episode of “The Flintstones.”
1961	
January 20	John F. Kennedy is inaugurated as President of the United States.
March 15	Kassel introduces disc parking in its downtown area.
April 12	Yuri Gagarin is the first human in space.
April 17	US invasion of the Bay of Pigs in Cuba.
June 1	Schering AG begins selling the oral contraceptive pill in Germany.
June 17	Germany’s first nuclear power plant connects to the power grid.
August 13	Walter Ulbricht seals off East Germany by building the Berlin Wall.
August 26	Buddhism becomes the state religion in Burma.
September 11	The World Wide Fund for Nature (WWF) is founded in Switzerland.

1962–1971

100 Years of Sixt 25 Years of Sixt International

SIXT & THE WORLD

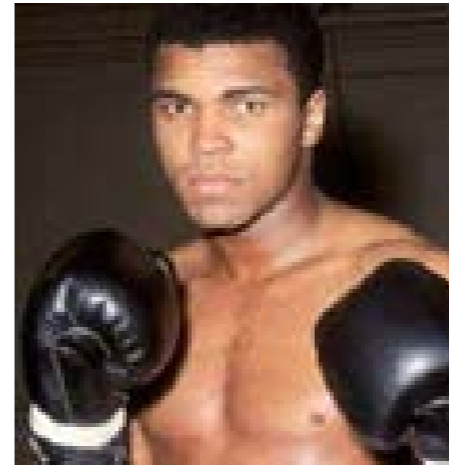
THE SWINGING SIXTIES

The breakdown of mainstream taboos and rise of the counterculture movement made the 1960s synonymous with new freedoms and flamboyance. Whether you call it a time of independence, promiscuity or indulgence – the decade is fondly remembered as the Swinging Sixties.



The 1960s created many of the most popular music hits and fashion statements of the last century. Elvis Presley, Bob Dylan and Jimi Hendrix released record-breaking singles to global audiences. The British Invasion saw the Beatles, The Who and The Rolling Stones capturing headlines for their rebellious tone and mop-top haircuts. Fashion took in the hippie look, the rise of the mini-skirt, the growth of the Afro and the discov-

ery of the bikini. The Sound of Music – filmed in Salzburg and Bavaria– was the highest-grossing film of the decade winning five Academy Awards and two Golden Globe Awards in 1965. Despite its success, the classical Hollywood era was eclipsed by a new generation of Hollywood filmmakers with a greater emphasis on realism and more freedom in content and production. The graphic violence, sex and comedy of Bonnie and



»Float like a butterfly, sting like a bee.«

MUHAMMAD ALI



PORSCHE 911: A LEGEND STARTS IN 1964 AS A MYTH FROM THE FIRST SECOND.



THE FAB FOUR TRILL THEIR FIRST SINGLE "LOVE ME DO" IN THE HITPARADES AROUND THE WORLD.

CHRONICLE 1962-1965

1962

- February 16** Storm flood on Germany's North Sea coast and in Hamburg.
- March 18** France and Algeria end the Algerian War.
- May 14** Prince Juan Carlos of Spain marries Princess Sophia of Greece.
- July 2** The first Wal Mart Discount City Store opens in Rogers, Arkansas.
- July 28** The DFB decides to introduce the Fußball-Bundesliga.
- August 8** German patent for a cars wash.
- September 11** The Beatles record their first single Love Me Do.
- October 13** "Who's Afraid of Virginia Woolf?" premieres in New York.
- October 22** Treason alleged by the magazine "Der Spiegel."
- December 7** The minimum vacation in Germany is set at 15 days.

1963

- January 22** Charles de Gaulle and Konrad Adenauer sign the Élysée Treaty.
- February 6** First flight of the Boeing 727.
- March 28** Alfred Hitchcock's film "The Birds" debuts in US theaters.
- June 26** US President John F. Kennedy in Berlin: "Ich bin ein Berliner."
- August 28** Martin Luther King gives his famous speech: "I have a dream."
- September 23** Ingmar Bergmann's Film "The Silence" provokes a scandal.
- October 16** Ludwig Erhard succeeds Adenauer as Chancellor of Germany.
- November 22** US President John F. Kennedy is assassinated in Dallas.
- The first Porsche 911 is introduced at the IAA in Frankfurt.

1964

- January 13** First Arab League summit in Cairo.
- February** Cassius Clay becomes boxing's World Heavyweight Champion.
- March 31** The Beatles hold the top five spots on the US record charts.
- April 13** Sidney Poitier becomes the first Afro-American to win an Oscar.
- June 1** Pedestrians in zebra crossings are given the right of way before cars.
- June 12** Nelson Mandela is sentenced to lifelong imprisonment for "subversion."
- August 7** US President Lyndon B. Johnson is granted broad war powers for the Vietnam War.
- October 22** Jean-Paul Sartre is awarded the Nobel Prize for Literature.

1965

- February 21** Afro-American civil rights leader Malcolm X is murdered in N.Y.

1962–1971

100 Years of Sixt 25 Years of Sixt International

Clyde was the poster child of this. But also Rosemary’s Baby gained attention while Doctor Zhivago became a cash magnet.

All this reflected the wider counterculture revolution in the Western world in the second half of the decade. Young people wanted more liberation, including more freedom for women and minorities, and revolted against the conservative norms and governments of the time. The 1968 French general strike nearly toppled the government, while the student movement swept across West Germany during the decade with Rudi

“A MAN MAY DIE, NATIONS MAY RISE AND FALL, BUT AN IDEA LIVES ON.”

JOHN F. KENNEDY

their European colonial rulers, including Nigeria, Sierra Leone, Tanzania and Algeria. The feminist cause was certainly brought forward by the 1963 publication of Betty Friedan’s Feminine Mystique. But it was the development of the birth control pill and the increasing number of financially independent women that gave rise to the sexual revolution that truly challenged traditional codes of behavior. The emergence of mass media outlets, such as radio and magazines, aided the causes by spreading messages and images instantaneously.

The Cold War was the constant backdrop to these movements. The construc-



Dutschke as its lead figure. In the United States, the civil rights movement finally won a series of landmark laws – the Civil Rights Act, Voting Rights Act and Fair Housing Act – that banned discrimination based on “race, color, religion

or ethnic origin.” Martin Luther King had to pay for his commitment with his life as well as John F. Kennedy and Che Guevara. The drive for political independence across Africa resulted in 32 countries gaining their independence from

tion of the Berlin Wall began in 1961, symbolizing the Iron Curtain by separating Western Europe and the Eastern Bloc. The Vietnam War continued to take its heavy toll, leading the anti-war movement to grow in stature and num-



»We must learn to live together as brothers or perish together as fools.«

MARTIN LUTHER KING



WORLD PREMIERE IN NEW YORK – DIRECTOR DAVID LEAN CREATES A CINEMA MYTH FROM THE ROMAN.

CHRONICLE 1965-1968

May 19	James Cook’s radiated tortoise Tu’i Malila dies at 188 years of age.
May 31	German Federal Mail is sorted electronically in Pforzheim.
July 19	Opening of the Mont Blanc Tunnel, the world’s longest tunnel at 11.6 km (7.215 miles).
December 22	World premiere of the film “Doctor Zhivago” in New York.
1966	
January 19	Indira Gandhi is elected Prime Minister in India.
April	The first airport offices in Frankfurt am Main and Munich are opened.
August 19	The Cultural Revolution begins in the People’s Republic of China.
August 28	Rudi Altig becomes bicycling’s professional road world champion.
December 1	Grand coalition CDU and SPD under Federal Chancellor Kurt Georg Kiesinger.
	Alfa Romeo introduces the Spider.
1967	
February 5	First appearance by Vico von Bülow, a.k.a. “Loriot” on television.
May	“Auto Sixt” is the first German company to launch a leasing program for vehicles.
June 2	Student Benno Ohnesorg is shot during the Shah’s visit to Berlin.
June 5	Beginning of the Six-Day War between Israel and its neighbors.
May 31	FC Bayern Munich wins the UEFA Cup Winners’ Cup.
	Hippie movement reaches its peak with the “Summer of Love“.
September 3	Switch from left- to right-hand traffic in Sweden.
October 9	Guerilla leader Che Guevara is shot and killed.
October 18	The film “The Jungle Book” arrives in theaters.
December 3	The first heart transplant is performed by Christiaan Barnard.
1968	
January 10	The American space probe Surveyor 7 lands on the moon.
March 17	The gold standard of the central banks is abolished.
April 2	Premiere of Stanley Kubrick’s Film “2001: A Space Odyssey.”
April 3	Arson attack on a department store in Frankfurt by the Baader-Meinhof Gang.
	Founding of the Club of Rome.
May 6	Street battle around the student-occupied Sorbonne in Paris.
August 20	Warsaw Pact troops put a brutal end to the “Prague Spring.”

1962–1971

100 Years of Sixt 25 Years of Sixt International

bers. The Cuban Missile Crisis in 1962 nearly saw a military confrontation between the Soviet Union and the US over the presence of missiles in Cuba. In China, Mao Zedong launched the Cultural Revolution to enforce communism and impose Maoist orthodoxy within the Communist Party of China. China's youth responded by forming Red Guard groups across the country and the violent class struggle that ensued resulted in widespread purging of senior figures in all walks of life.

In sport, amateurism saw its decline with Vince Lombardi's motto of "winning isn't everything, it's the only thing," summing up players' and fans' attitudes to sports in the 1960s. The first televised Olympic Games were in 1960 and by 1964 the commercial opportunities were being heavily pursued.

In 1967, electronic fuel injection for cars was invented and vehicles like the Mustang caused a stir. The sci-fi world was brought to computers through the invention of the first computer game, Spacewar. The first heart transplant was performed by Christiaan Barnard. But the most memorable human feat was no doubt the first man on the moon. Fiction become a reality on 16 July 1969 when Neil Armstrong said, "That's one small step for man, one giant leap for mankind."

Giant leaps were also made by Sixt in this decade: Hans Sixt builds up a premium fleet that is not only frequented by state visits in Bavaria but also by leading industrialist families of this decade like Krupp von Bohlen und Halbach, Siemens and Flick and Horten. The first stations at the airports in Frankfurt and Munich were constructed. And young



Erich Sixt grew the business even in Paris where he operates a fleet of cars for incoming American clients by himself. In 1967 Sixt set a total novelty in Europe by offering leasing cars to German companies. Firms like Siemens, KraussMaffei and Avon ordered hundreds and thou-

sands of leasing cars and generated an unexpected success. The new business branch of Sixt Leasing finally operated entire fleets of car pools. This expansion was driven by Erich Sixt who took over the lead of the company in the third generation in 1969.



»Ich bin ein Berliner.«

JOHN F. KENNEDY



MARLBORO MOVIE: ADVENTURE AND FREEDOM.



WILLY BRANDT'S WARSAW GENUFLECTION.

CHRONICLE 1968-1971

1969

- January 20** Republican Richard Nixon becomes the 37th President of the USA.
- March** Erich Sixt, now Sixt AG Chairman of the Board, is the third generation offspring to step into the family business.
- May 1** The Eurocheque system is introduced across borders.
- May 8** "Easy Rider" shows at the Cannes Film Festival.
- June 15** Georges Pompidou becomes President of France.
- July 21** At 3:56 a.m. Central European Time, Neil Armstrong becomes the first person to set foot on the moon.
- August 15** The Woodstock concert influences young people in the world.
- October 9** The Internet is born at the University of California.
- October 21** Willy Brandt is elected Chancellor of Germany.

1970

- February 16** Joe Frazier wins boxing's World Heavyweight Championship.
- April 10** The Beatles break up.
- May 17** Thor Heyerdahl sails with a papyrus boat from Africa to Barbados.
- May** Trucks are added to the Sixt fleet.
- June 21** Brazil beats Italy 4:1 to win the FIFA World Cup in Mexico.
- September 5** Jochen Rindt suffers a fatal accident but nevertheless becomes Formula 1 World Champion posthumously.
- October 13** The Fiji Islands join the United Nations.
- December 7** German Chancellor Brandt's "Kniefall von Warschau" (Warsaw Genuflection).

1971

- January 2** Cigarette advertising is now also banned from the radio in the United States.
- February 4** British auto manufacturer Rolls-Royce files for bankruptcy.
- May 3** Erich Honecker becomes General Secretary of East Germany.
- October 14** Greenpeace is founded in Canada.
- October 23** Daimler-Benz registers airbag patent.
- November 11** John Lennon releases his latest album, "Imagine."
- December 2** Independence and founding of the United Arab Emirates.
- December 4** McDonald's opens its first German affiliate in Munich.

1972–1981

100 Years of Sixt 25 Years of Sixt International

SIXT & THE WORLD

PREDOMINANT COLOR ORANGE

Economical dynamics, increasing political awareness and a great diversity of cultural movements marked this decade. Revolutionary by all means, the 1970s saw the birth of modern computing as well as portable media. The modern lifestyle started to be powered by electronic aids and gadgets that we know today: people marveled at the world's first appearances of personal computers, pocket calculators and video



games – like Pong and Space Invader. Microprocessors, floppy discs and the very first e-mail transmission made the world a bit smaller by shortening information paths. Initiating the information era, the visions of the future as they had been conceived only a few decades ago, became real. Additionally by introducing the Sony Walkman, personal entertainment was not attached to a certain place any more. It was an optimistic decade

with one dominant invigorating color: orange.

Sixt expanded its business dramatically during this decade, especially after the marriage of Regine and Erich Sixt in 1974. Regine Sixt started immediately to sign contracts with all major airlines and hotel chains. At all major German airports Sixt opened new stations. Trucks were added to the Sixt fleet. The coop-



»The truth is, of course, that there is no journey. We are arriving and departing all at the same time.«

DAVID BOWIE



HAPPY START OF OLYMPIC GAMES 1972 IN MUNICH.



LIVE ON TV STAGE: ELVIS PRESLEY FROM HAWAI.

CHRONICLE 1972-1975

1972

- January 1** Kurt Waldheim becomes Secretary-General of the UN.
- February 4** The Mariner 9 space probe sends images from Mars.
- June 1** Terrorist Andreas Baader is arrested after a shootout.
- August 26** Beginning of the Olympic Games in Munich.
- September 5** Israeli athletes are killed as hostages of Palestinian terrorists at the Olympic Games in Munich.
- November 25** Heinrich Böll is awarded the Nobel Prize for Literature.

1973

- January 14** Elvis Presley's concert Aloha from Hawaii is shown live on TV.
- January 27** Cease fire between the United States and North Vietnam.
- January 30** Watergate scandal: Nixon staff members are convicted of a break-in.
- June 1** Dictator Georgios Papadopoulos declares a republic in Greece.
- June 2** The Van Gogh Museum is opened in Amsterdam.
- June 4** The automated teller machine is patented.
- September 11** Augusto Pinochet seizes power by means of a coup d'état in Chile.
- October 6** Beginning of the Yom Kippur War.
- November 25** Sunday driving ban in Germany due to the oil crisis.

1974

- January 12** The first punk band is founded in New York: The Ramones.
- February 12** Writer Aleksandr Solzhenitsyn is expelled from the USSR.
- April 24** The Carnation Revolution in Portugal drives dictator Marcelo Caetano from power.
- May 6** Alexander Solschenizyn was expelled from the USSR.
With the 8080, Intel introduces the first "full-fledged" 8-bit microprocessor.
- May 8** The VW Golf succeeds the legendary VW Beetle.
- July 7** Germany beats the Netherlands 2:1 and becomes FIFA World Champion.
With the song "Waterloo," ABBA begins its triumphal march around the world.

- August 9** US President Nixon resigns; he is succeeded by Gerald R. Ford.

1975

- March 4** Charles Chaplin is knighted by Elizabeth II.

1972–1981

100 Years of Sixt 25 Years of Sixt International

eration with international partners enabled Sixt to offer cars worldwide.

Speaking of flexibility and mobility, there was a turn of consciousness towards more compact and fuel-efficient automobiles. Triggered by the energy crisis and increasing fuel prices, people became more and

“THERE CAN BE NO LIBERTY UNLESS THERE IS ECONOMIC LIBERTY.”

MARGARET THATCHER

The concept of personal freedom and freedom of mind became more and more prominent among the young students' generation. Having started in the late 1960s, hippie culture and flower power was in full bloom – however, it soon

faded, parallel to the end of the Vietnam War. An overabundance of new impressions in technology, art, culture and design and a constant change of inspirations from the mass media offered many possibilities for individual life scripts. The “green” movement grew its social and political roots, and women reflected upon their gender roles to liberate and strengthen their position in industrial societies.

The world was shattered by the ongoing Cold War, by international conflicts (Cambodia, Iranian revolution), coups (Chile, Argentina, Uganda) and terrorist attacks (Olympic Games in Munich). But alongside these darker events, the world also witnessed a peace process



more aware of their unstable economic situation. Not only the European but also the North American automobile industry decided to offer a range of smaller models which resulted in such successful models as the VW Golf and Passat, Mercedes S-Class and the BMW 3, 5 and 7 series. Also, Japanese vehicles such as the Honda Civic, Toyota Corolla and Datsun Sunny gained popularity because of their reliability and fuel efficiency. One of the most extraordinary effects of gasoline rationing was certainly the phenomenon of car-free Sundays in West Germany and other European countries where highways were taken over by pedestrians and bicyclists.



»Love is the ultimate expression of the will to live.«

TOM WOLFE



APPLE LAUNCH IN 1976: iGOD STEVE JOBS AND HIS BIGGEST MARKETING MACHINE EVER.

CHRONICLE 1975-1978

April 17	Phnom Penh is captured by the Khmer Rouge under Pol Pot.
July 5	Arthur Ashe is the first black man to win the Wimbledon tennis tournament.
July 11	The Terracotta Army is discovered in the People's Republic of China.
August 1	Signing of the Helsinki Final Act and founding of the Conference on Security and Cooperation in Europe (CSCE).
November 20	With the death of General Franco, 36 years of dictatorship ends in Spain.
	Niki Lauda wins his first Formula One World Championship.
1976	
January 1	Mandatory use of seatbelts in passenger cars is introduced in Germany.
January	Regine Sixt joins the company and starts signing contracts with all major airlines hotel chains.
April 1	Steve Jobs and Steve Wozniak established Apple.
April 26	The Palace of the Republic is opened in East Berlin.
May 12	FC Bayern Munich wins the European cup for the third time.
July 4	The USA celebrates 200 years of independence.
August 23	Dinosaur footprints are discovered in Switzerland.
September 9	First German broadcast of the animated series “Maya the Bee.”
November 13	East Germany deprives songwriter Wolf Biermann of citizenship.
	The death of Mao Zedong ends the Cultural Revolution in China.
1977	
January 20	Jimmy Carter is inaugurated as the 39th President of the USA.
January	Sixt opens stations in all major airports in Germany.
March 28	“Rocky” with Sylvester Stallone receives the Academy Award in L.A.
April 7	RAF terrorists murder Siegfried Buback, the Attorney General of Germany.
May 25	Premiere of “Star Wars.”
June 15	Free elections are held again in Spain for the first time in 41 years.
September 5	The RAF kidnaps and murders Hanns Martin Schleyer , President of the Confederation of German Employers' Association.
October 18	The incarcerated RAF leaders commit suicide.
November 20	Egyptian President Anwar Sadat recognizes Israel's right to exist.

1972–1981

100 Years
of Sict

25 Years
of Sict International

which culminated in the Camp David Accords. As a result, Anwar Sadat and Menachem Begin shared the 1978 Nobel Peace Prize.

NASA continued to escape the earth to explore space. Although further lunar missions were cancelled after the Apollo 13 disaster, the Skylab space station program was launched. Also, two unmanned Voyager space probes started their long trip to study the outer solar system. Physicist Stephen Hawking released his theories of black holes. The development of the integrated circuit and the laser marked further milestones in physics.

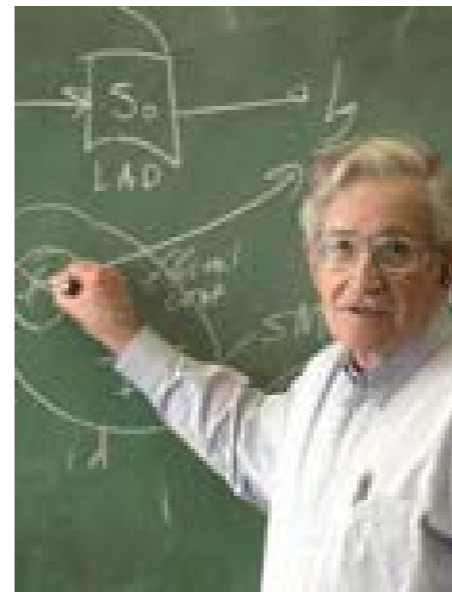
In the meantime, people were dancing on solid ground to soul, funk and disco music – the dernier cri – to make the world turn round forever under the almighty mirror ball. Studio 54 in New York City became the temple for all hedonistic dancers. Parallel to the disco fever with acts like Chic and Donna Summer, in friendly coexistence super-groups of rock and pop like Pink Floyd, Led Zeppelin and Deep Purple were moving the masses in huge stadiums. There was also the new blockbuster concept in the movie business, with films like Star Wars, Rocky, The Godfather, One Flew Over the Cuckoo's Nest, Saturday Night Fever, to name just a few, and which will, remain legendary forever.

In Europe The Last Tango in Paris and Scenes From a Marriage moved the audiences. Popular chartbreakers met overflowing virtuosity: singers like David Bowie or Bob Marley who introduced new musical styles were supported by big budgets. Many new musical and visual influences introduced a new era of self-



confident, artistic self-expression: punk rock (Sex Pistols), new wave (Talking Heads) and hip hop (Grandmaster Flash) initiated excitingly creative fashion booms that can be felt to the present day. Pop art as well as minimalism started to dominate galleries and museums with names like Robert Rauschenberg, Jasper

Jones and Frank Stella. The novelist Tom Wolfe coined the term “me decade” for the 1970s, but according to the student movement and a world which moved closer together this decade was also a “we decade” in progress.



»If you're teaching today what you were teaching five years ago, either the field is dead or you are.«

NOAM CHOMSKY



2ND APRIL 1992 TV SOAP “DALLAS” STARTS ON CBS.

CHRONICLE 1978-1981

1978

- April 2** The CBS TV network broadcasts the first episode of “Dallas.”
 - April 10** Volkswagen AG begins manufacturing in the United States.
 - June 25** The first test-tube baby is born in London.
 - October 16** Karol Wojtyła is elected Pope John Paul II.
- ### 1979
- January 1** The United States and the People's Republic of China establish diplomatic relations.
 - February 1** Ayatollah Khomeini returns to Iran after 15 years in exile.
 - March 26** Signing of the Egypt-Israel Peace Treaty.
 - May 4** Margaret Thatcher is named Prime Minister of the UK.
 - September 16** 2 families flee East Germany with a self-made hot air balloon.
 - November 19** Eckart Witzigmann's restaurant Aubergine in Munich is awarded three stars in the Michelin Guide.
 - December 27** Soviet invasion of Afghanistan.

1980

- January 14** Indira Gandhi becomes Prime Minister of India.
- February 20** The USA decides to boycott the Olympic Games in Moscow.
- February** Establishment of “Auto Leasing GmbH” (ASL) together with the Disko-Group, Düsseldorf.
- April 14** The Tin Drums wins the Academy Award for best foreign film.
- April 30** Beatrix of Orange-Nassau becomes Queen of the Netherlands
- June 22** Germany becomes European Football Champion by beating Belgium 2:1.
- September 22** Beginning of the Iran-Iraq War.

1981

- January 20** Ronald Reagan becomes the 40th President of the United States.
- January 22** Writer Lev Kopelev has his citizenship revoked by the USSR.
- April 12** First launch of the Space Shuttle.
- April 16** Europe's first solar power plant is brought on line in Adrano, Sicily.
- May 3** Attempted assassination of Pope John Paul II The Pope is injured.
- June 10** In Stuttgart, the last Mercedes-Benz 600 rolls off the assembly line – and is put in a museum.
- July** Marriage of Prince Charles and Lady Diana Spencer.
- October 10** 300,000 attend a peace demonstration in Bonn's Hofgarten.

1982–1991

20 Years of Sixt 25 Years of Sixt International

SIXT & THE WORLD

FALLING WALLS AND RISING OPPORTUNITIES

The most important event of this decade happened in the heart of Germany: the fall of the Berlin Wall. Thanks to the course of reformation forged by Mikhail Gorbachev who promoted perestroika (restructuring) and glasnost (openness), the Soviet as well as Eastern European



communist governments collapsed. This brought a dramatic change to the social and economic situation of the people living in the former Eastern Bloc. And Sixt was the first car rental company to immediately start operations in East Berlin.

This decade witnessed Sixt making a huge leap forwards: cooperation with Disko Group of Dresdner Bank in the leasing business rocketed the results. And the legendary campaign “Rent Mercedes for the price of a Golf” extended the brand and made it well-known to everybody in Germany. As a result, Erich Sixt bought several thousand Mercedes 190s and immediately became the biggest client of

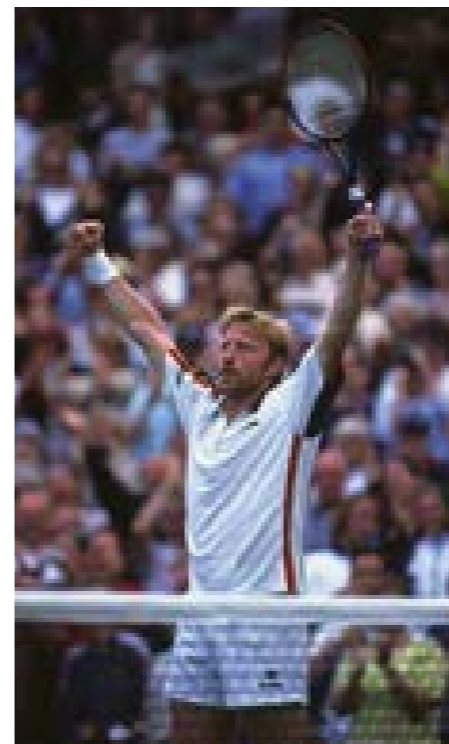
the prestigious car manufacturer. With this success in hand, Erich Sixt took a brave strategic decision: he went public with SIXT AG in 1986 and became a highly valued partner for investors around the globe. Sixt installed its own credit card program. Major cooperation agreements with airlines, hotel chains and the travel industry grew the company quickly. Business boomed – and it is no coincidence that one of the leading movies of this decade was Wall Street with Michael Douglas. This new type of smart business man with the cell phone as his latest gadget, performing business worldwide, became the role model of the 1980s.

A neoliberal course enhanced efficiency in world economics. Margaret Thatcher dominated politics in the UK and paved the road to economic success. China started subordinating ideology in favor of opening its market to the Western



»If not me, who?
And if not now,
when?«

MIKHAIL GORBACHEV



BORIS BECKER TRIGGERS A TENNIS BOOM IN GERMANY.

CHRONICLE 1982-1985

1982

- June 6** Israel begins the Lebanon War with the objective of annihilating the PLO.
- June** Name change from “Auto Sixt” to “Sixt Autovermietung GmbH”.
- June 11** Steven Spielberg’s film “E.T.” the Extra-Terrestrial premieres.
- June 20** The Argentine Navy surrenders, Falklands War comes to an end.
- September 5** Scott E. Fahlman invents the Internet smiley :-)
- October 1** Helmut Kohl becomes the new Chancellor of Germany.
- November 20** Transit access road is opened between Berlin and Hamburg.

1983

- January 7** The first black hole is discovered 100 million light years away.
- Januar 19** Klaus Barbie, “the Butcher of Lyon,” is arrested in Bolivia.
- June 6** Der Spiegel appears with the cover “Deadly Epidemic: AIDS.”
- July 17** A Solemn Declaration of the European Union is signed.
- September 21** The first authorized cellular telephone weighs 800 grams.
- November 10** Microsoft announces Windows 1.0 at Comdex in Las Vegas.
- December 6** The Gospels of Henry the Lion are sold at auction for 32.5 million D-marks – the most expensive book in the world.

1984

- January 18** Installation of nuclear missiles begins in East Germany.
- January 24** Apple introduces the Macintosh computer.
- February 18** Bavaria enshrines environmental protection in its state constitution.
- July 1** Richard von Weizsäcker becomes President of Germany.
- August 1** Requirement for car drivers to wear seat belts goes into effect.
- September 5** In South Africa, black people sit as ministers in the cabinet for the first time.
- October 31** Indira Gandhi is assassinated by two Sikh extremists.

1985

- March 11** Mikhail Gorbachev becomes General Secretary of the Communist Party of the Soviet Union (CPSU).
- July 7** Boris Becker wins Wimbledon at 17.
- July 10** The Greenpeace ship “Rainbow Warrior“ is sunk by the French secret service.
- July 13** Live Aid benefit concert is held in parallel in London and Phila-



1982–1991

30 Years of Sixt 25 Years of Sixt International

world. The financial world, the stock markets with Wall Steet as its center, gained gravitas and glamor. The advertising industry improved persuasiveness, it was the Golden Age of appearance, sophistication and spending money. The TV series Miami Vice became a symbol of that time.

The most prominent impressions in everybody’s minds when thinking of the 1980s are the flashy fashions and hairdos (or hair-don’ts?). The New Romantic look, neon colors, a unique, posh edginess mark a decade of electronic revolution where body movements became snatchy and faster. Bits and bytes formed the information society. Computers and their peripherals took over to co-ordinate

“BEING POWERFUL IS BEING LIKE A LADY. IF YOU HAVE TO TELL PEOPLE YOU ARE, YOU AREN’T.”

MARGARET THATCHER

smart characters like Pac-Man, Super Mario Bros., and occupational diversions like Tetris.

Electronic musical instruments, sampling technology and the MIDI standard offered amazing new possibilities to every home recording artist. The music industry exploded with new creative forms of expression and new talents. The signature sounds were emotional, yet artificial synthesizer-driven productions by bands like Depeche Mode and Duran Duran. As opposed to the supergroups of the 1970s, solo artists became long-term superstars: Michael Jackson and Madonna created their musical empires.

However, the world was shocked when John Lennon was assassinated. A youth



every aspect of life and living henceforward. From IBM 5150 via Commodore 64 to the Apple Macintosh 128K, the first personal computer with a graphic interface, the wardrobe-sized calculators shrank to portable sized toys and tools

for everyday and everybody. Nintendo game consoles, VCRs, ghetto blasters, all kinds of electronic gear were affordable, thus putting themselves quickly in the focus of cultural activities. The entry into novel parallel universes introduced

and club culture was established with house and techno and continues to move the masses up to today.

MTV was launched to change viewing habits forever. Also, their unique audio-

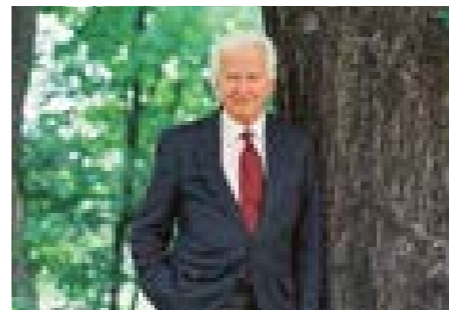


»We were united not only by political respect for each other, but also by deep mutual sympathy as people.«

HELMUT KOHL



TENNIS IDOL STEFFI GRAF WINS FOUR GRAND SLAM.



RICHARD VON WEIZSÄCKER BECOMES PRESIDENT.

CHRONICLE 1985-1989

	delphia.
September	The wreck of the Titanic is discovered.
November 9	Garry Kasparov is the youngest World Champion in chess history.
1986	
January 28	The US Space Shuttle “Challenger“ explodes shortly after launch.
February 19	The core module of the space station “Mir” enters Earth orbit.
February	Establishment and stock-market launch of “Sixt Aktiengesellschaft.”
	Regine Sixt leads the international marketing department.
February 25	At the 27th Party Conference of the CPSU, Gorbachev calls for “glasnost.”
February 28	Swedish Prime Minister Olof Palme is murdered.
April 26	Block 4 of the nuclear power plant in Chernobyl explodes.
October 16	Reinhold Messner is the first person to climb all 14 “eightthousanders.”
December 1	A former train station opens in Paris as the Musée d’Orsay.
December 19	Andrei Sakharov, a critic of the Soviet regime, is rehabilitated.
1987	
January 27	Mikhail Gorbachev announces “perestroika.”
January	Regine Sixt launches Corporate Credit Card Programme.
May 28	Mathias Rust lands a Cessna near Red Square in Moscow.
September 7	East German head of state Erich Honecker visits West Germany.
1988	
March 10	Loriot’s film “Ödipussi” celebrates its world premiere simultaneously in West and East Berlin.
March	Establishment of “Sixt Leasing GmbH.”
March 16	Iraqi Air Force carries out poison gas attack on the Kurdish and Assyrian people.
May 15	The USSR begins its retreat from Afghanistan.
September 10	Tennis player Steffi Graf wins all four Grand Slam tournaments.
November 8	George H. W. Bush (Senior) is elected the 41st President of the United States.
November 18	East Germany stops delivering the Soviet newspaper Sputnik.
1989	
February 14	Ayatollah Khomeini calls for the murder of writer Salman Rushdie.

1982–1991

70 Years
of Sixt 25 Years
of Sixt International



visual aesthetics found their way into the movie world. Blockbusters were continuously peppered with spectacular special effects to boost big emotions: sci-fi/fantasy epics like E.T., Batman, Terminator and Indiana Jones competed against the moving, romantic stories of Top Gun, Flashdance or Rain Man, while TV spawned some of the most successful series that remained a standard for their followers like Dallas or The Simpsons.

Unfortunately, the Chernobyl nuclear power plant went into a meltdown with far-range disastrous consequences. Opposition against this kind of energy generation grew. Alternative energy sources and recycling raised many people's awareness for environmental concerns. And the world was shaken by the AIDS pandemic.

In the arts a creative atmosphere all over the planet widely infected the scene. Displaying a tumultuous punk approach,



the German art group Neue Wilde, made up of artists such as Martin Kippenberger and A. R. Penck, expressed their lively characters under a heavy Dada and Fluxus influence. In London, Damien Hirst introduced a group which became the Young British Artists by staging the

exhibition Freeze. While Keith Haring in the US had a booming success all over the world by spreading the vibes of street culture.

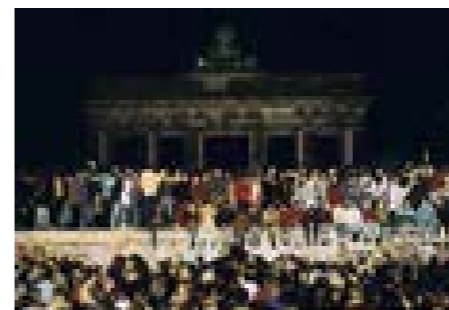


»The snail's pace is the normal tempo of every democracy.«

HELMUT SCHMIDT



FRANZ BECKENBAUER AND HIS SOCCER TEAM WINS THE FIFA WORLD CHAMPIONSHIP IN ROME.



NOVEMBER 9, THE BERLIN WALL IS TORN DOWN.

CHRONICLE 1989-1991

March 18	A 4,400 year-old mummy is discovered in the Great Pyramid of Giza.
March 24	The Exxon Valdez spills 40,000 m3 to 120,000 m3 of crude oil in Alaska.
July 1	The first "Love Parade" is held in Berlin.
October 9	Legendary Monday demonstration in Leipzig with 70,000 people participating.
October 18	Erich Honecker resigns, his successor is Egon Krenz.
November 9	The Berlin Wall and the Inner German border are opened.
December 29	Václav Havel is elected President of Czechoslovakia.
1990	
January 15	Demonstrators storm Stasi headquarters in Berlin.
January	"Sixt Autovermietung Schweiz" takes up business.
February 11	Nelson Mandela is freed in South Africa.
March 18	The first free election to the People's Chamber is held in East Germany.
May 17	The WHO removes homosexuality from its diagnostic key.
June 13	Final demolition of the Berlin Wall begins.
June 19	The Schengen Agreement allows free travel across borders in Central Europe.
July 8	Germany becomes FIFA World Champion for the third time by beating Argentina 1:0.
August 31	The reunification agreement is signed in Germany. October 3 becomes an official holiday, German Unity Day.
1991	
January 20	Carnival is not held in Germany because of the Gulf War.
February 28	The Gulf War ends with a cease-fire.
February	Regine Sixt starts the international expansion with licensees.
June 12	Boris Yeltsin wins the election in Russia with 57.3% of the votes.
June 17	Friendship treaty between Germany and Poland.
June 20	The German Bundestag agrees to move from Bonn to Berlin.
July 1	Dissolution of the Warsaw Pact.
July 11	Total solar eclipse in Central and South America.
September 19	"Ötzi" the Stone Age Man is found in the South Tyrolean Alps.
December 31	The Soviet Union is dissolved

1992–2001

100 Years
of Sixt

25 Years
of Sixt International

SIXT & THE WORLD

THE DAWN OF A NEW ERA

Characterized by technological quantum leaps, the 1990s stand for an individual enquiring mind. Distances among people were not real as soon they converged virtually via data highways. The thrill of speed was not necessarily a physical sensation anymore, because the World Wide Web, invented by Tim Berners-Lee, provided access to all kinds of information, feelings and moods within no time. “The world is a village, the information age is here,” was the motto of the decade. Win-



dows 98 and Mac OS X were released and gained great popularity. Netscape Navigator and Internet Explorer Web browsers made surfing the Web simplicity itself. People became more and more immersed into their electronic worlds. Even pets went virtual with the Tamagotchi. cell phones, pagers, fax machines soon to be replaced by a flood tide of e-mails, ICQ, satellite TV, improvements in modems, ISDN technology and DSL

were the preferred extensions users chose to enjoy the feeds from a postmodern life in full effect.

And what a life it was! A new sense of freedom was represented by Nelson Mandela who was released after 30 years of imprisonment. Apartheid was abolished and Mandela became president of South Africa in 1994. In the US, Bill Clinton dominated the political stage, briefly



»Only do what your heart tells you.«

DIANA, PRINCESS OF WALES



SEVEN OSCARS TO STEVEN SPIELBERG'S DRAMA.



CHRISTO PROJECT: WRAPPED REICHSTAG IN BERLIN.

CHRONICLE 1992-1995

1992

- February 21** The UN Security Council decides to send peacekeeping troops to Yugoslavia.
- May 17** Foreign Minister Hans-Dietrich Genscher resigns after 18 years.
- July 2** The United States has removed all tactical nuclear weapons from Europe.
- November 2** Galileo Galilei is rehabilitated by the Roman Catholic Church.
- November 2** The wide-body aircraft Airbus A 330 starts on its maiden flight.
- November 3** Bill Clinton is elected the 42nd President of the United States.

1993

- January** Opening of Sixt offices at ICE railway stations.
- February 26** Bombing of the World Trade Center in New York.
- May** New structure of the Sixt Group with Sixt AG as a holding. Branching out of the rent-a-car business as “Sixt GmbH & Co Autovermietung KG.”
- October 3** President Boris Yeltsin orders the Russian Parliament to be shelled.
- November 1** The Maastricht Treaty enters force.

1994

- March 22** Steven Spielberg's Schindler's List receives seven Oscars.
- March 31** The British Army of the Rhine is officially disbanded.
- March 31** The Eurotunnel is opened between France and England.
- March** Europe-wide cooperation with “Deutsche Lufthansa AG.” Sixt becomes a partner of the Lufthansa Miles&More programme. Launch of CarExpress Service. Sixt becomes the leading German rent-a-car company.
- May 10** Nelson Mandela becomes the first black African President of South Africa.

December 1

Sony begins selling its PlayStation with a CD drive in Japan.

1995

- February** Cooperation with German Railways. Sixt is the first German rent-a-car company on the Internet. Preferred partnership with Hilton.
- March 20** Attack with the chemical agent sarin on the subway in Tokyo.
- May 7** France. Jacques Chirac is elected President of France.
- June 24** Christo and Jeanne-Claude wrap the Reichstag in Berlin.
- November 4** Yitzhak Rabin, head of the Israeli government, is assassinated.



Reifen für
die Insel.

(Die Sixt Holiday Cars ab € 15,-/Tag. Ein Preis,
alle Leistungen inklusive)

1992–2001

100 Years
of Sixt



25 Years
of Sixt International

embarrassed by the Lewinsky scandal. It was due to Clinton's efforts that this decade saw the historic handshake of the Israeli Prime Minister Yitzhak Rabin with the PLO's chairman Yasser Arafat.

The progress of this decade created the so-called New Economy of Internet and IT startups. Sixt was also a pioneer in this field: in 1995 Sixt was the first German car rental company with its own



Internet site. The same decade saw strong international growth fostered by global licensing from 1991 on. The opening of Sixt offices at ICE railway stations grew the strength of the company. Sixt opened the world's first self-service center. CarExpress OnBoard with Lufthansa widened the technological lead in the industry. Cooperations with all leading airlines including their bonus programs, with Deutsche Bahn, ADAC and major hotel groups like Hilton marked the activities of the 1990s and the global ascent of Sixt. A call center with 150 employees in Rostock improved customer service. This decade witnessed the internationalization of Sixt, starting in Switzerland,

»IT ALWAYS
SEEMS
IMPOSSIBLE
UNTIL IT'S
DONE.«

NELSON MANDELA



France, the UK, Austria and Italy and being present in dozens of nations by the year 1999.

This expansion in all directions without limits was in perfect alignment with the spirit of this decade. Life and reality became constantly reinvented by science and its latest achievement: the Human Genome Project and DNA identification delivered insights into microstructures

as the Hubble Space Telescope did for space. The NASA spacecraft Pathfinder was the first mission to explore Mars, and the construction of the International Space Station (ISS) began soon after. The Hale-Bopp comet dropped in on our solar system after a period of 4,200 years. Satellite technology allowed the operation of the Global Positioning System (GPS) to break new ground for the benefit of sophisticated navigation. The first commercially available digital cameras helped capture important moments and to store memories.

At the same time, the awareness of our home planet's future, of protecting its environment, and the concept of sustainability came to the fore. NGOs like Greenpeace grew strong in this decade. Also, global warming became a worldwide issue for the first time. Having experienced some calamities in the past and given almost unlimited access to information created an atmosphere of challenge and individuality.



»I'm not interested
in the past, except
as the road to the
future.«

GIANNI VERSACE



DOLLY THE SHEEP. THE WORLD'S 1ST CLONED MAMMAL.

CHRONICLE 1996-1998

1996

- January** "Sixt Leasing GmbH" turns into "Sixt Leasing AG." First in the world: Sixt SelfService Center. CarExpress OnBoard together with Lufthansa. First Austrian Sixt station at Vienna airport.
- March 27** The European Union imposes an import ban on British beef.
- July 5** Dolly the sheep, the world's first cloned mammal, is born.
- November 5** Bill Clinton is re-elected President of the United States.

1997

- January 8** The Principality of Monaco celebrates 700 years of the Grimaldi dynasty.
- February 19** Deng Xiaoping dies at 92 years of age in Hongkong.
- February** Sixt signs a cooperation agreement with the German motor club ADAC. Sixt sets up a Call Center in Rostock with 150 employees. Sixt opens 130 stations in France and starts operating in Great Britain with a presence at all major airports. Sixt becomes a partner of the British Airways Executive Club, Deutsche BA and South African Airways.
- May 1** Tony Blair and his New Labour Party win a landslide victory.
- July 19** The German racing cyclist Jan Ullrich wins the Tour de France.
- August 23** Federal President Roman Herzog opens the re-built legendary luxury Hotel Adlon in Paris Platz at Brandenberger Tor.
- August 31** Princess Diana dies in Paris. Elton John stirs millions worldwide with his song „Candle in the Wind“ dedicated to Lady Diana.
- September 5** Mother Teresa dies in Calcutta at the age of 87 years.
- October 7** Astronomers discover with the Hubble space telescope the brightest star in the Milky Way – 25,000 light years away.

1998

- January 29** The Oil Company Shell will not sink the „Brent Spar“ platform in the North Sea but dismantles it.
- January** Sixt opens offices at all major airports in Italy, Ireland, the Netherlands, Hungary, Malta, Spain, Portugal, the Czech Republic, Tunisia, Morocco, Martinique, Guadeloupe, La Reunion and New Zealand. Sixt holds now 1,000 plus stations in Europe. Booking Center in Washington (USA). Business offices in Los Angeles, Miami, New York, Toronto, and Australia. Cooperation agreements with strategically important airlines like United Airlines/Mileage Plus, exclusive partner of Air Littoral and Lauda Air, partner of the Air France „Fréquence Plus“ and the KLM „Flying Dutchman“

1992–2001

100 Years
of Sixt

25 Years
of Sixt International

Generation X had grown up – the post-war generation which was born during the baby boom. Among a more casual dress style, tattoos and body piercings became some of their prominent attributes. Inline skating, extreme sports and increased outdoor activities were the trends of a new kind of self-expression and personal freedom.

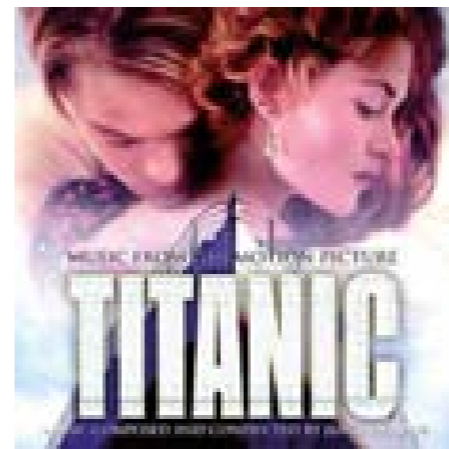
In Germany they were named “Generation Golf” which was a natural reaction to a prosperous economic situation and social liberalization for many countries, especially in Eastern Europe. After the fall of the Communist Bloc, democracy spread among the members of the former Warsaw Pact. Tragically, in one other part of Europe the desire for independency resulted in a war that ended in the breakup of Yugoslavia. Other countries, however, got connected: the tunnel under the British Channel between France (where Diana, Princess of Hearts, died) and England (home of cloned Dolly the sheep) opened.

Popular culture promised big-time entertainment, often larger than life: Titanic, Jurassic Park, Independence Day, Men in Black, Pretty Woman and Pulp Fiction in movie theaters; Emergency Room and Baywatch on TV; and U2, Nirvana, Guns N’ Roses, Oasis, Spice Girls, Britney Spears and various boygroups on international stages magnetically attracted huge audiences. The big exhibition of modern and contemporary art presented a final retrospective before the dawning of the new millennium at documenta X. Great excitement arose during the final spurt towards 2000 – but the Y2K bug thankfully didn’t materialize. A whole generation got ready to shape the next millennium.



»The price of doing the same old thing is far higher than the price of change.«

BILL CLINTON



THE LOVE STORY WINS ALLTIME RECORD OF 11 OSCARS.

CHRONICLE 1998-2001

mileage program, as well as marketing partner of El Al and partner of the Frequent Traveller Clubs. Sixt becomes an exclusive partner of Hilton Hotels Europe and Preferred Partner of Hilton HHonors world-wide. France, United Kingdom, the Netherlands, Italy, Ireland, Israel, Greece, Malta and Czech Republic become franchise countries.

- March 23** The Hollywood film “Titanic” the most successful hit of all time receives eleven Oscars.
- May 7** Daimler Benz and Chrysler merge as „Welt AG“.
- May 14** Entertainer, singer and actor Frank Sinatra dies at age 82 years.
- June 30** The European Central Bank in Frankfurt/Main was inaugurated.
- September 27** Election: Helmut Kohl is voted out.

1999

- January 16** Edmund Stoiber becomes new Party Chairman of the CSU.
- May 23** Johannes Rau SPD is elected German Federal President.
- December 10** The German writer Günter Grass and “Doctors without Borders” are receiving the Nobel Prizes.
- December 31** Russian President Boris Yelzin retires. Vladimir Putin is his successor.

2000

- January** Sixt opens the e-commerce platform for cars and travel and founds e-Sixt AG. Regine Sixt founds Regine Sixt Kinderhilfe e.V. with the slogan „Drying little tears“. Croatia, Poland, Slovakia, Romania, Estonia, Latvia, Lithuania, Portugal and La Guadeloupe become franchise countries. Sixt agrees on new airline cooperations: Condor, Qatar Airways, Turkish Airways, Martin Air.
- June 23** Airbus announces the building of a super aeroplane, the A380.
- December 18** George W. Bush is elected as 43rd President of the USA.
- December 20** BSE was discovered in a cow in Bavaria.

2001

- May 23** FC Bayern Munich wins the Champions League final.
- September 11** “Every country in every region must now decide – either they’re on our side or on the terrorists’ side”. 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 3,000 people died as a result of the aeroplane attacks on the World Trade Center.

2002–2012

100 Years
of Sixt

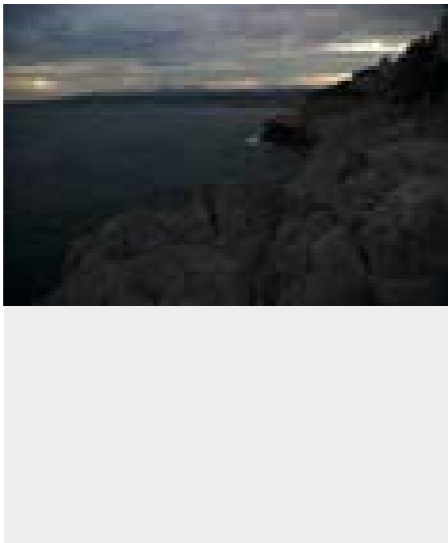
25 Years
of Sixt International

SIXT & THE WORLD

THE NEW MILLENNIUM IS HERE

The first decade of the third millennium accelerated the transformation of peoples' lives worldwide. The digital revolution changed the way how they communicated and how they expressed themselves. The growth of the Internet, performed also on a rapidly growing number of smartphones, was one of the prime contributors to globalization during this decade, making it possible for people to interact easily with others, to express ideas, introduce others to different cultures and backgrounds, use goods and services, sell and buy online, research and learn about anything, along with experiencing the whole world without having to leave home. This decade witnessed the rise of emerging markets and countries, also referred to as BRIC economies (Brazil, Russia, India, China). In particular China's economy grew immensely, and also India became a dominant economic force among the newly industrialized nations.

Two challenges at the beginning and towards the end of this decade sharpened the awareness of people. The attacks on the World Trade Center on September 11, 2001 started the so-called war on terror. The other landmark event was



the bankruptcy of Lehman Brothers and many other US banks and financial institutions that rang in a worldwide economic downturn. The outbreak of this global financial crisis sparked a worldwide recession, affecting most of the industrialized world. The crisis in mortgage and credit had triggered these global financial turbulences which upset the financial and economical world. Already at the beginning of this decade, the

bursting of the dot-com bubble followed by a stock market crash brought many investors back down to earth.

As a newly constructed currency the Euro came under pressure – it was established in 17 European countries as a common currency to form a monetary union. But its launch also created a growing imbalance of north- and south-European countries. Angela Merkel, who became



»It is nonsense to say the Germans are unable to change.«

ANGELA MERKEL



THE SMILE FOR A BETTER LIFE: PIPPI LONGSTOCKING.

CHRONICLE 2002-2004

2002

- January 28** The Swedish author and inventor of Pippi Longstocking, Astrid Lindgren, dies in Stockholm at the age of 92.
- February** Slovenia, Qatar, Kuwait, Barbados, St.Lucia become Sixt franchise partner. Sixt agrees on cooperation with Aeroflot, Air Malta, Czech Airlines, Eurowings & Brussels Airlines.
- March 27** Austrian-born Hollywood producer Billy Wilder („Some like it hot“) passes away at the age of 95 in Beverly Hills, California.
- May 21** The French sculptor and painter Niki de Saint Phalle, famous for her “Nana” sculptures, dies in San Diego aged 71.
- September 22** The red-green government under Chancellor Schröder remains in office after the elections.

2003

- February 1** The IRA begins giving up its weapons.
- February** Sixt launches the low-cost SIXTI brand and successfully enters the European low-budget rental business segment. Sixt also launches Holiday Cars, an all-inclusive offer of holiday rental cars which can be booked at numerous points of sale worldwide. Sixt wins Sweden, Serbia, Montenegro, Egypt and Albania as franchise countries. The airline cooperations are extended as well: Cirrus Airlines, Germanwings and TAP.
- March 19** The wireless Internet access Wireless LAN is started.
- March 20** The USA start the Iraq War without a UN mandate.
- April 29** The Palestinian parliament confirms that Mahmud Abbas is the new Prime Minister.
- April 30** The World Wide Web celebrates its 10th birthday.
- December 13** US troops find the overthrown Saddam Hussein in a foxhole and arrest him.

2004

- January 23** Australian photographer Helmut Newton dies at age 83.
- February 29** Fantasy movie “The Lord of the Rings” receives eleven Oscars.
- March 11** In Madrid ten bombs planted by Islamic terrorists explode nearly simultaneously in four commuter trains, killing 190.
- March 14** Russia's President Putin is re-elected on a 71 percent vote.
- April 18** Spain's King Juan Carlos I swears in the new Socialist government of José Luis Rodríguez Zapatero (PSOE).
- May 23** The Federal Assembly elects Horst Köhler Federal President succeeding Johannes Rau.

2002–2012

100 Years
of Sixt

25 Years
of Sixt International

the first female chancellor in Germany, became a target of criticism from southern countries like Greece and Spain. With Merkel, Nicolas Sarkozy and Silvio Berlusconi were the dominant and controversial European leaders of the 2000s.

In the US, president George W. Bush declared war on terror which led to invasions in Afghanistan and Iraq and brought an end to Saddam Hussein’s regime. That US invasion of Iraq led to the largest anti-war rally in human history against the Iraq invasion mobilized by people all over the planet. It engendered a worldwide loss of credibility for the US government and finally to a change in its administration: Barack Obama was elected as 44th president of the United States, the first African American in the White House. Other leading topics of this decade were the decline of fossil energy sources with a strong increase in fuel price and climate change with global warming as a major issue which couldn’t be dismissed any more. As a result, the development of alternative energy sources such as photovoltaics and wind power was accelerated worldwide, especially after the Fukushima nuclear disaster that followed an earthquake and a devastating tsunami in 1911.

Already before, in December 2004, an earthquake in the Indian Ocean followed by a vast tsunami that hit the coasts of more than 20 countries, caused major damage and the deaths of 230,000 people in 14 nations. Other disasters which gripped worldwide attention were Hurricane Katrina which devastated New Orleans and the Deepwater Horizon oil spill that destroyed the environment in the Gulf of Mexico in 2010. Parallel to environmental challenges, the Kyoto Protocol and the UN summits of Copenhagen, Cancun and Rio were pursu-

“THE TRUTH IS
YOU DON’T
KNOW WHAT IS
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TOMORROW. LIFE
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AND NOTHING IS
GUARANTEED.”

EMINEM



ing solutions for a climate which tends is running out of control. Sixt was the first car rental company to offer electric cars at the 2009 Copenhagen Summit. On the other hand progress made huge steps forwards. The Human Genome

Project was completed as well as the construction of CERN’s Large Hadron Collider (LHC), the world’s largest particle accelerator. Astronautics witnessed the beginning of space tourism with a multimillionaire staying a week on the International Space Station (ISS). And Richard Branson started a program which aims to allow everybody to be an astronaut with Virgin Galactic – given one can afford that ultimate luxury of seeing our planet from a space view.

Without satellites in space many IT blessings of modern life are not imaginable. People have developed a profound symbiosis with their smart phones with millions of apps, with their gaming consoles such as Play Station and Wii, and with their PDAs, digital cameras, graphic cards, high-definition TVs, Blu-ray discs and

iPods. Cell phone text messaging made a new form of communication available and created a new language. All these technological gadgets which were a privilege in former decades to techies and nerds were now available to the broad



»Let us dream of
tomorrow where we
can truly love from
the soul, and know
love as the ultimate
truth at the heart of
all creation.«

MICHAEL JACKSON



REGINE SIXT: “DRYING LITTLE TEARS.”

CHRONICLE 2004-2007

June	Denmark, Russia, Ukraine, Macedonia, Seychelles, La Reunion, Mauritius, Madagascar, Jordan & Brazil become new franchise partners. Continental Airlines, Delta & Gulf Air join the Sixt airline partner programme.
June 10	American soul singer Ray Charles in Beverly Hills dies at age 73.
July 4	Greece wins the European Championship under coach Otto Rehhagel.
December 26	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.
2005	
February 2	Boxing legend Max Schmeling dies in Hamburg at age 99.
April 2	Pope John Paul II (Karol Wojtyla) dies in Rome at age 84.
April 6	Prince Rainier III of Monaco dies at age 81, having run the government for 56 years as Europe’s oldest monarch.
April 19	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.
May 10	The Holocaust Memorial designed by American architect Peter Eisenman opens in Berlin near the Brandenburg Gate.
June 25	Teheran’s fundamentalist Mayor Mahmud Ahmadineshad wins Iran’s presidential elections.
August 29	Hurricane Katrina destroys the city of New Orleans.
November 22	CDU/CSU party chairwoman Angela Merkel becomes Germany’s first female Chancellor, leading a Grand Coalition with SPD.
2006	
January 27	Former German Federal President Johannes Rau dies at age 75.
June 7	Charlotte Knobloch, chairwoman of the Munich Jewish Community, is elected to chair the Central Consistory of Jews in Germany.
June 11	The initiation of the Regine Sixt Children’s Aid Foundation. Assisted in building a school with a home for children from the rural regions of Lambarene, Gabon, in conjunction with the Order of the Institut du Christ Roi, so as to create career opportunities through education.
2007	
January 1	South Korean Ban Ki-moon takes over the position of Secretary General of the United Nations from Kofi Annan.

2002–2012

100 Years
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masses. The avances in design and usability due to people like Apple’s Steve Jobs who died in 2011 transformed these gadgets into prestigious and natural items of daily life.

A new mindset of the people towards a sharing and open society represented by such organizations as Wikipedia, Linux, WikiLeaks and the social networks of Web 2.0 like Facebook, LinkedIn, Xing and Twitter helped to grow the global virtual village. Google and Apple developed within this decade into the utmost rated brands worldwide and marked the priority of information technology over traditional “bricks-and-mortar” companies. Internet commerce took off and there is no end in sight. People started to share their insights in blogs, and wikis became favored information sources. File sharing via peer-to-peer networks like Napster and Kazaa gained massive popularity.

This decade led Sixt to increase the business in the digital field: an e-commerce platform for cars and travel was started with the brand name e-Sixt AG in 2000. With ESIXTI the company entered the European low-budget rental business segment. And finally new business models and services like DriveNow – a car sharing service in cooperation with the BMW Group – have been grounded. These innovative business models are primarily promoted by the fourth generation: Alexander Sixt as Head of Strategy and Konstantin as Head of E-Commerce which now gains half the company’s revenues. Also autohaus24.de is a creation of Konstantin Sixt. The listed Sixt AG is present in 105 nations worldwide and cooperates with all leading airlines and hotels.



»A record deal doesn’t make you an artist; you make yourself an artist.«

LADY GAGA



BARACK OBAMA: THE FIRST AFRO-AMERICAN US PRESIDENT WANTS TO BE REELECTED.

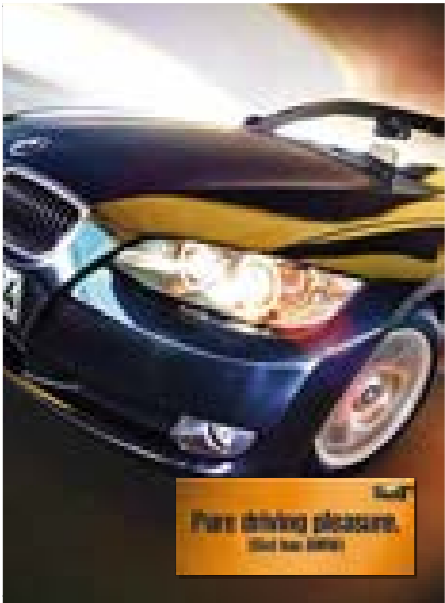
CHRONICLE 2007-2009

May 6	Nicolas Sarkozy (UMP) becomes French head of state.
May 25	Regine Sixt Kinderhilfe Foundation. Set up of a children’s ward at a hospital in the city of Guayaquil, Ecuador, providing medical care for the undernourished children there, together with Fundacion Encuentro.
September 30	The German women’s national soccer team become world champions for the second time.
2008	
March 2	43-year-old Dmitry Medvedev is elected President of the Russian Federation.
May 12	Regine Sixt Kinderhilfe Foundation. Joint establishment of a day school on Barbados together with the charitable organization Living Water Community.
August 8	Opening ceremony of the 29th Summer Olympics 2008 in Beijing, which are taking place in China for the first time ever.
September 14	The 21-year-old German racing driver Sebastian Vettel becomes the youngest Grand Prix winner in the history of Formula 1.
September 15	The prestigious investment bank Lehman Brothers Inc. in New York with 28,600 staff members worldwide declare insolvency.
October 27	Horst Seehofer is appointed premier of Bavaria. 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.
October	As the worldwide first car rental, Sixt offers bookings per iPhone. Sixt becomes preferred partner of Lufthansa. Syria, Kosovo and New Caledonia become franchise partners. Besides that, Sixt wins new airline partners: Kingfisher, Bulgaria Air, KD Avia, Transaero, Icelandair & Jat Airways.
November 4	43-year-old Barack Obama, a Democrat, is the first Afro-American to be elected 44th President of the USA.
2009	
February 12	The Regine Sixt Kinderhilfe Foundation built a classroom with Internet connection at the Hadassah Medical Center Mount Scopus in Jerusalem, Israel, to enable young patients to take part in school lessons.
May 23	Horst Köhler is elected for the second time as Federal President.
June 25	The pop icon Michael Jackson (“Thriller”) dies.
August 17	The Jamaican Usain Bolt runs at the 12th World Athletic Championships in Berlin in 9.69 seconds a new 100 meter world record.

2002–2012

100 Years
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Sixt has always adapted to change quickly. Just as the company was an industry pioneer in the Internet, the firm again was the first rental car company to offer its services via smartphone in 2008. IT has transformed the entire car manufacture throughout this decade via automobile navigation systems and other electronic aids and entertainment devices which have found their way into vehicles. Due to rising gas prices and growing environmental awareness hybrid and electric cars have become the latest trend. Toyota Prius and Tesla started this trend, which also brought about innovative systems like “efficient dynamics” or BMWi. But digital dimensions also entered the movie industry where the fully animated Avatar also attracted an adult audience beyond the target groups of Shrek and Ice Age. The fantasy genre with Harry Potter and Lord of the Rings conducted a race with Pirates of the Caribbean and Spiderman. In the music industry Eminem was the commercially most successful artist

while Robbie Williams, Britney Spears and Beyoncé were mega-sellers too. With the sudden death of Michael Jackson, the leading all-time star in 2009 created a gap which today’s stars like Lady Gaga or Rihanna or Adele are trying to fill. Many of the music and film stars promote social and environmental organizations due to a rising awareness of the world’s challenges. Therefore it is no coincidence that Sixt also leads the field of corporate social responsibility. Already in the year 2000 Regine Sixt founded the Regine Sixt Kinderhilfe foundation with the slogan “Drying little tears”. Today in all 105 Sixt nations employees and business partners care for the good of the smallest and poorest members of our society – suffering children. This proves that Sixt is also a pioneer in making a difference to those in need.



»Being the richest man in the cemetery doesn't matter to me. Going to bed at night saying we've done something wonderful, that's what matters to me.«

STEVE JOBS



THE VOICE KEEPS SILENT: WHITNEY HOUSTON.

CHRONICLE 2009-2012

September 17	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).
2010	
April 21	An explosion at BP's Deepwater Horizon drilling platform in the Gulf of Mexico triggers the biggest oil catastrophe to date.
April 23	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.
May 29	18-year-old school leaver Lena Meyer-Landrut from Hanover wins the 55th Eurovision Song Contest in Oslo with “Satellite.”
June 30	Christian Wulff of the CDU, is elected by the Federal Assembly as the 10th President of the Federal Republic of Germany.
2011	
February 11	Arab Spring I: Egyptian President Hosni Mubarak resigns after widespread protests calling for his departure,
March 11	A 9.1-magnitude earthquake and subsequent tsunami hit Japan's east coast, killing 15,822 and leaving another 3,926 missing.
March 23	Actress and Hollywood legend Elizabeth Taylor dies.
April 14	Arab Spring II: The Tunisian government falls after a month of increasingly violent protests.
May 1	US President Barack Obama announces that Osama bin Laden has been killed during an American military operation in Pakistan.
July 5	Regine Sixt Kinderhilfe Foundation. A reference center for research into immunological illnesses among children is being built in Alexandria, Egypt, over a period of three years.
October 5	Apple founder Steve Jobs dies of cancer at age 56.
October 20	Former Libyan leader Muammar Gaddafi is killed in Sirte.
2012	
February 11	The American singer Whitney Houston dies at the age of 48.
May 6	François Gérard Georges Nicolas Hollande is the 24th President of France.
September 27	The European Stability Mechanism (ESM) was established as a permanent firewall for the eurozone with a maximum lending capacity of Euro 500 billion.
October 14	The Austrian skydiver Felix Baumgartner set the world record for skydiving an estimated 39 kilometres, reaching an estimated speed of 1,342 kilometres per hour (834 mph), or Mach 1.24.

SIXT

TALKS OF REGINE SIXT TO THE STARS



Being responsible for the International Marketing at Sixt means to be on tour and on the road for our company permanently. But that also means to establish a growing circle of friends – some of them you surely know as well.



CELEBRITIES ABOUT REGINE SIXT



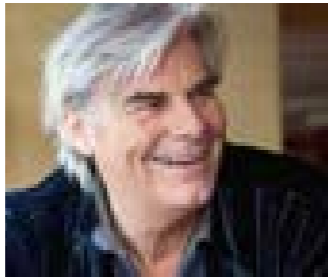
Hollywood actor Ralf Moeller about Regine Sixt: "Her strength is not in her size."



Pop and rock star Sir Cliff Richard: "Regine Sixt is like a volcano, she is constantly bubbling with brilliant ideas. She never gives up until her plans have become reality. Plus: Regine is the face of Sixt, and her commitment is inspiring."



Film producer Regina Ziegler: "Regine Sixt and I liked each other instantly. And when we two entrepreneurs talk about business, it's direct and charming."



Burg theatre actor Peter Simonischek: "I met Regine Sixt at a function of Ms. Gürtler at the Hotel Sacher and immediately knew that the play Everyman was a good fit with her Sixt customers."



Journalist and writer Michel Friedman: "Regine and Erich Sixt are true entrepreneurs with a medium-size business who are successfully realizing their great concept with great courage amidst a lot of competition. A highly emancipated couple on both sides."



TV star Uschi Glas about fashion and identity: "I like good design and beautiful materials. But it has to fit my personality. You can never disguise yourself with a brand."



Springer's Chairman of the Board, Dr. Mathias Döpfner: "To me, Regine Sixt is a model of determination, persistence, and success orientation plus human warmth."



TV host and producer Sabine Christiansen: "Regine Sixt never asks: Is that possible? Rather, it somehow has to work, and she does it. That impresses me greatly."



Musician, Composer and Producer Leslie Mandoki about Regine Sixt: "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."



German Foreign Minister Dr. Guido Westerwelle: "I admire her business competence and her big heart for small children."



Star actress, physician, and TV/movie protagonist Dr. Maria Furtwängler: "Regine Sixt has incredible pizzazz. She has an amount of energy and assertiveness of which I have a quarter at best. Her mercilessness in putting things into action because she is able and wants to, serves as a model for us women. Great. She has the kind of chutzpah not many women tend to have."



Patricia Riekkel, star journalist and editor-in-chief of the people magazine "Bunte" about status symbols: "Men need lead and Horsepower. For women, a car is to love."



Film star and TV goddess Iris Berben: "To me, Regine Sixt is the first power woman while at the same time participating in real life. She has made Sixt a German recognition brand together with her husband. Yes, Sixt is an emblem."



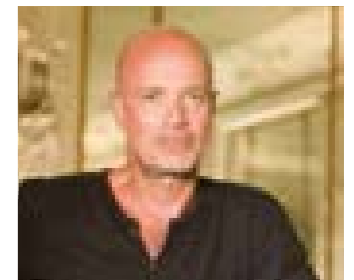
Berlin's Governing Mayor Klaus Wowereit: "Regine Sixt is a fascinating bundle of energy and ever-flowing fountain of ideas that always have to be implemented yesterday. She excites others with her engaging, winning personality and, as an entrepreneur, knows only 'now' when it comes to the good and better things that must be achieved."



Thaddaeus Ropac: "I really like the unbelievable power of Regine Sixt. I'm impressed the way she gives her husband Erich a kick and say: There isn't only car rental business but there is art, opera and life! On the other hand I am impressed by how she assume responsibility for German history and her vast engagement for Israel."



Theatre star and full-blooded actor Ben Becker: "Regine Sixt is someone with an incredible sense of humor. She enters through the door and I say, Yes, that fits! I always know an awful lot of people at events, and there are only very few where I feel at home. Regine Sixt is one of them."



Stage and TV star Christian Berkel: "I know Regine Sixt from many events. With her in charge, Sixt has become a truly impressive company which is now celebrating its 100-year anniversary. Hard to believe! To think that it all started with motorized horse carriages . . . 'Pferdekutschen'."



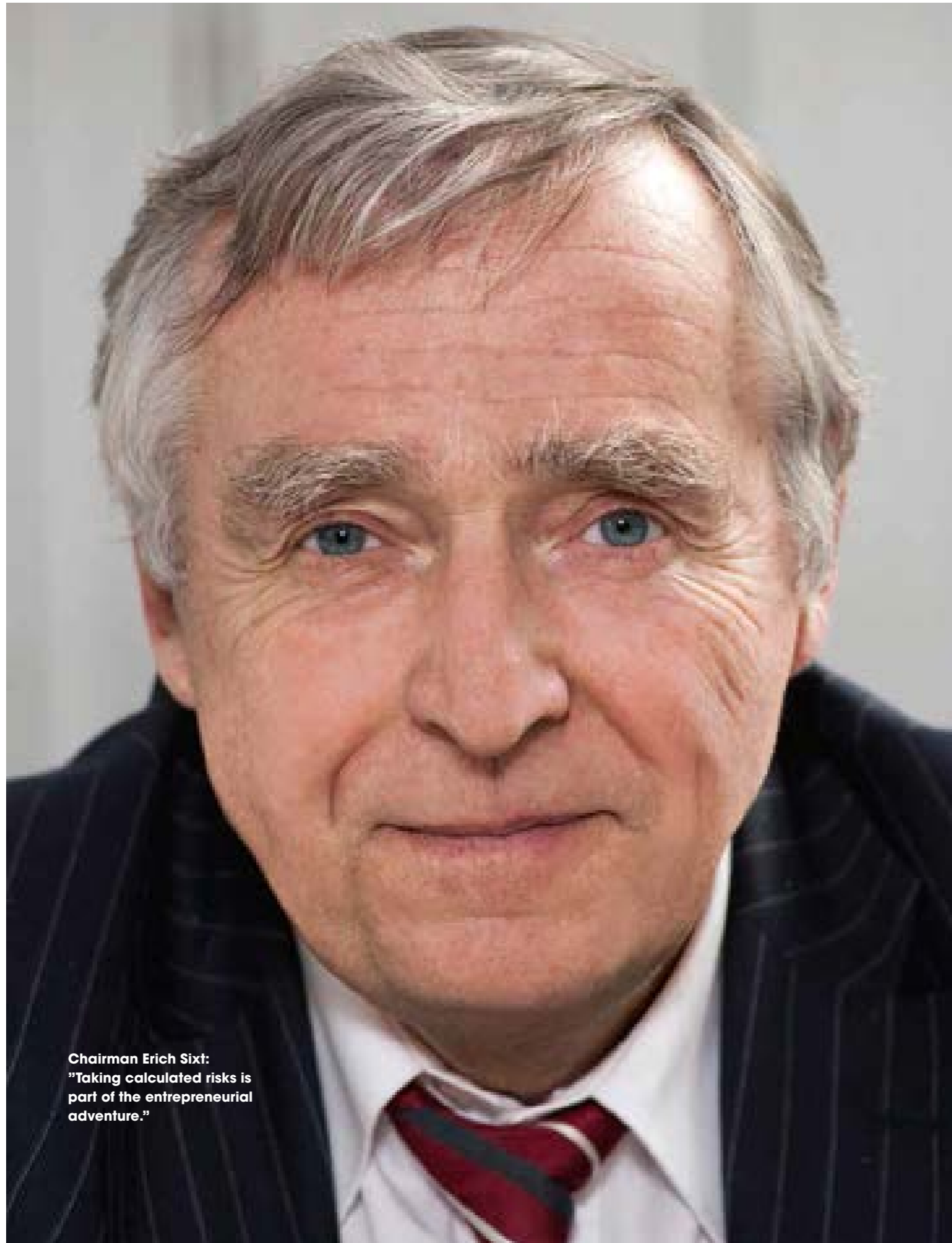
Michael Schade: "Regine Sixt is total involved and total laid back. She is a tremendous power woman with a burning ambition, a cool calculating business lady but in the same way she is distinguished by a crazy warm heart!"

MOBILITY MEETS FUTURE



SIXT

What makes the men at the steering wheel of Sixt so special is the fact that they have a clear vision for the future and the skills and passion to transform their imagination and strategic plans into reality.



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

AN ENTREPRENEUR THINKS FREELY. I DO NOT CONFORM!

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

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

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

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

SO WHAT WERE YOU INTERESTED IN IN THE 60s?

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

I admire Kant because he explained a change in our thinking. YOU ARE CONSIDERED A FAN OF THE PHILOSOPHER KARL POPPER, WHO, UNLIKE KANT, POSTULATED THAT MAN KNOWS NOTHING.

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

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

tians too have always thought they knew the truth. Misfortune arises from disregarding questions. We can never know, only suspect; we should pose many more questions much more often.

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

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

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

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



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

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

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

YOU TOOK OVER SIXT FROM YOUR FATHER WHEN IT HAD 200 VEHICLES AND NOW ARE THE CHAIRMAN OF A FLEET OF OVER 225,000 VEHICLES WORLDWIDE. WERE YOU NOT SCARED WHEN YOU SUDDENLY HAD TO MANAGE YOUR PARENTS' BUSINESS WHEN YOU WERE ONLY 24?

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

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

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

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

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

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

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

BEING BOLD PAYS.

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

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

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

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

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



Erich Sixt

In 1968, at the age of twenty-four, Erich Sixt took over the family rental car business, which was founded by his grandfather in 1912. He started out with 200 cars and within 40 years turned the Sixt brand into a world-wide mobility service provider. His wife Regine opened up the international tourism market and in 1986 Erich Sixt launched the company on the stock exchange – the family is the majority shareholder. Today, Sixt has 225,000 vehicles and the legendary cheeky Sixt advertising campaigns featuring Angela Merkel. The convertible hairstyle and the ex-minister Ulla

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

ing for you. Please go to the information desk.” That is where I was standing with the rental agreements, and where I took payment for a full tank of gas. Afterwards, the customers gave the key to the airline employees.

AN EARLY FORM OF A ONE-PERSON COMPANY.

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

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

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

HOW DID YOU GET TO KNOW EACH OTHER, AND WHEN DID YOU MARRY?

We have agreed not to talk about each other. And our wedding date will not be disclosed. Well, okay, it was yesterday.

INGENIOUS TRICK FOR STAYING YOUNG?

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

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

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

”If you think money is very important, you will not be successful.”



FINISH THE SENTENCE

Erich Sixt

Emerging from the current financial crisis ...
... you have to come out stronger. It forces you to question everything. That's the positive thing. When you're doing well, there is a risk of becoming lazy and not thinking radically.

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

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

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

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

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

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

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

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

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

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

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

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

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

DO YOU FEEL FREE WHEN YOU ARE LONELY?

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

SIXT

“DRIVE FIRST CLASS – PAY ECONOMY”



Detlev Pätch

Passionate and willing to take risks, Sixt launched numerous offensive campaigns, more intensively than ever before, around the globe up from 1997. Chief operations officer and Member of the Board, Sixt AG, Detlev Pätch, remembers the very different challenges which Sixt had to master on a global scale. Self-confidence, courage, and the desire to venture into new terrain have characterized the path of success from 1997 until today.

For 100 years, wheels have been turning in the service of our customers. What were the most important success factors of Sixt in 1997?

At the time, Europe was dominated by a handful of international car rental companies and there was one national market leader in Germany. Several small and mid-sized companies also rented out vehicles, one of which was Sixt in Munich. Sixt entered its growth phase with caution. Stations were first opened at major German airports followed by a few locations in Frankfurt, Hamburg, and Düsseldorf. “Drive First Class – Pay Economy” was the key message to customers. Despite a fast rate of expansion, Sixt earned significant profits, but didn’t skim them off; instead, the company immediately reinvested them into further expansion. By the early 1980s, Sixt was already renting out 2,000 to 3,000 vehicles. Although the market competitors were paying attention to Sixt, they were either unwilling to or incapable of finding a good response to the Sixt strategy. Good cars at a reasonable rate was a new

Ab sofort vermietet Sixt auch Abschleppwagen.

(BMW Z3 für 2.222,-/Tag)



So stark, dass er hinter Gitter muss.

Der neue BMW 520i mit dem neuen Reihen-Sechszylinder. Attraktive Mietpreise unter: www.e-sixt.com

concept for the competition offering high-priced, small to mid-sized vehicles that were overwhelmingly poorly equipped. Sixt then bulked up its vehicle fleet, especially with the Baby Benz, which had just been introduced onto the market. “A Mercedes for the price of a Golf” became the advertising message and Sixt acquired more and more customers.

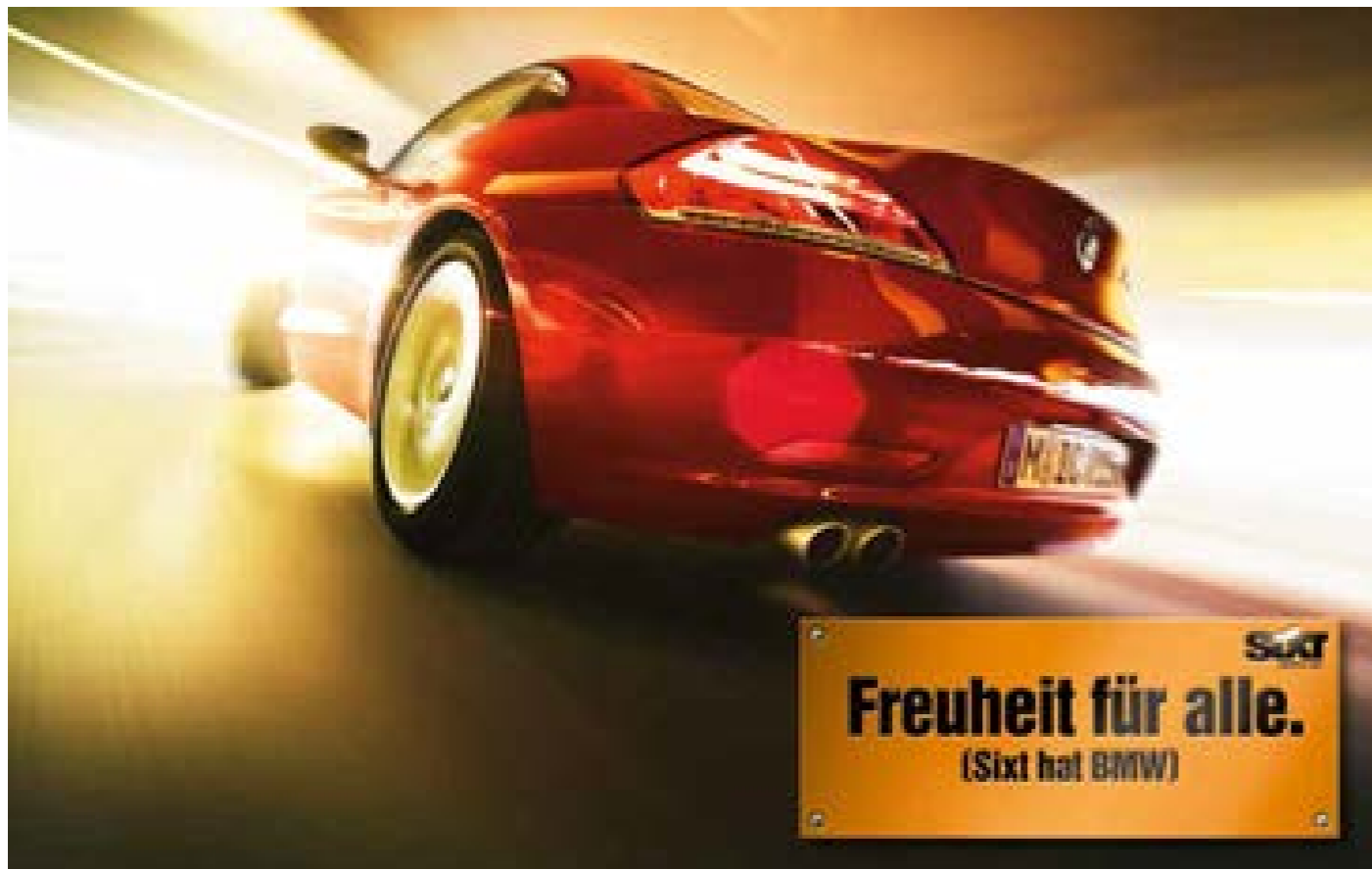
The company took a huge step forward in 1986 with its IPO. Erich Sixt remained loyal to his strategy of putting 100% of all earned stock exchange profits back into the company. Considerable investment options thus suddenly became available and Sixt increased its fleet, covered Germany with a dense network of stations, and founded a new headquarters office in Munich’s suburb of Pullach. The administrative employees and management team left the head office in Munich’s Seitzstrasse

and moved to a large villa on the Isar River still owned by the Sixt AG. Sixt significantly increased its advertising volume at airports and revolutionized advertising, both for vehicle rental companies as well as for German advertising as a whole. Its advertising won one award after the next and – most importantly – anchored itself in car renters’ minds.

The competition suddenly woke up and launched a joint defensive attack on Sixt, but it was too late. To the joy of customers and automotive manufacturers, Sixt was established and played the role of the enfant terrible within the realm of international competition. The established companies suddenly began renting out better, higher quality vehicles, but weren’t able to beat Sixt’s prices because of the company’s much lower overhead costs.

Then everything changed in Germany. The Berlin Wall fell and a new market area developed – with Sixt once again leading the way. Sixt immediately opened stations in the new states, both at airports as well as in the cities. Berlin became the main focus of Germany as the country’s new capital and Sixt soon had a similar presence as in its hometown of Munich.

Sixt simultaneously began expanding its operations beyond Germany’s borders. The company had been present in different countries through partners in the 1970s before making fundamental strategic decisions about where Sixt wanted to be represented by its own corporate activities and where it wanted to be represented by franchisees. The starting signal for corporate expansion sounded in 1989 in Switzerland and



finally Spain in 2005. Today, Sixt is represented in 11 corporate countries and in 94 other countries with franchise partners. The focus of the franchiser network expansion was initially on Europe as well as in bordering markets which are relevant from a touristic point of view. Sixt's start in Italy, Portugal, Greece, The Czech Republic, Ireland and Israel in 1998 was followed by the first Scandinavian markets in Sweden and Denmark in 1999. Since 2004, Sixt has been represented in Europe and the Middle East in more than 40 countries and continues to expand its worldwide network with focus on new markets in Latin America, Africa and Asia. Today, Sixt is already represented in 11 Asian countries.

It goes without saying that Sixt now rents vehicles from nearly every renowned vehicle manufacturer and has kept its focus on premium brands. That emphasis again gained steam in 2006 when Sixt established a long-term strategic partnership with BMW. The company continued to place immense value on high-quality, innovative equipment for all vehicles it carries. Sixt was the first rental company to offer built-in vehicle telephones: even as early as 1989, all Mercedes were equipped with a C network phone. Then came navigation systems, fully-equipped vehicles with air conditioning, and so on: things may seem normal today, but back in the 1990s, they were considered luxurious extras. Today, there are other innovations: mobile services, in-vehicle Internet, or GPS navigation systems with real-time traffic information. All Sixt BMWs feature ConnectedDrive, which combines services in one device.

Furthermore the Internet has become the most important sales channel for us and has the highest priority in our business. At Sixt AG nowadays,

we generate over 47 percent of our turnover via the Internet. Service and friendliness to customers is a Sixt trademark, after all, in addition to always being a considerable step ahead of the competition. Our customers are mobile, and since the importance to us of the cell phone for communication is always increasing, we are developing mobile applications for the iPhone, Blackberry and Google cell phone G1. On the one hand. On the other hand, the Web itself is also changing radically for Konstantin Sixt. "The internet is becoming increasingly mobile. The importance of the mobile Internet for cell phones, laptops and PDAs will increase greatly.

Today's innovations will be tomorrow's normality, which means we have to look out now for what tomorrow will still be innovative. These innovations we will discover within completely new mobility concepts that emerge as a result of changing usage habits – alongside, of course, innovations that originate in the development of technology. Our Drive Now car-sharing model will play a key role, the electric automobile is almost there, whether the fuel cell will replace established drive systems. We basically believe that service relating to mobility will become more important, and that it will not matter so much to people which vehicles they use. This is our opportunity, since we are not an automobile manufacturer; we are a service provider moving within a growing, increasingly demanding market.

Detlev Pätsch



GREETINGS



Sixt means a lot to so many people – to customers equally as to our main business partners. Many of them became friends over all these years of great cooperation. I am proud to present their greetings, their high regards and their view on Sixt.



Greetings!



HSH Prince Albert II of Monaco

Claude Giordan, Ambassador of the Principality of Monaco in Berlin,
in the name of Prince Albert II of Monaco



C'est un plaisir pour moi d'adresser, au nom de S.A.S. le Prince Albert II de Monaco, mes plus sincères félicitations à Erich et Regine Sixt à l'occasion du centième anniversaire de la compagnie qu'ils dirigent.

Il ne s'agit pas seulement de sauler und réussite économique que nous connaissons tous.

Il s'agit aussi, et pour moi surtout, de souligner les excellentes relations que «Sixt» a toujours entretenues avec la Principauté depuis de longues années.

Bon anniversaire et toujours plus de succès!

On behalf of HSH Prince Albert II of Monaco, it is my pleasure to extend my most sincere congratulations to Erich and Regine Sixt on the occasion of the centenary of the company they manage.

It is also a good time, especially for me, to underline the excellent relationship that Sixt has always had with the Principality over these many years.

Happy birthday and may you continue to enjoy the same success!

Greetings!



Dr. Ian Robertson

MEMBER OF THE BOARD OF MANAGEMENT,
BMW AG, SALES & MARKETING

Congratulations to Sixt on its 100 year anniversary — a remarkable achievement! Sixt is an innovative company that truly embraces the Spirit of Mobility. This has been key to its decades of international success.

As a company focused on innovative products and services for individual mobility, the BMW Group is proud of our longstanding business relationship with Sixt. With over 3,500 Sixt Stations in 105 countries worldwide, we have seen first-hand how much Sixt has accomplished in the last century.

The BMW Group is approaching its own 100 year anniversary and we understand how the auto industry has evolved over the years. For instance, vehicle design has significantly changed. As well, there have been a huge number of advances in safety, convenience, and in-car entertainment.

Throughout all of the auto industry developments, customer needs have also been changing. Both Sixt and the BMW Group share a commitment to the needs of customers today, as well as to the desires of customers tomorrow. This focus on the future is what led us to embark on our latest collaboration, DriveNow.

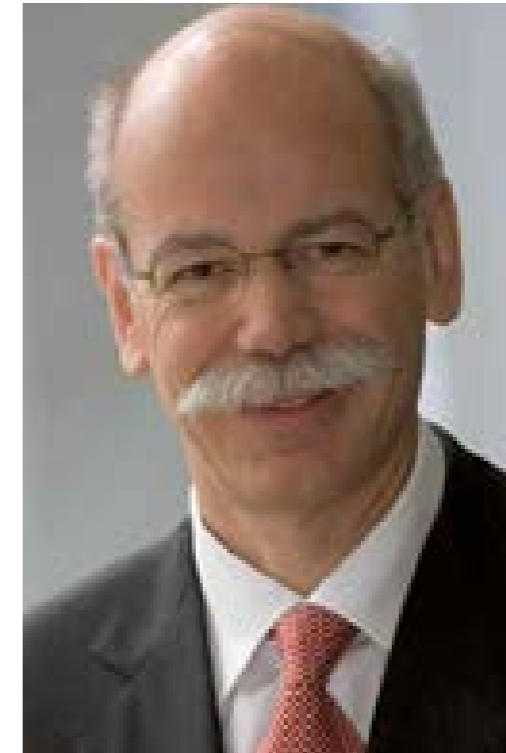
DriveNow marks the next step in flexible and spur-of-the-moment car

sharing, combining the fleet management experience of Sixt with the premium vehicles of the BMW Group. With 47,000 users in Munich, Berlin, and Düsseldorf, the DriveNow car sharing service is an absolute success.

Knowing the Sixt family and some of the many talented people at the company, I am convinced we can look forward to years of new and exciting offerings for customers around the world.

Congratulations once again on your centennial. I wish the Sixt family and the company continued success!

Yours truly,
Dr. Ian Robertson



Dr. Dieter Zetsche

CHAIRMAN OF THE BOARD OF MANAGEMENT,
DAIMLER AG &
HEAD OF MERCEDES-BENZ CARS DEVISION

Congratulations!

There are not many companies that reach one-hundred years of age. In fact, less than two percent of all German-based companies do. But two such exceptions are Daimler and Sixt. And if you ask me what distinguishes us from the other 98 percent, I would say: the power of innovation. The ability to think ahead and create new entrepreneurial solutions. That's what Carl Benz proved in 1886 when he invented the car. And that's what Martin Sixt showed 26 years later when he founded Germany's first car rental business. Being the farsighted type, Mercedes was part of his fleet from the very first minute – even when that fleet consisted of only three vehicles...

Since then a whole century has passed, the number of Mercedes cars in the Sixt fleet has grown significantly – and Sixt has written its own success story. There is no doubt that you can be proud of your heritage. But no matter how much you cherish your tradition, I'm pretty sure that you – like us – are more interested in the coming century than the last one. And it's only because it has always been so that Sixt is still alive and kicking on its 100th anniversary.

Happy Birthday! You are living proof that being young is not so much a matter of age as of mindset and spirit. The Spirit of Mobility!

Greetings!



Rupert Stadler

CHAIRMAN OF THE BOARD OF MANAGEMENT,
AUDI AG

English aristocrats and well-to-do Americans were the first customers back when Martin Sixt opened Germany's first vehicle rental company 100 years ago in a suburb of Munich. He established the premium segment of his industry: with three vehicles and a clientele who was considered to be extremely discerning. It goes without saying that company founder Sixt proved himself as a visionary; back then, others saw the automobile as nothing more than a technical toy. Today, individual mobility is one of mankind's primary needs.

What started out as three vehicles has now become over 200,000 vehicles around the world. Sixt is a respectable global concern with

more than 4,000 rental stations in around one hundred countries, and customers today are no less discerning than they were back then. We at Audi are thus pleased that some of their models in their fleet feature four rings. That means that Audi drivers are able to get into their preferred vehicle at the location of their choice.

That which you experience in the rental industry is the same thing we experience as an automotive brand: customers want more choices without being overwhelmed; they want mobility that is environmentally and climate friendly without having to travel in a "waiver on wheels". At the same time, they want to enjoy more individual service and more personal comfort.

Those who have made such an extreme commitment to the spirit of

mobility as Sixt has done fulfill that wish in equal measure: a convertible for the weekend, a sedan this time, an SUV for a ski weekend. I imagine that in the future, there will be a mobility flat rate for premium customers that will go beyond one's own car to include access to an entire fleet of vehicles.

Parallels can also be found with our growth plans: While Audi is preparing to become the world's leading premium brand by 2020, Sixt is on the best path toward becoming Europe's largest mobility service provider. The Sixt family and their employees have never rested on the laurels of their success throughout the course of their 100-year company history. We are soulmates when it comes to the goal of always being a little better, being a little more innovative. Brazen ad campaigns on the one hand and corporate responsibility on the other make Sixt an imitable player in the service industry sector.

Regine Sixt has established a name for herself, both through her responsible action as well as her social and cultural involvement. With her Regine Sixt Children's Aid Foundation, she has been supporting children from around the world and for twelve years and does everything possible to give them a better life. We wish the Sixt family and all employees all the best for their 100th company anniversary.

*Sincerely yours,
Rupert Stadler*

Dr. Wolfgang Porsche

CHAIRMAN OF THE SUPERVISORY BOARD, DR. ING. H.C.F. PORSCHE AG

Of the three vehicles with which Martin Sixt founded Germany's first car rental company in 1912, not a single one of them was a Porsche. The reason, of course, was that Porsche didn't yet exist as a brand. Today, precisely one century later, Sixt AG is not only one of the largest German vehicle rental companies and mobility service providers, but now also features an extensive number of exclusive Porsche vehicles in its vehicle fleet. That's a good thing – for both sides.

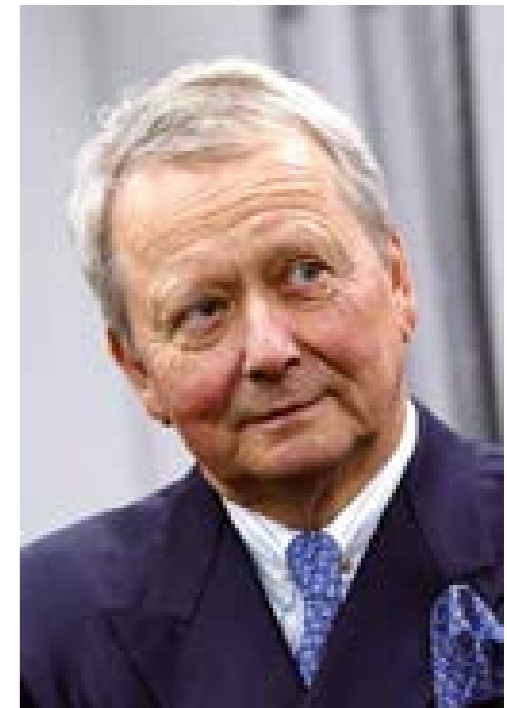
From where it stands today, the company is now able to look back on an impressive, 100-year history that has been shaped and characterized by three generations of the Sixt family. Their vehicle fleet was almost entirely destroyed by world wars not just one time, but two, and the company had to be rebuilt from the ground up. Under the leadership of Regine and Erich Sixt, the company grew into an internationally successful company with over 3,000 employees as well as partners and franchisees in more than 100 countries since the 1970s.

Throughout the years, the company has managed to establish Sixt as a reliable, likeable brand with the highest degree of recognition in the public eye. Sixt's advertising has

become legendary how it satirizes current events in a way that is both humorous and to the point. I assume that Erich Sixt plays a role in that.

It has long been the case that a company that started out as an enterprise solely dedicated to car rental has since become one with several different business sectors and subsidiaries revolving around mobility. Sixt now makes it possible not only to rent sedans, delivery vehicles, and trucks at home and abroad, but has also established leasing and purchasing programs. And in the corporate business sector, Sixt is even capable of taking care of overall vehicle fleet management. Sixt's management and employees can be proud of their successful company and its history – and vice versa.

At the same time, Sixt – and here, I mean Regine Sixt herself – is a private brand of absolutely striking singularity. As a display of incredible self-staging over the years, she has made herself into what is known as a unique selling proposition in advertising – invaluable, inimitable, non-transferable. That is one of the reasons that my love and admiration for Regine run so deep – and for Erich as well, because he



stands behind her. And when I read the German magazine Bunte and don't find Regine Sixt in it, to me, something's missing.

What is even more incredible is that she doesn't use that incalculable high profile for self-profit, but instead for a good purpose. With the Regine Sixt Children's Aid Foundation, the Sixt family and the company have become exemplary role models for taking on social responsibility. For the past twelve years, the Aid Foundation has been involved in improving living conditions for children around the world. I would like to extend my most heartfelt congratulations to Sixt on their 100-year company anniversary and wish the company and its dedicated employees all the best and continued success for the future.

*Sincerely yours,
Dr. Wolfgang Porsche*

Greetings!

Bernhard Mattes

CHAIRMAN OF THE MANAGEMENT BOARD, **FORD GERMANY**

Ford congratulates the company Sixt on its 100th anniversary. As Henry Ford once said: Coming together is the beginning, staying together is progress and working together is success. This is something the companies Ford and Sixt have demonstrated – more than once – throughout their long-lasting and fruitful cooperation.

Both companies share many similarities since Ford and Sixt are important partners for affordable and individual mobility. Furthermore both companies offer more than 100 years of experience and tradition and stand for innovative products as well as high standards in quality and service.



DR. THOMAS SEDRAN

DEPUTY CHAIRMAN OF THE MANAGEMENT BOARD,
ADAM OPEL AG

We share a common track record of innovating. After all, Sixt is the first car hire company that has included electric vehicles in its fleet. And Opel is the first European car maker that offers an electric car, the Ampera, which is suitable for everyday use. I am delighted that the bestselling electric “Car of the Year 2012” has recently been made available for hire to Sixt customers. In that sense, they too will now have the opportunity to gain first-hand experience of tomorrow’s technology.

Of course, anniversaries create common ground. Ever since Sixt was founded in 1912, we have shared a passion for cars. When Adam Opel started his company in 1862, he did so by making sewing machines and bicycles. In 1899, the first Opel car, the “Lutzmann patent vehicle” was built. Sixt is celebrating its 100th

anniversary this year and we at Opel are marking our 150th birthday. Our companies both have a long tradition and both have a longstanding and close relationship.

We cordially congratulate Sixt on the occasion of its 100th anniversary and send our best wishes to the entire company, including its staff.

*Yours,
Dr. Thomas Sedran*

Greetings!

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.

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.



Karsten Engel

SENIOR VICE PRESIDENT SALES GERMANY,
BMW GROUP

quickly together which are in our mutual interest. Our latest collaboration demonstrates this remarkably: in just nine months we established DriveNow in Munich, Berlin and Dusseldorf, an urban car-sharing brand which quickly took the lead among rental drivers. We joined forces to put our combined strength onto the road and delight our customers. Around 17,000 people currently use DriveNow, a success which is a product of extraordinary teamwork shaped in particular by the personalities of Erich and Regine Sixt. Courageously, sometimes provocatively, they have grabbed people's attention. Erich and Regine Sixt have also written cultural history with their remarkable advertising. I would like to wish the company and the Sixt family all the best, and congratulate them most warmly on their 100th anniversary. I look forward to continuing our exciting collaboration into the future of individual mobility.

One hundred years of Sixt car rentals represents an impressive chapter in the history of mobility. To me this company is one of the most progressive service providers of its kind in the world. So it's little surprise that we have enjoyed such a lively partnership with Sixt AG over many years, one characterized by trust and team spirit. This is where the Spirit of Mobility meets Sheer Driving Pleasure for the benefit of our mutual customers. This long collaboration has exhibited a particular dynamic consisting of enormous professionalism coupled with fast implementation and quick success. That is how we have always managed to launch new services so

Greetings!

Christoph von Tschirschnitz

VICE PRESIDENT FLEET, CORPORATE
AND DIRECT SALES, **BMW GROUP**



100 years of Sixt car rentals, 100 years of Sixt customer service, and 100 years of Sixt success.

In its 100th year, the company Sixt is better off than ever before.

Turnover, profits, customer satisfaction, brand strength, and international presence in important markets are at an historic all-time high. Sixt proves it – tradition, experience, concentrating on the important things, and entrepreneurial future orientation lead to outstanding results.

The company Sixt shows: origins determine the future, in the best sense.

The BMW Group – worldwide the number one premium automobile manufacturer – is very proud to have been a strategic supplier of Sixt for many years now in the rental of premium automobiles in a large number of countries and to have the opportunity of accompanying and observing this success at close proximity.

From this perspective and nearness, the success factors of 100 years of Sixt become clear to us:

- Erich Sixt and his strong and efficient management team;
 - innovative and bold marketing as well as streamlined brand leadership through Regine Sixt, her team, and the agency Jung-von-Matt;
 - consistent customer orientation and concentrating on offers that provide genuine customer benefits;
 - excellent managerial leadership and innovative financing of capital-intensive business operations;
 - and, last but not least, passionate and competent Sixt employees and franchise partners around the world.
- Celebrate 100 years of Sixt: honoring what has been achieved while keeping a firm eye on the future.

The success of the upcoming years is happening now – with the strength of 100 years of experience. Entrepreneurial boldness, constant innovation, quick decision-making, and foresight are the important Sixt attributes – and those

of BMW as well. On the basis of these fundamental values, both companies also started up their innovative car-sharing offer DriveNow as a joint venture, not only setting new standards in the car-sharing market in three German cities, but also quickly gaining more than 10,000 new customers – becoming the number one position in this market segment for individual and innovative mobility in a very short time.

In the car rental industry, we will be continuing our recently extended long-term supplier partnership internationally with premium BMW and MINI automobiles. We look forward to many more successful years with SIXT.

We congratulate the entire Sixt team in Munich and the 105 Sixt markets on their anniversary and wish them continued success for the future!

Sandro Binelli

GENERAL SECRETARY, **MILLE MIGLIA AND TARGA FLORIO**
AND PRESIDENT, **MAC GROUP**



For five years in a row we had the chance to have Sixt as a partner at the Mille Miglia.

Hundreds of famous champions and unknown heroes have raced in the Freccia Rossa, helping to write important pages in the history of motor racing, sport and traditions of our country. We were fully aware of this and we worked to ensure the Mille Miglia continued to remain as faithful as possible to its traditions and history.

However, while still maintaining the race's identity, we intended to improve on any features to enhance quality, image and overall satisfaction for those taking part both on and off the rally. That's why a high-level collaboration as the one with Sixt was of primary importance for us.

It has been a wonderful and successful partnership and we really can affirm we covered a long distance together. I'm really happy and honored to greet SIXT for its Centenary and I would like to point out how both Sixt and Mille Miglia share a long history but in the meantime are focused on a brilliant future. Both too are recognized internationally as an example of true excellence.

I personally want to thank Regine, Erich, Alexander, Konstantin: the Sixt family became in all these years an important and irreplaceable presence along the Mille Miglia roads, showing a real passion and enthusiasm and I'm sure that these skills, among others, contributed to confirm the Sixt Brand as a world leader.

Greetings!



Christoph Franz

CHAIRMAN AND CHIEF EXECUTIVE OFFICER, **DEUTSCHE LUFTHANSA AG**

Happy Birthday – Happy 100!

Congratulations from the Lufthansa family to the Sixt family. It is a great pleasure sending our best wishes on this remarkable anniversary. From a small family business to a global player supplying high quality mobility solutions with a wide range of products and the best of service – the development of the Sixt company is a great success story. On behalf of all our employees at Lufthansa I send my greetings and highest

respect to Mr. and Mrs. Sixt and all employees of the Sixt Group for their accomplishments.

At Lufthansa we are proud of our long lasting and trustful partnership with Sixt. Both our companies share a passion for safety and reliability, quality and service orientation and we are looking forward to continuing our partnership for many more years to come.

All the best and happy anniversary!



HARTMUT MEHDORN

CEO, **AIR BERLIN**

Jubilation - not congratulation - is in order.

It gives us great pleasure to congratulate you on your 100-year anniversary, not only because Sixt is a premium partner of airberlin, but also because our two companies have much else in common.

Both have their roots in tourism: in 1912 Sixt started renting chauffeured limousines to well-heeled foreigners who wanted to explore Germany. A plethora of innovative ideas and a clever pricing policy helped Erich and Regine Sixt to make their car hire service the No. 1 in Germany and a successful player on the international stage. airberlin started out as a charter carrier and has now become an international scheduled airline. As a result, airberlin flights are now landing at more and more airports where Sixt vehicles can be hired.

And with our new partners from the one-world® alliance and our strategic partner Etihad Airways we are flying increasing numbers of passengers into Germany who are looking to hire cars. We could hardly have come up with a better anniversary gift.

Wishing you continued success – also on behalf of all the staff at airberlin!

Greetings!



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



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.

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!



Thierry Antinori

EXECUTIVE VICE PRESIDENT,
PASSENGER SALES, **EMIRATES**

A family company in its fourth generation that has developed into one of Germany's flagship brands and can look back on its 100 years of existence certainly deserves some recognition. But Sixt is not only Germany's number one rental car company, but rather it has long been a global company and one of the leading mobility service providers throughout the world.

Over the past 100 years, Sixt has not only witnessed two world wars, inflation and currency reforms as well as political and social upheaval in Germany and Europe, but has also always confronted economical and technological challenges with success. The Sixt brand stands for exemplary innovative drive, but above all for entrepreneurial courage in every respect – a virtue that unfortunately is often not shown the level of appreciation it deserves.

By contrast, at just over 27 years of age the Emirates airline is a young company. Our international route network comprises 126 destinations; Sixt operates 3,500 branches throughout the world. Both companies, however, combine a consistent customer focus, continual investments in the future as well as the aspiration as a global brand to have a presence on the most important markets throughout the world.

Ten years ago our partnership in Germany began with the Emirates Chauffeur Service. Currently we are successfully operating together in many other European countries. The Emirates Chauffeur Service is an integral component of the service experience of our First and Business Class passengers. The cooperation with Sixt underscores our quality pledge to our customers. In addition, since 2002 we have

been working together globally as part of our frequent flyer program, Skywards.

Regine and Erich Sixt have contributed to the economic success of the company in a sustainable manner. I have known them both personally – as well as their sons Alexander and Konstantin – for years and really appreciate the family's tireless dedication to the Sixt brand as well as their social commitment on behalf of the Regine Sixt Children's Aid Foundation.

On the occasion of the company's 100th anniversary, I congratulate Sixt on behalf of Emirates and wish both the management as well as the employees continued satisfaction in their jobs and much success for the future.



Dr. Rüdiger Grube

CEO AND CHAIRMAN OF THE MANAGEMENT BOARD, **DEUTSCHE BAHN AG**

100 years of Sixt – 177 years of rail in Germany

As the CEO of Deutsche Bahn, when I congratulate a car rental agency, I am congratulating a competitor. After all, part of my mission is to convince your customers to switch to our products. But we all know that competition stimulates business, and both of our companies share a common goal: to get people moving.

I'm not congratulating just any car rental agency. I'm congratulating Sixt, the most successful car rental agency in Germany and one of the leading agencies in the world.

Together we stand for high-quality mobility services from Germany for Germany, Europe and the world.

Moreover, I would be a hypocrite if I were to pretend that everything needed to be done by rail. The future of modern mobility lies in finding smart ways to link modes of transportation, not pitting rail against road or road against rail. Every mode of transportation has its advantages. Even we have added rental cars to our services, in order to offer integrated mobility chains to our customers.

But our companies have much more in common. Sixt is a household

name, as is Deutsche Bahn. Almost everyone has traveled using a Deutsche Bahn product and almost everyone who has rented a car has rented one from Sixt. Both companies offer products and brands you can count on.

I would therefore like to extend my heartfelt congratulations on this impressive anniversary. And even if you won't be able to catch up with Deutsche Bahn in the history books, I hope that the next 100 years of Sixt are just as successful.

Greetings!

Prof. Dr. Hubert Burda

PUBLISHER, **BURDA MEDIA**



Dear Ms. Sixt, dear Regine,

One hundred years of SIXT. That is not just an anniversary. It is much more a story of innovative strength, tradition and closeness to customers.

The company is not much younger than the important invention of the automobile itself. Sixt started in 1912 as a small haulage contractor with seven vehicles and grew to maturity during the following decades together with the automobile. In its third generation, Erich and Regine Sixt took over the family-run company with roughly 200 vehicles and, with energy, creativity and foresight, expanded it into a large international mobility service provider. Companies and businesspeople such as them form the backbone of the German economy and are a perfect example of what has made our country great.

The biggest challenge a company has to face is to successfully operate in dynamically changing markets and to establish themselves in a future-proof manner. Sixt has always reacted in a timely manner to these challenges. Erich Sixt tapped into new business areas, promoted internationalization and brought the company to the stock market. The times of digital upheaval were also recognized early and successfully taken advantage of. How things stand: 2011 was one of the most successful in company history. And sights are set on the goal of becoming the number 1 in Europe in just a few years.

In addition to the far-sighted strategic decisions made, Sixt has also gained a further competitive edge for itself: the closeness to customers. The company's service, marketing and brand management are unrivaled. Due to one of the most creative and successful adver-

tising campaigns in recent decades, the brand is charged with emotion. Sixt is no longer just a "car rental service". Sixt is a way of life!

Here's wishing Erich and Regine Sixt a continuation of this successful development in the coming years and that they maintain their commitment and passion for their company. We can all learn a lot from this company.

I congratulate you heartily on your 100th anniversary.

Dr. Mathias Döpfner

CEO AND CHAIRMAN, **AXEL SPRINGER AG**

When I first met Erich Sixt about 20 years ago, it was upon invitation of Gerd Schulte-Hillen (then CEO of Gruner+Jahr) who wanted to present a full-fledged entrepreneur to his crew of young managers. With great anticipation, a dozen dressed-up twentysomethings waited for Erich Sixt's appearance. When he entered the room, he greeted with a simple "Grüß Gott!". First question: "Mr. Sixt, what is the strategy of your company?" Erich Sixt did not hesitate: "The total destruction of all compe-

titors." The budding managers were amazed. Sixt accomplished three things: First, he cracked an excellent joke. Second, he subjected the usual consultants' wisdom to irony. Third, he proved his absolute drive for success, the directness of a true entrepreneur. I found this very inspiring.

20 years later, the competitors are not yet destroyed. But Erich Sixt has made some progress. I wish him best of luck with all his future endeavours.



Greetings!

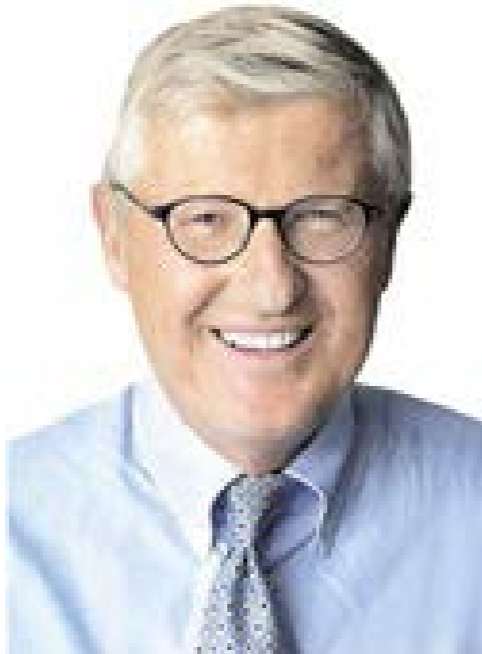
Dr. Dirk Ippen

PUBLISHER, **MÜNCHNER MERKUR / TZ**

One hundred years ago was the last year in the life of Prince Regent Luitpold of Bavaria, shortly before the beginning of the First World War, when Germany was ruled by a Kaiser who is reported to have said: “I don’t think much of the automobile, I believe in horses!” Not all of his subjects, however, shared that view.

One of them who knew better and also did better was Martin Sixt, who in 1912 founded the company Sixt Autofahrten und Selbstfahrer. It was the first step in a success story which the founder could scarcely have envisaged even in his wildest dreams.

Corporate biographers tend to accentuate those strokes of genius that lie at the inception, easily overlooking the many interim stages and setbacks that have to be passed through for a new business even to survive. Sixt’s existence today as a large globally networked business is thanks not just to the brilliant idea of placing everything on the automobile as the vehicle of the future. It has been the work of three generations of entrepreneurs and their employees which over and over again brought the company back from the brink and up to new heights. In 1945, when everything was over, business began again with a single Mercedes 230 Landulet as a chauffeured limousine. The next major step was to found the rent-a-car company “Auto Sixt” in 1951, and then in the 1960s to open the first airport branches in Frankfurt and Munich. So it was that the company grew steadily as Germany recovered – but



still within regional limits. It was not until the third generation of family ownership under Erich Sixt, today’s Chief Executive, that Sixt AG succeeded in completely shedding the skin of a regional enterprise.

It has been Erich and Regine Sixt who, over the past 40 years, have succeeded in growing the company into a global business.

Could it be that family-owned businesses are at an advantage when it comes to growth, sustainability, and looking into the future? That depends, it has to be said: after all, the only thing that inspires awe in many old family companies is the pictures of the founders staring down sagely from the conference room wall. But if a family has the good fortune of finding a genuinely entrepreneurial couple in its third generation as Sixt has, then that company certainly is superior to a joint stock company run by outsiders, because it sees things long term.

Building up and developing a large business is never a one-man show. Long-term growth is not possible unless those at the head join forces with a team of employees who enjoy

coming to work and who make the success of the company part of their lives.

After becoming a joint stock company, Sixt AG grew beyond the bounds of a “normal” family business. Yet the spirit of the early years remained. It is this which allows us to hope for continued good fortune, especially since two sons of the fourth generation of the Sixt family are not only on the starting blocks but already deeply involved in opening up new areas of business themselves.

We could therefore say that this 100th anniversary is in itself a piece of good fortune – for the family, for the many people who work at all the different levels of the company, and for customers large and small whose lives are made easier by the company’s diverse mobility services.

Our liberal entrepreneurial form of economy is not a zero-sum game, it is a dynamic process of discovery. Doing business in freedom does not mean adding up everything that is already there, it means multiplying and creating new things which previous generations would not have imagined in their wildest dreams.

So it is that Sixt looks not only back on its 100 year past in gratitude and pride, but also forward into a future in which the company continues to grow and blossom in its responsibility towards a society which creates prosperity through the discovery process of free competition.

Congratulations!

Liz Mohn

MEMBER OF THE SUPERVISORY BOARD,
BERTELSMANN AG; MEMBER OF THE BOARD,
BERTELSMANN FOUNDATION

Dear Reader,

SIXT is celebrating an anniversary. And this is not just any occasion, but the centenary of the company. It is a special birthday that is also a gift in itself: after a resounding success, there are now 200,000 rental cars around the world at 3,500 stations.

Erich and Regine Sixt could retire now that the company is 100 years old. They have made SIXT what it is today: a world-class car hire company. But anyone who knows the married couple will also know that they are passionate about business. For Erich, working 16 hours a day is more the rule than the exception, and Regine shows no less enthusiasm for her job.

Such fervent passion has its reward – from customers, staff and business partners, all of whom contribute to the company’s progress. Everyone knows that they have a good deal: customers receive a fair price for a good car, employees are rewarded for their success, and business



partners know that they can put their trust in Erich Sixt. This has made the SIXT brand a world-class company – and one with spirit. It is this recipe for success that Erich and Regine Sixt will use to set the course of the company looking ahead to the next 100 years. A century that will bear the name of SIXT.

I wish all of you, my dear Erich and Regine and all my colleagues at SIXT, another century of success!

Congratulations!

Liz Mohn

Greetings!



Dr. Hans H. Hamer

PUBLISHING AND MANAGING DIRECTOR AUTO BILD, SPORT BILD & COMPUTER BILD, 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."

Kai Diekmann

EDITOR-IN-CHIEF, BILD



SIXT. Four letters that are celebrating their 100th birthday this year. Four letters that I would like to congratulate on this special anniversary. Not because I feel obligated, because that is certainly not a criterion for the Editor-in-Chief of BILD, but because more things unite BILD and SIXT than just the four letters in their names: a major anniversary in the year 2012 and two impressive success stories. In 1912, Martin Sixt founded a company that is still in family ownership today. What started out with three vehicles has become Germany's number one car rental service 100 years later.

A triumph that was to be repeated by a daily paper: the first BILD was published on June 24, 1952. What shot out of the ground with ten editors and two secretaries is

now, just a few months before our 60th birthday, the biggest newspaper in Europe.

But there is yet another thing we have in common, and I am happy to admit that it's my favorite: BILD and SIXT are strong brands

that are not afraid of making waves. Your advertising slogans become just as engrained in our memories as our BILD headlines. This is how it should be – and for the next 100 years too!

Greetings!

Dear Sixt Family,

It is with great pleasure that I congratulate you on the 100th anniversary of the founding of your company.

Great companies are made and great entrepreneurs are born when rules are broken. You have proven yourselves over and over to be the masters of the art of rule breaking.

1. You have broken the 'generation rule'. The first generation creates the company, the second one helps it grow, and the third destroys it – says the rule for family-owned businesses. Erich and Regine are the third generation of the Sixt family in the business, and it is they who have turned the local car rental company from Munich into the international top-of-the-class player that exists today. The fourth generation, Alexander and Konstantin, are currently busy adding a full-grown car-sharing and digital business to the empire.

2. You have broken the 'car rental is a commodity business' rule. Before Sixt turned car renting into an exciting brand experience, renting a car was mostly a dull exercise with average cars and below-average service. Today, your customers look forward to the 'orange and black experience' of renting a car at one of your 1,852 stations. Everything is coherent and perfected down to the last detail: the advertising is bold and entertaining, the message is to the point, the service is impeccable, and the cars are clean and almost always brand new.



Andreas Wiele

MEMBER OF THE BOARD, **AXEL SPRINGER AG**

3. Last but not least, you have broken the 'entrepreneurs must be cold-blooded egotists' rule. You are the most warm-hearted and sharing entrepreneurial family that I know, and this is just as key to your success as the other rules broken.

It is certainly no coincidence that we at Axel Springer are also celebrating a 100th anniversary this year – the 100th birthday of our late founder, Axel Springer, who was also a true rule-breaker.

My dear members of the Sixt family, congratulations, and please, keep breaking the rules!



Christoph Walther

CEO, **CNC – COMMUNICATIONS & NETWORK CONSULTING AG**

The Sixt success story, or: moving forward needs nativity.

Sixt is an example of a true success story. Within the period of one hundred years, the company has gone from a local Munich taxi service to a global mobility provider. What a corporate achievement! The combination of dedicated leadership and uncompromising customer focus is what has made Sixt so strong, and this is what deserves to be celebrated. For that reason, I would like to offer my heartfelt congratulations and recognition on the occasion of the company's 100th anniversary. I would also like to congratulate the family and all employees who contribute to Sixt's success each and every day.

But there have also been difficult times, of course. The global economic crisis, war years, and oil price shocks have all left their mark on the company. But Sixt wouldn't be Sixt if it wouldn't have held its ground during those challenging

times. The motto has been never to take no for an answer. The family has always seized the opportunities to be found in times of crisis and has actively shaped the change it has undergone: whether it be the use of the first radio taxis in Europe, the first vehicle leasing program in Germany, the first online car rental company, or rental car booking via iPhone, Sixt has always remained true to its aspirations to be at the forefront of molding the future of mobility services and has exceeded all expectations.

But Sixt also boasts an exemplary German entrepreneurial history. Following the principles of social market economy, the Sixt family thinks beyond day-to-day life and serves as a model of how to combine family, employees, companies, and society. That is its foundation for success. The Regine Sixt Children's Aid Foundation, which has been unyielding in its entrepreneurial efforts to create humane living conditions for children for over ten years, is a symbol for the mentality and

efforts lived at Sixt. Those efforts have made the impossible possible. And for that, I extend my most sincere respect!

I am confident beyond a shadow of a doubt that the global expansion trend and Sixt's success story will continue unabatedly, for individuals will continue to have a desire for individual, sustainability mobility; it has become one of our basic needs. For that reason, innovative service concepts such as DriveNow or Autohaus 24 will continue to be firmly anchored in our society and the world in the decades to come.

Like the car itself, automotive services are undergoing a period of change. Sixt is not only an active part of that transition through its Spirit of Mobility, but is also significantly shaping that evolution. Sixt will continue to move forward at full speed for the next 100 years. Happy anniversary!

Greetings!



Prof. Klaus Schwab

FOUNDER AND EXECUTIVE CHAIRMAN, **WORLD ECONOMIC FORUM**

Happy birthday!

When a company turns 100 years old in today's rapidly changing times, it is indeed a notable event. When this same company simultaneously exudes great youthfulness and modernity, it is worthy of one's full admiration. Unlike many large companies, Sixt sets itself apart by coupling tradition with an unabated entrepreneurial spirit, unceasingly geared towards innovation.

What is most surprising to me is that, despite its success, Sixt has always resisted complacency thanks to its consistent focus – from all divisions and employees – on serving the customer. I am proud that Sixt is one of our Member companies, and wish the company and its employees continued success in the future.



Olivier Harnisch

AREA VICE PRESIDENT NORTHERN & CENTRAL EUROPE
HILTON WORLDWIDE

100 Years of SIXT

Best wishes on your anniversary and thank you for the outstanding collaboration!

Sixt and Hilton have enjoyed a successful partnership for many years – and not only in Germany. Both companies are approximately the same age; the first Hilton Hotel was opened in 1919 and both companies have a global presence. With Sixt, we have a reliable and competent partner that meets the needs hotel guests and provides us with top-quality company cars.

We look forward to many more successful years!

Greetings!

Thomas Nau

CHAIRMAN OF THE BOARD,
**AMERICAN EXPRESS SERVICES
EUROPE LTD.**

There is no age-limit for a good partnership!

Celebrating 100 years of success and innovation, and still the most important attribute is “Forever Young”! What is the success of an enterprise that started 100 years ago with seven cars in Munich and is now one of the strongest brands when it comes to car-rental services? To stay young is connected with a lot of effort – and we at American Express know what we are talking about with 160 years of experience.

SIXT is a wonderful example for the thesis that nobody talks about your age when you are in the leading position. Since we started



our co-operation with SIXT we always felt that we had the pleasure to work with a partner who is always going the extra mile – leading the competition. SIXT has re-defined the framework for car rental, no matter if you look at advertising, design or client service.

We are extremely proud about our partnership in many countries around the

globe, especially in Germany, and are looking forward to extending this partnership for many years. Where ever you go, we will be a reliable partner for SIXT. It is the attitude that counts. The SIXT family stands for this attitude that will keep SIXT young – forever!

Congratulations on 100 years of unrivaled success and thank you for a great partnership – up for the next 100 years!

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.



Greetings!



Simon Vincent

PRESIDENT EUROPE, **HILTON WORLDWIDE**

Hilton Worldwide congratulates Sixt on its 100 years anniversary!

Martin Sixt and Conrad Hilton started their businesses around the same time and both developed to global companies. We are proud of this very successful partnership and would like to thank Sixt for the loyalty, the reliability and the great service they provide for our guests and teams alike.

We look forward to many more successful years!



Dr. Trevor Carmichael

PRESIDENT, **BARBADOS MUSEUM & HISTORICAL SOCIETY**

The novelist E.M. Forster in the novel “A Room with a View” suggests that life is like a public performance on the violin, in which you must learn the instrument as you go along. As we celebrate the 100th Anniversary of the Sixt global enterprise, we are able to reflect on how well it has played its violin over those years. It has carefully chosen the type of music to play, when to perform that music, and also the company in which to expose those musical performances.

The repertoire has been diverse. For the global Sixt business enterprise has transcended business and ventured sincerely and stridently

in the area of charitable giving within a philanthropic provenance. It has not restricted its’ violin to the waltzes of Europe but has also embraced the Cuban inspired boleros of South America; and furthermore, it has not neglected the soukous salsa, calypso and reggae of places sometime smaller, but no less important as business centres and charitable recipients.

An anniversary is often a time for quiet sober reflection and careful planning; for the former generally informs and influences the latter. I am sure that future years will result in more music from the Sixt violin, played even more passionately, and

featured even more prominently in a wider range and variety of environments. Thomas Beecham, the English conductor while in New York during 1950 stated that: “Good Music is that which penetrates the ear with facility and quits the memory with difficulty.” Let us never forget the Sixt violin.

Greetings!



Reto Wittwer

PRESIDENT & CHIEF EXECUTIVE OFFICER,
KEMPINSKI

Dear Ms. Sixt,

The partnership between Kempinski Hotels and Sixt is cherished by our brand – and what better time to highlight it than on this special occasion, as Sixt celebrates 100 years of existence.

A centenary is a great accomplishment – as so many things can happen in 100 years. And much like a person of the same age, it is fair to say that a business which has achieved this respectable anniversa-

ry has seen everything – from tough times to great successes.

A business partnership that is forged is a lot like a promise of friendship. In this day and age, of “business as usual” and fast-paced change, it is a pleasure to say that our relationship with Sixt as a preferred worldwide car and limousine rental company for Kempinski goes back more than a decade.

As a luxury service provider, Kempinski appreciates partnerships with

companies which share its values and its commitment to excellence and quality, and we are proud of our partnership with Sixt!

We congratulate Sixt on 100 years of professional service and wish it many more years of success!



Oliver Bonke

SENIOR VICE PRESIDENT SALES & MARKETING,
STARWOOD HOTELS & RESORTS – EUROPE,
AFRICA & MIDDLE EAST

Congratulations on 100 years of success! For over two decades, Sixt has been a partner of Starwood Hotels & Resorts. This alliance

is based on a mutual history of innovation, shared commitment to excellence and outstanding customer service.

Like Starwood, Sixt has grown at a dynamic pace to become a benchmark in the travel industry. Being associated with a strong brand like Sixt has generated a spin-off value to Starwood’s lifestyle brands. Not only do we value Sixt as a strategic business partner, but have become friends over time – and we look forward to continuing our long-lasting relationship for many more years to come. Once again, congratulations on this milestone anniversary!

Greetings!

Elisabeth Gürtler

HOTEL SACHER

Today family-owned companies have become a rarity. This makes SIXT's celebration of its 100th birthday all the more impressive. Four generations have contributed to SIXT's current success and recognition throughout the world.

I congratulate Erich and Regine Sixt and wish them continued prosperity in the future. I am convinced that the 5th generation will also carry on their work successfully in the future.



Sen. Hon. Maxine McClean

MINISTER OF FOREIGN AFFAIRS AND FOREIGN
TRADE OF BARBADOS OF
THE GOVERNMENT OF BARBADOS.

On behalf of the Government and people of Barbados I want to offer congratulations to Erich Sixt, Chairman of the Board of Management of Sixt AG, Regine Sixt, Alexander, Konstantin and the entire Sixt family, as you celebrate 100 years of Sixt. A century is indeed an exceptional landmark. I am sure that the company which spans four generations will continue to demonstrate the innovativeness that has characterised its operations over the past century. Starting from very humble beginnings, you company has evolved into a formidable global player in the rent a car business.

Sixt AG has weathered many global political, economic, social and even technological storms. This was made possible by the existence of certain constants, the commitment to and demonstration of a set of core values. Sixt has over its life committed itself to its Customers and to excellence, while ensuring that it stayed ahead of the competition through the application of state of the art technology.

Your success cannot only be attributed to your business acumen, but also to your personal and corporate commitment to philanthropy. Regine has expended much time and energy and indeed financial resources to many charitable or voluntary causes. As Barbados' Honorary Consul in Bavaria and most recently our Honorary Consul General to Germany, Regine has represented our interest for many years.

The Regine Sixt Children's Aid Foundation exemplifies good corporate social responsibility. In Regine's words "*in our more-than-ever before globalised world, I feel that we must start taking our share of responsibility. Nowadays, companies, including SIXT, are expected to do more than simply make a profit.*" The work of this Foundation continues to transform the lives of thousands in many corners of the world, in both developing and developed countries, from Barbados to Israel and

India to Malawi. Children attend primary and secondary schools, enjoy attractive play facilities and receive medical attention in mobile clinics run by "Doctors for developing Countries". Through these philanthropic efforts, the Sixt family, immediate and extended continues to chart a successful path. I therefore want again to congratulate Sixt AG and wish you continued success. It is my hope that in another 100 years there will be another celebration.



Greetings!

Fred Hürst

GENERAL MANAGER, **GRAND HYATT BERLIN**,
AREA VICE PRESIDENT, **HYATT CENTRAL EUROPE**

Dear Ms. Sixt,

Congratulations on this impressive anniversary!

For more than two decades, Sixt and Hyatt have maintained a friendly and successful business relationship with an excellent contact person.

I very clearly remember our first meeting with you when you drove up to the Hyatt Regency in Cologne those many years ago. I was instantly impressed by your can-do attitude, and since then Sixt has been the only car rental company we have worked with in Germany.

Sixt is an excellent service provider, and we are proud to recommend this service to our guests.



Prof. Dr. Martin Plendl

CEO, **DELOITTE GMBH**

Sixt has reached the impressive age of 100 and yet remains very young in image and thought. In any case, the age of a company is not a liability, but rather a distinguishing characteristic of its success – it bears witness to experience, a global reputation, long-lasting innovative drive and reliability. One hundred years of commercial success speak for a solid concept and a sustainable structure, but above all, they speak for the positive spirit that prevails within the company. Sustainable success is only possible if executives and employees passionately champion it in equal measure – and Sixt has managed to do so for generations.

One hundred years after its foundation, Sixt AG is presenting itself in the best of lights. The company combines the innovative drive of a corporation spanning the world with the tradition of a family-based company. In 1912, Sixt began as a car rental company with three vehicles. Today Sixt is a mobility service provider operating throughout the world with a fleet of 160,000 vehicles. It has been the market leader in Germany for many years and has always been a pioneer: Sixt was the first car rental



company to operate in East Germany after the wall fell, the first German company to begin a leasing program for vehicles, the first German car rental company with an Internet presence and the first German car rental company to offer rental car booking via the iPhone. And just recently Sixt entered a new territory again: It originated the first car sharing concept with DriveNow, focusing on efficient premium vehicles. An impressive story of success.

As auditor, we know Sixt as a solid and healthy company. As your customer, we appreciate your focus on service and product quality. Over the past hundred years, you have proven that you are able to master any new challenge. You have never lost sight of the company's future at the expense of short-term goals. On the occasion of your anniversary, I would like to thank you for the many years of pleasant and trusting collaboration, and wish Sixt AG much success for the next hundred years.

Greetings!



Udo E. Beckenbauer, MD

CENTER FOR PREVENTIVE MEDICINE – CARDIOLOGY,
GASTROENTEROLOGY, ORTHOPEDICS

Dear Sixt Family,

The Sixt gene is a gene for success! In the medical word, genetic conditions are often something of a curse, but in the case of your family, things are fortunately very different. Since 1912, the DNA of cars has filtered through the generations and entered the genome of your kin. Time and again, there has been evidence of the various genetic variations of an entrepreneurial mentality in the Sixt family: individuality, wanderlust, an indefatigable character, and the spirit of business innovation. The combination of these genetic traits and brilliant individual minds is the main strength of your successful family enterprise.

The dynamic nature of the Sixt family history can be seen in particular during the rise and fall from 1912 to 1945. Even clearer is the strength of family unity. The first car rental company went bust. A new beginning was financed by a coffee shop business, and then Martin Sixt handed over the company to his son, Hans Sixt, before the cars were hidden to avoid

losing everything under Hitler. We have repeatedly seen very clever PR campaigns and catchy advertising in the history of your company, but the most crucial elements are the seemingly inexhaustible energy of the family business, your cohesion, and constant reinvention. In this sense, it is not surprising that you so frequently present new concepts, such as your successful Internet business models and the DriveNow car sharing system – a brainchild of your sons Alexander and Constantine, the younger generation of Sixt. The people in your family embody a spirit and philosophy of mobility.

I would like to express my sincere congratulations to everyone of your family, not only for your commercial success, but rather for the incredible support each and every one of you has given to the other members of your family. I wish the entire company another 100 enjoyable years of success.

*Yours sincerely,
Dr. Udo Beckenbauer*



Frank Riemensperger

CEO AND CHAIRMAN OF THE BOARD, **ACCENTURE GMBH**
AND EXECUTIVE VICE PRESIDENT, **AMERICAN CHAMBER OF
COMMERCE IN GERMANY**

When anyone thinks about renting a car, the name that automatically comes to mind is Sixt. This fact alone explains how successful the brand and Sixt as a company have been over the past 100 years and continue to be today, and I have no doubt whatsoever that this success story will continue. Despite the anniversary, Sixt does not seem to have aged, on the con-

trary: it still appears just as young, unabashed and dynamic as a startup. In that sense the image of mobility and the product are truly a perfect fit. One of the reasons behind that is that Sixt has always dared to break new ground and tested boundaries, whether in the field of advertising or business. And those are things that people remember. It is with great enjoyment that I recall the advertisement featuring Angela Merkel back when she was chairwoman of the CDU: you showed her with her hair standing on end and the punch line: “Ready for a new hairdo? Rent a convertible!”

Sixt has always been a breath of fresh air and has significantly shaken up the car rental industry. The fact that the company has made it to the top and is now setting standards is no matter of coincidence. As our experience has shown Sixt uses the same levers that are characteristic for the most successful companies with the highest growth rates. That includes innovation through the use of new technologies like vehicle rental via barcode or booking using a smartphone app. It also involves expanding the business model – in your specific case through leasing or the corporate credit card program. And it means expansion into growth markets and unyielding customer focus.

For those reasons, it did not surprise me that Sixt was once again named Germany’s best rental car company by the German Institute of Service Quality and ntv coming first in the categories of service and terms. For that reason – and, of course, on the occasion of your company’s anniversary – I extend my warmest congratulations. I have a deep sense of appreciation for the fact that we have such a strong partner on our side who guarantees the mobility of our employees and I look forward to the continuation of our collaboration.

Greetings!



Prof. Shlomo Mor-Yosef

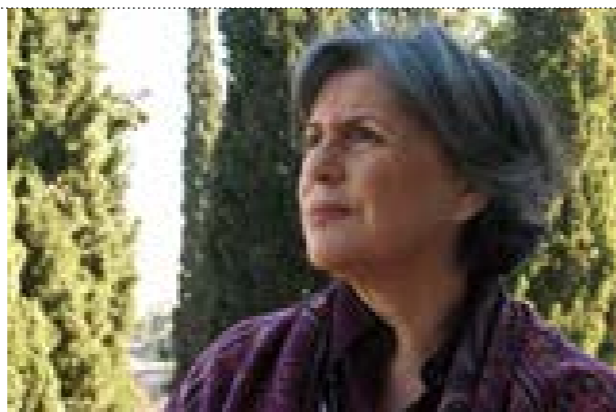
DIRECTOR GENERAL,
HADASSAH MEDICAL ORGANIZATION

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.

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.



Börries von Notz

MANAGING DIRECTOR, JEWISH MUSEUM BERLIN FOUNDATION
& DEPUTY DIRECTOR

I would like to warmly congratulate Mrs. Regine Sixt and Mr. Erich Sixt on this delightful and impressive, major anniversary. For me,

the extremely successful progress in the company's history is associated to a great extent with this prominent and committed couple that understands how to innovatively and expediently lead the company in their respective fields of activity and, in doing so, exudes great – and familial – warmth.

My congratulations, however, therefore also apply to all committed family members in the company and to the exceptional employees of Sixt AG – a company that

remains young despite its age. In my view, these employees have taken every opportunity to make things easier for the customer to rent a car and participate in innovative mobility concepts. This simplicity should actually be a matter of course; however, it is often found lacking elsewhere. This is different at Sixt and that's why Sixt is so exceptional. And

it is a great success that, in addition to one hundred years of company history, also deserves to be celebrated on its own.

In addition to its everyday business, Sixt AG also works to promote and support numerous social and cultural institutions. I am therefore especially thankful for Sixt's commitment to the Jewish Museum of Berlin, primarily in connection with the annual presentation of the awards for understanding and tolerance, which are given out as part of an evening gala at the Jewish Museum of Berlin. But we are also very much obliged for the impressive support that goes beyond that and the patronage that is not directly bestowed to the Jewish Museum of Berlin, and we share in the joy of your great and outstanding 100 year anniversary. Because without this commitment, many things would not be possible and it has contributed to making this world better.

These reasons are all more than sufficient for an extensive celebration and to take the opportunity to appreciate the „Sixt Spirit“ on its own account. I wish all participants joy and happiness during the celebration.



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 healthcare 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.



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.

Greetings!



Prof. Ehud Kokia,

DIRECTOR GENERAL, **HADASSAH MEDICAL ORGANIZATION (HMO)**

Celebrating Together

On behalf of The Hadassah Medical Organization in Jerusalem I am delighted to congratulate the Sixt Group that has so successfully combined entrepreneurial spirit with civil responsibility and philanthropic work, on the occasion of its very special 100th anniversary.

We at Hadassah also celebrate our centennial this year. We too, proudly look back at our achievements, and look forward towards future challenges and accomplishments. Regine Sixt's broad humanitarian efforts and Hadassah's global healing have made us natural partners in the pursuit of a healthier and more compassionate world. We are honoured to have Mrs. Sixt as Chairwoman of Hadassah's Board of Governors in Germany. Her generosity and commitment to our projects demonstrate her never-ending willingness to extend a helping hand to others, both near and far. For this, we proudly honoured Mrs. Sixt with the Hadassah "Citizen of the World" Award 2010 in Jerusalem.



Regine Sixt is the first woman and the first German to receive this prestigious award, following a long list of distinguished recipients including Shimon Peres, Zubin Mehta, Harry Belafonte and Richard Gere. Mrs. Sixt's most recent project with Hadassah is the Regine Sixt Pediatric School, which enables the children of Hadassah to continue their education while hospitalized.

Both, Sixt and Hadassah, have for 100 years driven on "the road of growth and expansion", always improving service and quality. We continue to keep pace with the needs of a modern global society, with pioneering initiatives and extraordinary visions for future generations. In this vein the Sixt Group has set a historic milestone as an international first class mobility provider.

We are proud and honoured to have the Sixt Group as our partner and send our very best wishes for the next 100 years to come – Sixt and Hadassah, together hand in hand!

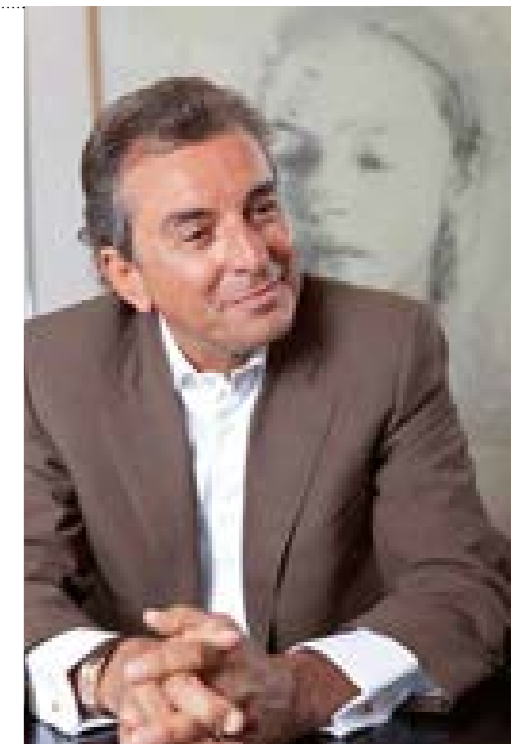


Yoram Cohen

ASSOCIATE VICE PRESIDENT FOR EUROPE,
HEBREW UNIVERSITY OF JERUSALEM

2011 has marked another fruitful year for the Hebrew University of Jerusalem, filled with remarkable accomplishments such as being ranked as the 57th best university in the world and the 1st in Israel in the prestigious Shanghai Ranking. Researches and discoveries at the Hebrew University of Jerusalem not only continue to play a major role in the cure of many diseases but they also contribute to bring life improvement solutions such as a virtual cane device for blind people. These accomplishments and many more to come would not be feasible without the strong alliance, commitment of our long time partners.

We would like to thanks Sixt AG for its generous and sustainable support to the Hebrew University of Jerusalem. In the light of our partnership, it is our pleasure to wish Sixt AG more success for the future. We are looking forward to increasing our cooperation and friendly relations.

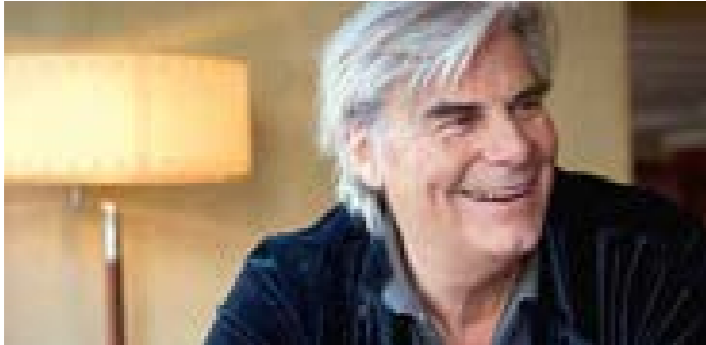


Dr. Michel Friedman

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..

Greetings!



Peter Simonischek

ACTOR, VIENNA BURGTHEATER

Artists create from the chaos...

In the tragicomedy, “The Vast Domain,” the great Austrian playwright and storyteller, Arthur Schnitzler has one of his stage characters say: “We try as best we can to create order within ourselves, but this order is always artificial. The natural condition is chaos.” We actors also live with the chaos – with things that are quite normal, like a missed flight or lost luggage. The right day of shooting, but the wrong filming location, a lost script, pages that are out of order, or the nightmare

of every theater actor: a forgotten performance... and often enough even the internal chaos.

Although we know that everything comes from the “primordial soup”, quasi the “inspirational elixir”, we’re happy and thankful that there are a few things in this world that have risen up from it and have volunteered with responsibility and reliability, friendliness and flexibility to free us a little – if just temporarily – from our mess. On more than one occasion, SIXT has been my “last resort” for arriving at the filming location on time or not

missing my stage performance.

On the occasion of 100 years of service at the highest level and currently with more than 4,000 locations throughout the world: Congratulations!!!

Iris Berben

ACTOR

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.



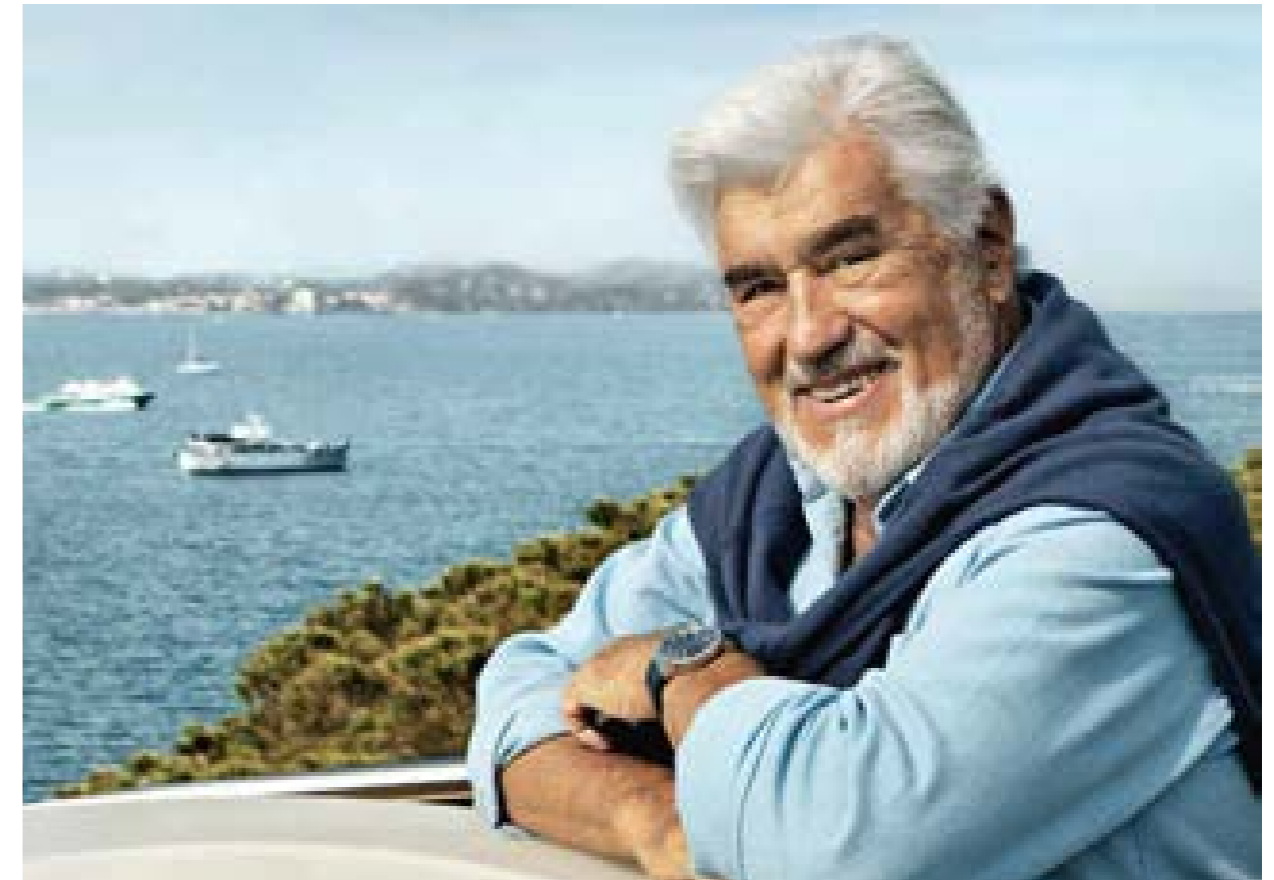
Greetings!



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.



Mario Adorf

ACTOR

100 years between „Bavarian Traveler“ and „SIXT AG“.

100 years of innovation and creativity – and after 100 years, „The Spirit of Mobility“ is stronger than ever !

Congratulations from your always satisfied customer and friend Mario Adorf.

Greetings!



Sir Cliff Richard

SINGER-SONGWRITER, COMPOSER, POP-ROCKER, PRODUCER

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

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!

Prof. Dr. Wolfgang M. Heckl

DIRECTOR GENERAL, **DEUTSCHES MUSEUM**

If the term “mobility service provider” had already existed in 1912, this would have been the right designation for the company founded by Martin Sixt, “Car Rides and Self-Chauffeurs”. At the time, personalized motor travel was still in its infancy in Germany. The offering of day trips and special tours in high-quality vehicles targeted affluent customers from England and America and proved to be a sustainable business concept.

Wars and economic crises profoundly impacted the company and forced it to start fresh with new ideas. Sixt recognized early on that the connection between mobility and communication was indispensable. By 1948, the company was using radio equipment in its taxis. By the mid '50s, the economy was booming and with it, people's desire to travel more often and further away.

With the possibility to book vehicles at airports and thus seamlessly continue the journey, the first “intermodal” transportation offer emerged. The logical continuation of this thought was the founding of branches in Inter-City Express train stations and the cooperation with Deutsche Bahn, the German

railway operator. Sixt's early presence online opened up additional communication possibilities on a global level. The fact that Sixt now ranks among the first companies that offers deals for new mobility patterns, in particular in urban areas, only makes sense considering the company's history. Changing framework conditions such as climate change and declining resources will lead to more and more people taking various means of transportation to get from point A to point B and therefore using rental cars, whereby the focus won't be on their ownership, but rather their availability.

The Deutsches Museum has also addressed this topic since its opening in 1925 and since 2006 it has addressed it comprehensively in its transportation center on Therese's Green to educate people about the future of mobility in order to find modern solutions accepted by society for one of the most urgent problems of the future.

I congratulate the Sixt Company on its anniversary and wish you continued success in your business!

Ad Multos Annos!



Oskar von Miller

CHAIR OF SCIENCE COMMUNICATION,
SCHOOL OF EDUCATION, PHYSICS DEPARTEMENT,
TECHNICAL UNIVERSITY MUNICH



Prof. Dr. Peter Biberthaler

DIRECTOR OF EMERGENCY SURGERY, **KLINIKUM RECHTS DER ISAR**

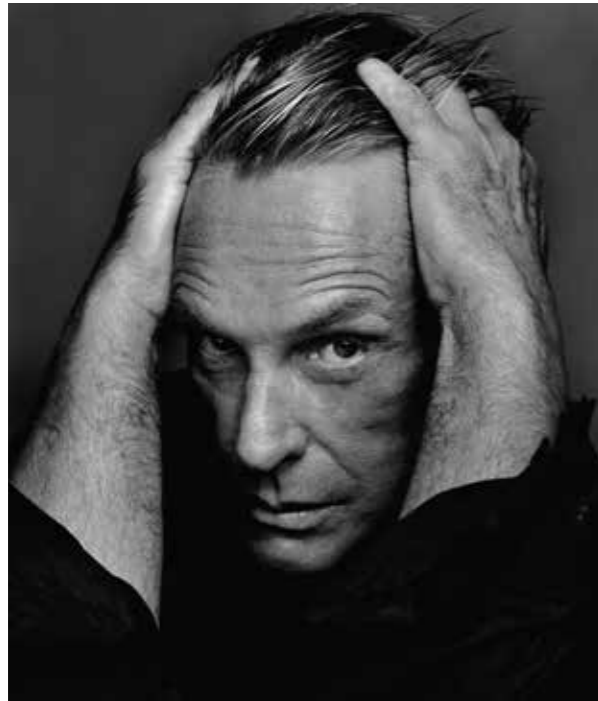
Cordial congratulations!

It is my greatest pleasure to congratulate the Sixt family to their 100th birthday of their incredible company! Bearing in mind the history of the company, the apparent success seems to be a logic consequence on their virtues: Implementation of most recent technological innovations, accepting challenges as a tremendous options and taking very well calculated entrepreneur risks to promote their business to one of the world leading companies.

But from my perspective, the most important virtue seems their family interconnectivity: all parts of the family are working in the company and everybody seems to be in his or her perfect position and all of them are extremely nice and friendly with a deep passion to their co-workers. Hence, I dare the prophecy that the extremely successful development of the company will hold on for much more than another 100 years.

Let me congratulate the whole family to their great success and their lifetime achievement and let me express my gratefulness for their cordially friendship.

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.



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.



Alfred Weiss

EXECUTIVE PARTNER, W+W HOSPITALITY GROUP
AND MEMBER OF THE BOARD OF TRUSTEES, 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.

Heribert Scharrenbroich

PRESIDENT,
CARE DEUTSCHLAND-LUXEMBURG
PERMANENT STATE SECRETARY, RET.

SIXT stands for mobility with a fine tradition and innovation!
WE CARE for SIXT:
CARE Germany-Luxemburg sends all the best wishes for the 100th anniversary!



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. 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.



Dirk Gerdorf

PRESIDENT, **GESCHÄFTSREISEVERBAND 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."

Greetings!

Michael Aufhauser

ANIMAL RIGHTS ACTIVIST AND FOUNDER ,
GUT AIDERBICHL

Gut Aiderbichl also sends its warmest congratulations to Sixt on its 100th anniversary. On a personal level, I have been following the company's development with amazement since 1972; I've known Regine Sixt for that long. I think of their famous sayings at the airport baggage claim and the little piece of home when you rent a vehicle with reliability when abroad. With upgrades, of course. At first, people were happy about the fresh breeze in the structured world of car rental companies. That breeze then turned into a wind machine that is still blowing strong today. At Sixt, corporate identity goes beyond the button on the lapel. And today, Sixt's bright orange cannot be overlooked at any major airport terminal.

The fact that Sixt also boasts a very unique corporate culture that helps children in need is one thing that connects Gut Aiderbichl and myself with our 550 of saved horsepower with Sixt in a very special way. For over ten years. Together, we have worked together to determine how children and animals can best help one another.



Many animals at our 20 animal sanctuaries have a sponsor at Sixt. Regine wasn't able to resist Multi the black sheep and put an orange handkerchief on him. Passionate individuals cannot let go of their visions. And while Regine Sixt continues to think about synergies with animals in need, I can't help thinking about our famous cow, Yvonne. Her story is set to be turned into an international movie in 2014 as a symbol of willpower and cunningness. Yvonne considered the impossible to be inconceivable as she successfully hid herself from her pursuers for 98 days. She learned that anything's possible if you want it – and it was if she had learned it from Sixt.



SIXT at 100 100 Years of Service for Friends

The exciting cars, the aeroplanes at Riem Airport and the stories about them and the glamour of the wide world were the things that fascinated me when I was growing up in Munich. Even in those days, SIXT car rental was part of it all – in particular when it came to fabulous, new cars and chauffeuring celebrities around. In my first profession, I was a pilot. I was always glad to find a SIXT station at the airports I used so I could rent a vehicle and go see the sights with my crew. It was the

Robert Salzl

CHIEF PILOT, RET., **LUFTHANSA**

same, familiar feeling that many passengers have when they board a Lufthansa plane and fly home. SIXT had stations in fewer countries at the beginning, and I was always proud to register that they had 'conquered' yet another country. This feeling of belonging still accompanies me today.

It is no wonder that I always followed the development of SIXT with interest.

I suffered with the company when they were hit by the consequences of the same crisis that battered the aviation industry. I cheered when they were finally able to announce that they were financially back on track. After all, SIXT is from Munich – and I wanted to keep being able to rent a vehicle that was reliable and a bit out of the ordinary whenever possible... in as many locations as possible. I also enjoyed the cheeky adverts and the creative ideas that were becoming part of the brand identity.

After ending my airborne career and returning to my hometown in 1996, I assumed responsibility for the Arabella hotel group. I had the opportunity to get to know

SIXT and the family that runs it. Erich Sixt is a passionate pilot, and our mutual hobby created an instant bond between us. I quickly realised that Erich Sixt loves controlled risk but always has his eye on alternatives. His appetite for more mobility and pushing innovation to the limits will always be combined with the discipline it takes to remain within the boundaries of reason. The success of his company has clearly demonstrated this.

Since this quiet, seemingly thoughtful company head has a whirlwind at his side – we all know this is the best way to describe Regine Sixt – we experience a unique symbiosis that has become the SIXT brand identity. It couples business acumen, entrepreneurial courage and 100 percent orientation to customer interests with generous, benevolent actions and the desire to make as many people as possible happy. People who are fortunate enough to know both of their sons personally know that the future of the company will also be in good hands for the next 100 years. My heartfelt congratulations to the family and their employees!



Dr. jur. Wolfgang Seybold

SENATOR H. C.

*Dear Regine Sixt,
Dear Erich Sixt, Dear Sixtians,*
SIXT is turning 100? incredible but true. Such a youthful centenarian is a rare sight indeed. How many companies in the world survive a hundred years? Only a tiny fraction of them surely. But shrink as centenarians may, SIXT is growing. Furthermore they can claim with pride not to have survived those hundred years except by having earned them – earned them by serving their customers and

earned them in the interests of their shareholders. SIXT rents out trucks that are so big you could hold a party conference in them. SIXT is a company that's always ready at hand whenever a German President has to move house again. But SIXT is also a company that makes sure its vehicles aren't used to cart Greek euros secretly out of Athens and off into Switzerland. SIXT doesn't play up its provinciality. It's local AND global. As a company they've made it their business to fight that tyrant of humanity called Time, using the weapons of punctuality, speed and omnipresence. They've made it to the top in Europe, even if

it did take them 99 years to get there. Because SIXT knows that fulfilling customer wishes leads to more business, SIXT keeps giving its customers better and better ways of getting around – now including car-sharing. Even at 100, SIXT is all action, ambition, and romance. Their sleeves are still firmly rolled up and they are firmly entrenched at the forefront of the battle against spinelessness. On that I congratulate them.

Regards,
Dr. Wolfgang Seybold
Senator h. c.

SIXT

GALLERY



A picture is worth a thousand words – knows the saying. And indeed: I recall thousands of outstanding moments in my head and I am proud to present some of these occasions to you. I'm sure that you feel the wonderful encounters which can only be described inadequately by a photo, but I love to share these memories with you.





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 and Erich Sixt with their sons Alexander (left) and Konstantin



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

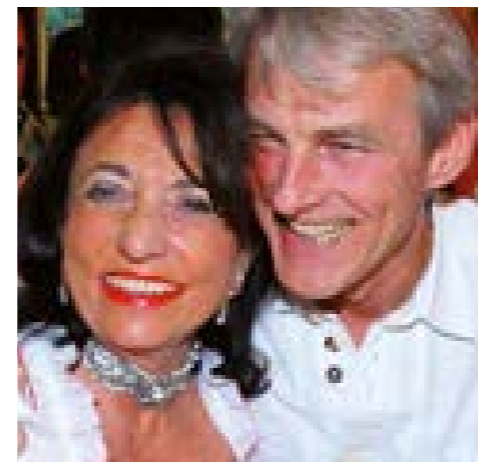
The worldwide biggest ladies network celebrated for a good cause in between typical Bavarian food and live music at this years “Regines Damenwiesn”.

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 live 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 caribeans attracting five hundred thousand of tourists to Barbados.”



Regine Sixt, Honorary Consul General of Barbados in Germany

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.“ Sixt is exclusive business partner of Mille Miglia.



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 Dr. Trevor Carmichael, president of Barbados museum and historical society.



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



Regine Sixt and Chancellor Angela Merkel and TV star Uschi Glas (r.).



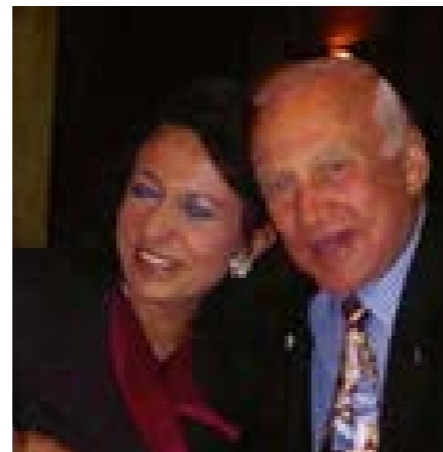
The winner takes it all at World Travel Market 2010, London: Regine Sixt and her two World Travel Awards as "Woman of the Year" – and for the "Most Innovative Marketing".



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



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; Regine Sixt; Judy Swartz, Campaign Chair of the new Sarah Wetsman Davidson Hospital Tower at Hadassah hospital in Jerusalem (from the right to left). Regine Sixt receive the Hadassah award "Citizens of the World" for her support with their Regine Sixt Children's Aid Foundation in Jerusalem.



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



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



"What car, Sixt car!" Singer-songwriter, composer, producer and pop-rocker Sir Cliff Richard with Erich und Regine Sixt.

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 2011.



Bavarian Primeminister Horst Seehofer awards 2011 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.



Bavarian Primeminister Horst Seehofer awards 2011 the Bavarian Order of Merit to Erich and Regine Sixt for their business success and their social engagement. It was the first time that a couple receives this honor.



Regine Sixt and the Governing Mayor of Berlin Klaus Wowereit at the reception of the ITB 2011 in Berlin.



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; 2011.



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 2011.



Regine Sixt and the smoochy rabbit.



Regine Sixt becomes Senator of BVMW (Federal Association of medium-size Economy), 2011.



SIXT MANAGEMENT TEAM



At Sixt, “we are family” with all our colleagues and employees. Without them it would be impossible to stand where we are today: ahead of our competitors, at the forefront of our industry. We owe our co-workers so much of what we achieved over the last 100 years. And therefore I am proud to have their say and esteem about their experience at Sixt. Thanks so much for your cooperation!.

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CARSTEN ANHALT

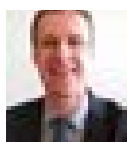
Vice President & Head of Relationship Marketing, Sixt AG



It is a special pleasure for me to congratulate Sixt on its 100th anniversary because I was able to actively shape 20 years of this time. The Board, family, and staff can look back proudly on the history of Sixt. With intergenerational endurance, desire for success and permanent innovation, the company has managed to transition from a local market leader to cornerstone of global mobility. The storms of time have not harmed Sixt. Instead, Sixt's skillful reaction to unfavorable conditions has allowed it to emerge stronger from every crisis. This is an extraordinary achievement that, I think, can only be reached by a family-owned company with steady leadership and goals. With gratitude, we remember the founders Martin and Hans Sixt--the generation that led Sixt through the most politically and economically severe years of our country. The rapid rise in recent decades, however, is the result of two forces: Erich and Regine Sixt. They represent a unique combination of strategy and marketing. With these two, one plus one makes three. For the future, I wish the entire family Sixt continued success in the management of the company and development of Sixt's global market position. It is my hope that the company will succeed as dramatically in the future as it has in the past. Achieving this was and is also my goal as a small part of this success story.!

RALPH BEER

Head of Controlling, Sixt AG



Dear Sixt family, staying in the company over a period of more than two decades seems to be a long time. But this doesn't apply to SIXT. Quite the contrary is the fact. After having graduated in business administration I gained first professional work experience in the business management department of Linde AG.

Facing the limited scope of the working area and experiencing the organisational structure of a large company led me to join SIXT in the late eighties as controller and assistant to the then CFO, Mr. Sturm. The first tasks were to implement a profit & costcenter organisation and to introduce a management information system to track the performance and results of the rental branches. Further steps were to establish the annual corporate planning and to set up a customer break-even analysis. Many other tasks and projects followed in the next years often driven by the extremely rapid and successful development of the company. The controlling department was built up gradually to meet the rising requirements of the progressive internationalisation of the company. Currently I'm head of Group Controlling within the SIXT AG. The years with SIXT flew by strongly impacted by the innovative, challenging and attractive work environment and all the years I could experience closely the lean structures and fast decision-making of the company representing a significant share of the companies' success. I'm glad having had the chance to witness the exceptional and exciting development of SIXT and I'm looking forward to further years of interesting tasks and challenges as part of the sixt family. Keep the SIXT faith with you... in everything you do! Sixt.

SUSAN BRICHOVSKY

Managing Director of Sixt Mobility Consulting and Head of Corporate Product Management



It was 2004, when I entered Sixt as management trainee after my studies at HHL in Leipzig – the beginning of a very variable, interesting and always performance-oriented time. During the last 8 years I continuously extended my expertise within different positions. So I entered Sixt Leasing as product manager after finishing the trainee program. One year later I received the team leader position and in 2010 the department head of Sixt Leasing strategic sales. Since February 2011 I am responsible for Sixt

Mobility Consulting, a new Sixt company focusing on cost and process optimization projects as well as operate fleet management for mid-size and large fleets. Currently we manage approx. 6.000 vehicles – until end of 2012 we plan to increase this to 8.000. In addition to this, I am still responsible for the product management, which was extended from leasing to corporate level in July 2011. So far we re-launched Sixt unlimited (formerly known as CarAbo), implemented a new leasing cent/km-model, established an e-mobility sales cooperation with E.ON (...). Sixt always provided me the right amount of responsibility and freedom of action for my ideas. I am very excited to work for a company like Sixt. I congratulate Sixt for 100 years of moving the world.



FLORIAN DERN

Vice President Franchise Administration, Sixt USA



Dear Reader, having worked in Operations as Rental Agent and Branch Manager in Germany and the UK since 2001 and now as Head of Quality Management for the past four years, I am very excited because 2012 not only marks our centenary; to me personally it means leaving behind "old Europe" and taking on a new role looking after our Franchise business in the latest Sixt country, the United States. This is the three factors that have made Sixt successful - and that make me a proud member of the team: We have constantly re-invented ourselves and never hesitated to throw bureaucracy and antiquated structures overboard. We have believed in the entrepreneurial spirit of every member of our global family. And most importantly, everything we do focuses on our customers. Let's see what the future holds for Sixt. I am sure we have the right tools and mindset to be successful in the next one hundred years. But before we roll up our sleeves, I am absolutely sure Regine Sixt and her Marketing team will host celebrations that we will remember for the next one hundred years to come!

We are a part of it!

NADA DOKLJANOV

General manager,

Sixt Serbia & Montenegro



We at Sixt Serbia and Sixt Montenegro are very proud to be a part of the family as in our traditions, big and loving family is the purpose of life. Life is not that hard if you have a big brother to protect you, to teach you, to support you – that is how we feel about Sixt. We wish to SIXT family to keep growing in next 100 years and to stay young forever! Congratulations on Jubilee. Happy Birthday!



BEATE DUNTSCH

Team Leader Accounts Receivables, Sixt AG



My name is Beate Duntsch, in 2003 I started as a clerk of the receivables management for Sixt Leasing AG (Germany) for individual and small business accounts. During the following 3 years I was responsible for the large customer accounts, the processing of the debt collection in cooperation with the lawyer and the bank's return debits of the customers with direct debit. 2006 I became Supervisor of the receivables management and in 2008 the further step was the team manager. We are now responsible for the Sixt Leasing companies in Germany, Austria, Switzerland, Netherlands, France and also for the Mobility Consulting GmbH. During the whole time I had the opportunity to be a part of the "Sixt Family" which is very important for me. The "Sixt Spirit" enables me to develop my department with my ideas. For the next 100 years I wish Sixt to continue and increase the success in the same way as in the last 100 years. Happy Anniversary!



MARIETHERESE HARTMANN

Manager Events, Sixt AG



Regine Sixt called me back in Decembre 2000, knowing that I was leaving my Job after 22 years in one of the biggest PR and Press Agency in Europe, and asked me if I would like to join the SIXT Family, I was not only surprised but also felt immediately very excited. I saw a new horizon, but I did not realize how big this horizon would develop throughout the upcoming 12 years. What an experience and what a challenge, what an adventure to help Regine organizing her events, realizing her, sometimes nearly impossible ideas; but at the end always successful! Our journey lead us from Paris to Vienna, from Venice to Istanbul and Berlin, then back to Munich. So many places and so many memories, not only looking to paint the world in orange, but also the constant search for the right places to host all the international and national members of the Sixt family. As part of this wonderful family, I would like to say THANK YOU to everybody who makes this special spirit come true, and for the many many precious and unforgettable moments with Regine! Congratulation for the 100 Years of SIXT! Ad multos Annos!



NICO GABRIEL

General Manager, DriveNow



When I started with Sixt I would not have imagined to see the 100th Jubilee as a Sixt employee. For me Sixt was a good career starting point from where to take the next step. Infected by the Sixt spirit already during my trainee programm I soon realized

that I was so wrong: Sixt would be a long-term assignment. Being a managing director at one of the many Sixt enterprises today, I realize how working with Sixt has taught me essential skills everyone needs to work in today's business world successfully. My congratulations and special thanks to family Sixt, my colleagues and my team, hoping that the years to come will be even more successful.



MARKUS HERBST

Head of CSR program, Regine Sixt Children's Aid Foundation



It gives me great pleasure and honor as one of the newest members of this company, to congratulate Sixt at the celebration marking it's 100th Birthday. Martin Sixt founded the company in 1912 with only three vehicles. It has been through commitment, hard work and innovation, that the success story of this small undertaking has grown into it's present standing as an international mobile service that Erich and Regine Sixt represent today.

And the story is not over yet! Regina Sixt discovered early on that the success of a company does not only lie with profit making, but also with social responsibility. With this in mind, Mrs. Sixt established, more than ten years ago, her own children's aid association. It is their mission to improve living conditions of the world's sick and needy children and to help them find a reason to smile.

Last year the association was restructured into a foundation as an official CSR program and integrated into the Sixt Company. Because of this, we will be able to work in the future together with our Sixt partners in over 105 countries effectively, strongly and with greater efficiency.

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I am very pleased that with my work I am able to contribute to this mission.



ULI HEPPENSTIEL

Team Leader Projektmanagement Sales LAC, Sixt AG



Provoking and polarizing advertisements, which pull politicians and celebrities' legs, inspired me since I was studying business administration. The idea of not acting 100% politically correct, to strike new paths and to launch innovations quickly to the market caught my interest to become part of the Sixt team and move things forward.

After six years experience in business consulting in the automotive sector. I joined the Sixt Leasing end of 2010 as head of project management sales where I built up a team to hunt future key account customers with fleets of more than 100 cars. We gathered know-how, improved existing tools and succeeded in winning new customers in cooperation with sales, strategic purchasing and key-account-management teams. For 2012 we are well prepared to make our contribution to one of the best years in the Sixt history for the 100 year company jubilee. Looking forward to the next Sixt century!



SUSANNE HOCHLEITHNER

Director Purchase Europe, Sixt AG



Congratulations to Sixt on its 100th company anniversary from the international vehicles purchase department.

Dear Family Sixt, I congratulate to 100 years of Sixt business!

I am working as a Sixtizen for 25 years now and although it might be today rather unusual to stay for so many years with the same company, it always remains exciting within a fast moving family business like Sixt.

While we started in 1993 with a team of two people purchasing 30.000 vehicles per year for our German fleet, a team of ten people purchases today a total fleet of more than 130.000 vehicles for ten corporate countries including the US. Moreover not only the volume and the product itself have changed as we purchase always the latest vehicle models of different manufacturers, special novelties, hybrid and electric vehicles including the latest technical inventions for the rental fleet, our limousine and VIP rental service. Now with Sixt entering the US market we are facing the exciting challenge of a complete new market again.

Like it was yesterday I can still remember the days when the headquarter was still located in the villa just next to the current large, modern office building and Regine Sixt came in with her two little boys playing with their matchbox cars. Of course many things have changed in the business but still today the Sixt family is passing by my office.

Taking all this into account I do not want to miss these exciting 25 years as a Sixtizen and I am looking forward to the future because I am convinced that it will stay exciting simply due to that special spirit that is inherent to this fast moving family business Sixt. Congratulations!



STEPHAN HONG

Head of Online Marketing, Sixt AG



100 years of Sixt. Spending the last ten years in the internet industry, for me this is an exceptional number. Most internet companies only last for a few years.

What is it that makes Sixt successful over such a time?

I remember two things very distinctly from my interview.

First: The promise that employees are given the freedom and responsibility to make a difference in the company.

Second: The assurance that decisions will be made fast and without red tape. Both promises have been kept.

Sixt may be a major corporate company in numbers, but it is not in spirit.

Daily business culture is strongly shaped by

the family members and is one of pragmatism and agility. I believe that this kind of spirit makes Sixt not only ready to meet future challenges but able to lead in a competitive environment.

As I said before most internet companies do not make it past the initial years, however, there are a few that are wildly successful. These few have changed the entire online and mobile landscape and are leading the space. I am looking forward to contribute to the success of Sixt and to make sure that we are ahead of the game. Be it in CRM, Online Advertising, Search or Websites.



HENRIK IMHOF

Managing Director Yield Management and Pricing, Sixt AG



As little as 20 years ago, most people would not have agreed to the claim that it takes mathematicians and specialised statistical software in order to successfully operate a car rental company. Of course, computerised reservation and inventory planning systems had been available at the time. But there was not a lot of maths at work in the logic of which price to quote when for which product. Things began to change at first in the airline industry in the wake of the 1980ies deregulations. What is now known as Revenue (or, Yield) Management evolved from simple space control into complex dynamic pricing models.

Aviation was also where my career began, at first in IT, then, in the Revenue Management department of the newly founded Swiss International Airlines. There, I had the opportunity to help shape new concepts and systems for optimised pricing.

At Sixt, when I became responsible for the departments of Yield Management and Pricing in 2007, I could build on that experience but, of course, had to face other, new, challenges. I found and further developed a highly motivated team that, since then, has made great achievements in improving both the technology and the day-to-day business processes. Today, we still lag behind airline pricing technology in some aspects but are

We are a part of it!

ahead in others, especially when it comes to utilise the possibilities of the Internet.

In my time at Sixt thus far, I have always enjoyed the close contact with world-wide operations as well as other departments in the head quarters. It is that direct cooperation that ensures the right balance between different targets such as profitability, long term customer relations, and of maintaining an excellent product and brand. The 100th anniversary of Sixt, to me, symbolises that long-term sustainable concept, well prepared to adapt to changes in the travel market. Happy birthday, Sixt!



OLIVER KALTENBACH

Head of Human Resources, Sixt AG



I joined Sixt almost two years ago, in April 2010, as Head of Human Resources. Engaged and capable employees are a key asset to any successful company. The primary goal of our HR department is to build organizational capabilities and implement and enhance HR practices, tools and solutions that create significant value for customers, investors as well as executives and employees. Sixt is one of the most important companies in the area of mobility solutions with more than 2000 employees worldwide.

For me, personally, Sixt represents 100 years of innovation. It is a company that clearly sets standards for a whole industry. I am very proud to be part of this industry leader. Congratulations to an exceptional company history!



SVEN KAUFFELD

Vice President & Head of Cooperation Marketing, Sixt AG



Congratulations to Sixt on its 100th anniversary! This year Sixt is looking back on the last 100 years with joy and pride. It has been a century characterized by outstanding historical events.

Sixt especially owes its founders Erich Sixt and Hans Sixt a debt of gratitude for their tireless entrepreneurial work and their ability to navigate the vessel through the heavy seas of the last century.

However, Sixt would not be as successful as it is today if Erich and Hans had not had such outstanding successors like Erich and Regine Sixt, who share one vision of an international company. Their well-known passion for success is perfectly split into a strategic part and a marketing part, which has led to the rapid rise of the company.

For the future, I wish Sixt and the Sixt family even more success than we have already experienced in the past, as well as the composure and diligence to make decisions that will continue to benefit the company. I am looking forward to many interesting, challenging and successful years with Sixt!



DETLEF KREHAHN

Senior Vice President & Director Franchise, Sixt rent a car



Actually I started working for Sixt exactly at the same day as my colleague Rüdiger Proske in 1998. From the beginning I had the pleasure to join the Sixt International Franchise Team as

Operations & Auditing Manager. Together with my colleagues we started to design a franchise system and defined regulations and procedures to make all our business lives easy and the processes understandable.

In the beginning we developed the European market, later we started with Africa, then Middle-East, South & Central America and the Asian-Pacific Region. As each continent and its people are so different, its not that we

train all people how to work at Sixt but we are learning also a lot about other cultures. What makes Sixt different from others are two main factors:

1.) The right focus on Quality, Service, Pricing & Costs and...
2.) That Sixt is not only a smart name but there is a Family which takes care and inspires all staff in the organisation.

Needless to say that from the very first day we are proud to receive the strongest support by Mrs. Regine Sixt who pushes all our Expansion Plans not only with her contacts and her global network but also with knowhow in Marketing and Partnerships to other organisations.

Even in tough times we must never forget to be always better and stronger than our competitors to convince our customers every day to rent with Sixt wherever in the world next time again.

It's a privilege to me that I can join such a professional organisation and bring the "Sixt Spirit" to many more countries in future. I congratulate Sixt to its 100th anniversary. I am proud to be a part of it!



ANDREAS LEIHENER

Director Key Account Management, Sixt Rent-a-Car



Before I joined Sixt in April 2011 I have been working for different service providers in the retail and consumer goods industry for more than 10

years. Leading positions in national and international sales divisions and several long-term client projects abroad have qualified me as a heavy user of most of the established car-rental suppliers in Europe.

During all these years of intense travelling, I always had good experiences and often positive surprises when I was renting with Sixt. Reliable processes and high service standards have been attributes to count on.

Besides these personal experiences with the product, the dynamics, the pragmatism and the innovation drive of Sixt finally convinced me to take over responsibility for the Key Account Management at Sixt Rent-a-Car when

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I was asked in late 2010. Looking back on an impressive history of 100 years of successful car renting and limousine service in Germany, my goal is to strongly contribute to a growing and similarly sustainable Sixt footprint on a European and global level. May the spirit of mobility last for another 100 years!



THORSTEN LEIDERMAN

Head of Central Purchasing, Sixt AG



In 10 / 2007 I started my Sixt career in the Leasing department as Senior Inhouse Consultant. Within the next two and a half year I focused my activities on improving structures and process performance. In that context I would like to mention the implementation of the operational excellence process as well as the restructuring of the Key Account Management Department. In 2010 I got the opportunity to take over the lead of the Central Purchasing department, dealing with centralizing and internationalization the purchasing-activities across the Sixt group. Our focus lies on realizing savings in the indirect spend categories like infrastructure, energy, IT, travel etc.. Before Sixt I worked for Ernst & Young in the Retail & Consumer Products Department with focus on purchasing optimisation. To provide a personal impression: I am married and have an one year old daughter. Although it is often said, I stand by it: To work for Sixt is taking over responsibility, hopefully making smarter and faster business decisions and never resting on your laurels. Sixt is an company that really offers you great and challenging tasks. Going full throttle chances by far outweigh potential risks. It is of course it is also in my own interest to wish Sixt the continuation of discontinuation i.e. being innovative, highly competitive and taking the chances of present and future possibilities concerning mobility solutions.



YVONNE LEUSCHNER

Int. Van & Trucks Manager,
Sixt AG



Being part of the Sixt family for 5,5 years now it is a pleasure for me to congratulate Sixt on its 100th anniversary. After nearly 5 years as Regional Manager within Germany I am now in charge of the Van and Truck business within Europe since March 2012. From day one working for Sixt I noticed that Sixt is different. For me Sixt - besides success and permanent innovations - stands for creating chances, opening doors and barriers and looking for solutions besides the traditional paths. Sixt is a fast-paced company that never rests. The “spirit of mobility” keeps the Sixt family going. I am grateful being part of this spirit and I am personally convinced, that the great success of Sixt will continue to grow globally for many years to come!



MARCEL MARKMANN

Head of Cooperations & Product Management,
Sixt AG

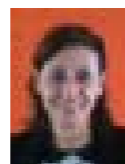


Dear Sixt Family, Although I am not in the position to compliment you on your achievements, I have learned one thing while working at Sixt: The pessimist understands every task as a problem. The optimist understands every problem as a task. I love working in a company whose spirit and success is based on the latter - in the last 100 years, now and for sure in the future!



PATRICIA MASSÓ

Referent of CSR Program, Sixt AG



Joining the Regine Sixt Children's Aid Foundation was a special pleasure for me. When I started working for Sixt many years ago in the Hotel Marketing Mrs. Regine Sixt organized a medical treatment in a clinic in Munich for a Russian child suffering from cancer. I remember the many visits at the hospital and the little child. During their stay, I learned Russian and the child's mother spoke German after many months staying here in Munich. Fortunately the child could be healed and go back home to Kiev. Many years later I was more than happy to start working at our Children's Aid Foundation.

For me CSR is much more than a program to implement or a policy to follow. It is a way of living that is not limited to a company or to private life.

Within a global company as Sixt we have many opportunities to help improving the living conditions of children around the globe - which is beneficiary for all of us and will help to make the world a better place. Therefore we should not miss taking any opportunity to help!



CHRISTIAN MEIER

General Manager Finance, Sixt Autoland



Congratulation to Sixt for its 100 years company anniversary! My name is Christian Meier (44). I am with Sixt Rent a car since 1st July 1995. I started in the department “car control” having been responsible for the “truck fleet management and the LCV and truck purchasing”. From January 1997 to May 2003 I have been in the purchase department in charge mostly for the LCV and truck purchase. From May 2003

We are a part of it!

to September 2010 I additionally took over the responsibility for the “Buyback – process Management” and the “controlling of the re-condition and maintenance costs”. Since October 2010 I am with my colleague Thomas Stangel responsible as “managing director for the Sixt Autoland”. As “Sixt Autoland” we sell all “on risk purchased rental cars” from our European rental fleets as well as former Sixt Leasing cars which haven't been sold to dealers. Besides that we are buying new and used cars in Europe for reselling them. Since my beginning at Sixt I always appreciated the individual scope of action in an fast growing and dynamic company. I think in this business environment every other colleague and me has got the chance to grow and enrich the individual job experiences. Considering the development of Sixt in the last 100 years in my opinion all over the years there never changed two things: Sixt is always at least one step ahead its competitors regarding new ideas and innovations and Sixt has got the strongest trademark in the market. I am convinced that this will remain so in the future as well! I am looking forward to many interesting, challenging and successful years with Sixt!



JULIA VON PERFALL

Referent CSR Program,

Regine Sixt Children's Aid Foundation



Congratulations to the 100th anniversary of Sixt. In October 2011 I joined the Regine Sixt Children's Aid Foundation, the CSR program of the company. Before I started working for Sixt I have finished my studies in Development Studies and gained experiences in some considerable organizations. My daily business consists in improving the online communication via social media platforms, raising funds for our children aid projects all over the world. The main purpose of the Regine Sixt Children's Aid Foundation is the worldwide improvement of humane living conditions for children. Together with Sixt AG and its highly engaged employees in over one hundred

countries, the foundation has developed into a relief organization that makes the impossible possible. We are welcoming all Sixt countries to engage themselves in the projects and be part of spreading the foundation all over the world. Together with the company we have the unique possibilities to achieve something big within the next 100 years. I am happy to be part of it!



RÜDIGER PROSKE

Senior Vice President & Director Franchise,
Sixt Rent-a-Car



I joined Sixt in 1998 and ever since Sixt is expanding around the globe with new country openings every year. To be a part of Sixt's expansion is both, a special honor and my daily business. The Sixt company is fascinating to me because of its pace, passion and dedication to be more successful than our competitors. Our Team in Sixt's Franchise Department is using this special “Sixt Spirit” and puts all its everyday efforts into making the Sixt Franchise System more advanced. Our focus is to drive more business to our Franchisees and to transfer our company Know How into the Franchisees organizations. And we act as a family, where we listen to each other, where we pay attention to our daily challenges and where we help and support each other – in good times as well as in difficult times. One of the biggest challenges for the next years to come is our expansion in North America. We will support the Corporate Expansion in the U.S. by launching our U.S. Franchise System and vice versa. Every country in the Sixt network will ultimately benefit from our U.S. activities. We will generate more supply for our existing customers but we will also have access to new potential customers. Let's work together to reach this target and let's act as a family. I congratulate Sixt to its 100th anniversary. I am proud to be a part of it!



DR. CARL RAUCH

Chief Operating Officer, Autohaus24.de



In the summer of 2011 I joined autohaus24.de after a short and intense interview process. I only knew SIXT as my favourite rent-a-car company, but my first impression was very positive, and that first impression turned out to be correct. Before joining autohaus24, I studied “business informatics” and “computer sciences” in Vienna and Graz, worked as a consultant for Accenture and a project leader for Styria Media Group. For a short period I was the assistant of the CEO of Axel Springer. I joined autohaus24 as part of Axel Springer's Junior Executive Program. After two months, I decided to stay. From the first day on, I was impressed by the company's culture: openness for innovation, the small administration, direct access to all relevant decision makers and dedication to success. This allows for levels of personal freedom, of personal responsibility and of process velocity I had never experienced. My personal responsibility is to make autohaus24 successful and to accelerate its speed of innovation and growth. In February we integrated 12 new telephone salespeople, hired 5 additional employees and sold more cars than ever before. By negotiating unmatched prices for new cars in the German market and offering a wide range of services, autohaus24 is gradually revolutionizing the way new cars are sold. autohaus24 is less than 3 years old, but we profit strongly from the established SIXT values, which I see as the core of its worldwide success. I hope and wish that SIXT will be able to keep this spirit in the coming decades and into the next century. From limousine service, to taxis, to rental cars, to leasing and selling cars over the Internet – SIXT has reinvented itself many times during the last 100 years. I am curious about and looking forward to participating in the ongoing innovation in the next 100 years.



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CHRISTIAN P. REHBEIN

Director International Development,
Sixt Leasing AG



My responsibilities include the development of the Sixt international mobility network which currently consists of 56 countries. Beside five corporate countries and two co opera-

tions the network is based on international Sixt franchise partners. As such we combine central coordination and know how with strategic tasks and local know how to achieve operational excellence in every country. My idea of customer-driven development embraces international Sixt customers and joint development on an international scale as well. I joined Sixt in 2002 and have been responsible for international development at Sixt Leasing since 2005, following my responsibility in truck rental at Sixt rent a car, and being Head of Key Account Management at Sixt Leasing..

I graduated from the University of Cologne with a master in business administration (Diplom-Kaufmann) with specialization in international management, organization, M&C Psychology, market research and marketing. An additional international program partial executed in France guided me towards international business.

After my studies I started as an assistant to a member of board and was responsible for marketing and special solutions at Rethmann Group, as well a family driven business. As Head of Sales and Marketing at a start up of Bayerische Landesbank for international logistics and transportation, I was a member of management team of BTZ and a member of board of BTZ Italia in Verona with sales teams in Hamburg, Cologne, Munich and Verona. I am Member of Committee on Foreign Trade and Economics at the Chamber of Commerce of Munich and Bavaria as well as member of Marketing Club München e.V. Sixt is an international well known company with a strong brand and I appreciate the entrepreneurial approach within Sixt with responsibility and freedom of scope. Therefore I like working in this go-ahead environment. My goal is the further development of Sixt Leasing International Partner Network and improvement of its international competitiveness.

I'm deeply impressed by the entrepreneurial

initiative of the Sixt family the last 100 years. I'm glad to be part of the international Sixt family and aim to contribute further to develop Sixt internationally to one of the major players with the best mobility services. Let's reach new summits together!



DIETRICH REITHUBER

Executive Cars

Honorary Consulate General of Barbados in
Germany



As a child of the city I remember the name of SIXT since my early youth; related to car renting as well as rising highlights in the upper Munich society.

Since nearly 20 years I feel very close to the family and company of SIXT. My professional assignment made me responsible for the advice in personal and job-related issues. But I never forgot to see the real person behind all the successful business people. Also I could observe the grown up of the next SIXT generation and see them today following in the footsteps of their parents and grandparents.

The energy of Regine SIXT finally made me a part of the SIXT family and so I'm spending my time by supporting the Executive Cars as well as her other field of engagement, the Honorary Consulate General of Barbados.

I would like to use this opportunity to congratulate Regine and Erich to 100 years of SIXT and wish Alexander and Konstantin all the best to continue the fantastic formula for success of a worldwide expanded Bavarian company.



CHRISTOPH SANTNER

Futurist, Consultant, Author



Sixt has entrepreneurial drive – to make outstanding ambitions come true. Sixt has passion – to walk the extra mile for the customer. And Sixt has spirit – to truly inspire mobility with innovative solutions. This is proofed again and again over the last 100 years – and I'm sure: over the next century as well! Congratulations and good luck to all your upcoming ventures!



CHRISTIAN SCHNEIDER

Director Purchasing & Fleet Operations,
Sixt AG



As to my personal background - I am 41 years old, married and have a 6 year old daughter. Since Feb 1992 I am operating for one of the most successful enterprises in the business area of car rental and mobility. After being engaged in the business divisions New Car Acquisitions, Car Control and Procurement I took over for the position of the Head of Purchasing & Fleet Operations at SIXT Leasing in 1999. The Purchasing & Fleet Operations Team is responsible for procurement of vehicles which also includes full service components like shop floor service & maintenance, tyre equipment and insurance besides to resale and buy back processing supplementing the range of activities. In Rostock we are covering the entire scope of activities related to service & maintenance for our clients. My aim and motivation is to take up market challenges and to always be at least one step ahead of our competitors. Being engaged with SIXT - the market leader and innovation driver in the business field of mobility - to me means being allowed to participate in a corporate success story and being involved in a company that is leading the charge in business development and trends. **Happy Birthday SIXT!**



We are a part of it!

MICHAEL SCHNEIDER

General Manager, Sixt Limousine Service



Working for and with Sixt since 1991, I have experienced why Sixt has been successful for a century now: The focus on service and profitability. Erich Sixt who never tires to highlight that "The customer is our boss" and it is only the customer who decides if we exceed the expectations or if we fail. And Regine Sixt with her never-ending power to gain perfection in brand-appearance. During my way through the company, I learned to be part of this philosophy. In the end, it is a question of passion to fight for the success of the Sixt brand. In my eyes, orange has become the colour of activity associated with continuous efforts to be superior and the colour which turns our heads always forward to the next challenging mountain peak. Starting as Regional Director in Cologne with six branches, I moved to Frankfurt after two years in order to build a new regional structure consisting 60 branches. From 1994 onwards, I was acting additionally as General Manager for Switzerland – long time before our international expansion started. In 2002, I went to France and developed the country to Sixt's biggest and most important foreign market until today. Since 2010 I have the pleasure to work for our world-wide high-end quality product, the Limousine Service and Luxury Cars. Being the Managing Director gives me again the opportunity to create something new – something new with the oldest product we have. In fact, we started in 1912 with a kind of Limousine or Chauffeur Service. This is for me the orange line throughout the history of our company: never say it is impossible, even it seems that competitors has occupied a market - a chance to get ahead is always given.



KATRIN SIELAFF

Teamleader, Sixt Leasing Fleet



My name is Katrin Sielaff. I am the Damage Handling team leader for the SIXT Leasing fleet. I have been at SIXT for nearly 11 years, and I have been surprised over and over again that there is always something new. No day is like the other. It is always exciting and thrilling. My employees and I ensure that the damaged vehicles get repaired. This requires a lot of organization. In close contact with our customers, we coordinate appointments, for example, for investigations, replacement cars or repairs. The cause of the accident is not always clear, and often or there are no witnesses. For this reason, there are also sometimes exciting consultations with the police or the insurers. I work at the Rostock location with over 400 colleagues. Here, the working atmosphere is very friendly and helpful. I also enjoy living in Rostock, especially since it is near the beach.

When I travel abroad I am always happy to see the SIXT brand on gigantic billboards and elsewhere. It is a very nice feeling to be a part of well-known and important company. SIXT developed rapidly during the last 100 years. I am confident that this will continue for the next 100!



THOMAS SPANIOL

Head of Internal Audit, Internal Audit



When I joined Sixt in 2008, I was amazed about the dynamics and agility of the company. Coming from a typical retail group with its inflexible structures and processes it was motivating and fascinating to become acquainted with the Sixt culture. And fortunately this fascination has not been lost yet. Quite the contrary: even after working four years as Head of the Internal Group Audit, the company astonishes me anew nearly every day. Due to the different audits which my team and I performed in the last years, we had the

opportunity to gain insight into many areas of the company and the possibility to get to know many colleagues from other business units.

One thing we recognized in every field was the special Sixt Spirit: this great entrepreneurial freedom and the typical creative Sixt-"chaos". Although it is not always easy to handle esp. as internal auditor, it quickly became clear that precisely this culture is the reason for the success of Sixt in the past 100 years.

This is also reflected in the fact that in general, even in audit situations, there is the willingness to analyze relevant issues critically and to openly discuss possible improvements. My team and I look forward to make a small contribution together with the colleagues from the operational departments to make the next years as successful as the last Sixt century.



RAPHAEL STANGE

Director Marketing Operations, Sixt AG



Since I entered Sixt at the 1st of December 2011 I have been responsible for the online marketing, which includes the areas of search engine marketing, search engine optimization, online advertising, social media and online usability & testing. Online marketing is a passion and profession of mine since 1999. I have gained experience in different roles and fields - most recently at Gruner + Jahr in subscription and media marketing. Before this I worked for publishers in the Klett and WEKA groups. Moreover I was engaged in several company foundations, for instance in the Games industry. So I really learned how hard it is to establish and uphold a successful marketing. Sixt's advertising has always been eye popping for me. And from a personal experience I was also impressed with Sixt in young age. My first rental was a Sixt rental – and I was upgraded that day. So I had a Sixt customer card in my wallet before I ever owned a credit card. Some months ago I turned that customer card into a Sixt family member card, and I'm really proud of that. The will to innovation, ambitious fellow family members and respectful treatment of each

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other: the next decade will be a Sixt decade, too. My heartfelt congratulations to the 100 years anniversary!



DR. RALF STANOVSKY

Head of Finance and Controlling, Sixt Leasing



Dr. Ralf Stanovsky, joined the Sixt Leasing AG as Head of Finance and Controlling in October 2011. In the past he worked as a management consultant with Roland Berger Strategy Consultants and held a senior management position at Deutsche Lufthansa AG at Munich airport.

Being a Sixt customer for many years, both in rent- and lease a car, I am proud and excited belonging now to this successful and fast growing company where entrepreneurship is always present.

After less than one year joining the Sixt Leasing AG and being one of the “youngest” members of the Sixt family I am already impressed by the leadership and spirit of this family controlled company.

I personally look forward supporting Sixt in the upcoming years reaching its ambitious targets of further profitable growth and operational excellence. I am sure Sixt will remain always “customers first choice” as it was in the past 100 years.



KARSTEN STORCH

Head of Car Control, Sixt AG



My name is Karsten Storch and I’m now working for over 16 years for Sixt. In the beginning of 1996 I began my career as a dispatcher in the department Logistics. In this time and later as a station manager I was able to gain interesting experience and I acquire entrepreneurial skills. Later I went back to the headquarter in Pullach as head of the Logistics Department. By integrating the security area in my area of responsibility, the two departments were merged under the name Car-

Control. My team and I are responsible a fleet size of more than 100.000 vehicles each year, as well as for all logistics processes from the provision of vehicles from the manufacturer to the return or until the sale of vehicles. Through transparent and sophisticated processes is a rapid response to economic and seasonal trends made possible by a short-term and quick removal or reduction of the fleet. The 100-year anniversary of Sixt is a good opportunity for looking back and I am very pleased that I could also contribute to the positive development of Sixt. Already as a young professional I was fascinated by Sixt because of having the opportunity to develop myself with personal effort and strong will. Meanwhile, Sixt has grown into a global corporation, which makes the prospects for personal development particularly exciting and Sixt is constantly faced with new challenges.

For the 100th anniversary I wish the company and the whole big Sixt-family all the best and always a continued positive business development and a continued exciting time. For the future I hope we are going on to cope new challenges and to reach our goals together successfully as a team!



ANISH TANEJA

Director Sales, Sixt AG



I work for Sixt for more than five years and I have built up and been responsible for the Replacement department as well as the Local Corporate Account Management before taking over the position of Director Sales in October 2010.

Prior to working at Sixt I have acquired national and international management experience at Deutsche Lufthansa AG and have been working for two international mobility providers.

For over a year I am now developing and further improving the Corporate Sales Force with a team of over 60 people. Our job is to sell all the company’s various products and thus provide innovative, cost-optimized and integrated mobility solutions to our customers. What I like most about working at Sixt

is the innovative spirit and the great feeling that the day might turn out differently than you thought in the morning. With Sixt you are really able to develop your own style of doing business and you have equal job opportunities no matter how old you are or where you are from. All that matters is your performance and how dedicated you are to your work.

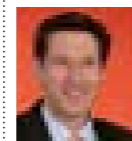
It is hard to believe that Sixt has been established a 100 years ago, looking at the innovative products, the young and dynamic staff, the fast processes and the little bureaucracy we have.

The last 5 years were filled with great learning experiences for which I am really thankful. Now I am really looking forward to making history in the years to come along with my great team.



BJÖRN WALDOW

Head of Corporate Management & Sales Controlling, Sixt AG



On my way to Sixt I passed through a bank apprenticeship with Deutsche Bank, studied Business Administration at Mannheim University and the London School of Economics, worked for Deutsche Bank in the Corporate Banking department and finally spend a couple of years at Roland Berger Strategy Consultants in the Corporate Performance practice. On behalf of the entire Sales Controlling team I sincerely congratulate our company and the Sixt family to this unprecedented success story that is already lasting for 100 years now. At the same time I send my best wishes to Sixt for the years to come, being proud to be a member of the Sixt family and to have the chance to proactively contribute to the development of our fantastic company



We are a part of it!

FLORIAN WEIS

Head of Quality Management Operations, Sixt AG



I am more than happy to congratulate Sixt for 100 years of growth, prosperity and excellent customer service! Even as a quite new member of the global Sixt network – I just started

with Sixt this year in August – I have already learned a lot about why Sixt has this tremendous success story.

One reason definitely is: at Sixt you have highly motivated people collaborating daily in a dynamic and innovative spirit. Along with this comes a constant ambition you can find everywhere in the company: to improve things, to challenge things and to never stop inventing itself again. Sixt never made the mistake you could be tempted to once you are successful: to lean back and to be saturated. The success of the past 100 years is truly an overwhelming achievement, but obviously it is an obligation and stimulation to everyone within the company, not to rest and to stay successful.

All these attitudes keep a company lively and are probably the reason why no one would say: “Sixt is 100 years old” but rather “Sixt is 100 years young”. As I have been a very frequent customer with Sixt for a long time before I joined as an employee, I have already experienced this certain “Sixt spirit” earlier. I really appreciated it over all the years as it made the difference towards the competitors for me.

But since I am part of the Sixt community I learned even more: the spirit shown on the outside is not only a pretty coat, it is really being lived day by day on the inside! That makes Sixt a great place to work and – I am sure – also a great place for our customers for at least the next 100 years! Happy birthday, Sixt!



OTTO WÜRTH

Head of IT, Sixt AG



It was in 1992 when I started at Sixt in the Software development as a developer in the area of Accounting and Credit Card Processing. In this time the whole development consisted of about 10 persons. When I finished my interview I knew, that this will be an exceptional and challenging workplace.

The next stages of my professional life were Teamleader, Manager IT Leasing and since 2011 I’m the responsible Manager IT of the Sixt Software department.

Since this time I saw many changes within the company, based on a worldwide, prosperous and successful growth. And the reason for this success is that the Sixt employees like to join the Spirit of Mobility which personally includes for me the idea of being creative, innovative and self-reliant in your profession joined within a strong companionship. Being a member of this story is the reason that makes me really proud.

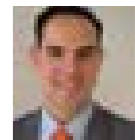
Today, the Software department grew about more than 5 times since I started at Sixt. But still the business of the IT department is, to deliver customized and confident software-services for all areas of mobility which enables Sixt to run and grow their businesses and to satisfy our customers. But not to forget about developing new domains where creativity and imagination is needed to be successful and competitive.

Thinking about the 100th anniversary of the Sixt Company I must say that 100 years may be a long time, but it really makes me wonder, because today I just see an authentic, young and dynamic firm without any symptoms of old age.

My congratulations to this outstanding firm!



THE REGINE SIXT AIRLINES TEAM



Julian Cotignola, Amy Ostermayr, Renate Reszoe, Jose Topete, (photos from left to right)

It is a pleasure and an honor to be a part of a company with such a long history of success.

Airlines have always been vital partners for Sixt, ever since our leader and mentor, Regine Sixt, created the airline partnerships department.

A great part of Sixt’s business comes from travelers who get off their flights to continue their journey enjoying superb services provided by Sixt.

We are proud to be a part of the most stylish and customer-oriented car rental company in the world. 100 years after it was founded, we still embrace Martin and Hans Sixt’s entrepreneurial mindset in our everyday work. We strive to work with the same strength and passion that is and will continue to be the backbone of the company’s success.





SIXT COUNTRY MANAGERS



The World of Sixt is indeed a world that invites and embraces people coming from around the entire planet. Therefore it is fantastic to have these outstanding country managers and franchise partners with us. They are terrific ambassadors for our brand and they know exactly how to meet the local requirements. Thank you for your cooperation!



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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 6 years ago, as we started our operation in Buenos Aires in December, 2006. Our business has grown steadily ever since. We have opened several offices in Córdoba and have continuously increased our fleet. We received constant support from Sixt headquarters, assisting and assessing us whenever needed. The Area Summits and AGCs which we attended regularly over the years helped us to strengthen the relationship among the Sixt members in America.

There is still great potential to grow our business within our countries, with similar ways of life and cultures, and we need to continue working together to attain this objective. The Sixt name is still new in our region and we need to continue working hard on brand recognition over the next years. From Argentina we wish the whole Sixt family a very, very successful 2012!

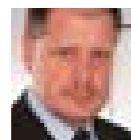
SIXT ARMENIA

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 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 colour 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 the 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

We are a part of it!

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 BENELUX

Michael Meissner, Managing Director



My name is Michael Meissner and I am the Managing Director of SIXT BeNeLux. SIXT BeNeLux stands for more than 250 highly motivated and passionate colleagues spread across more than 50 branches within Belgium, Luxemburg and the Netherlands.

Our daily challenge is to overfulfill our customer's expectations – regardless of whether a family needs our stationwagons to experience a memorable holiday or if a corporate customer is looking for a reliable mobility partner to deliver the right car to the right place at the right time.

Joining SIXT for almost 4 years now, I can say that I have never experienced a company before where I had the chance of being an entrepreneur like within the SIXT world! In 2012 the SIXT Group celebrates their 100th anniversary...

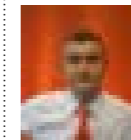
Therefore I congratulate Mrs. and Mr. Sixt to their impressive achievement!

And I encourage every member within the SIXT Group to undertake each effort for our big goal of becoming Europe's largest Car Rental Company!

Cheers to at least another 100 of tremendous successful years of 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. 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

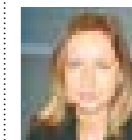


Let's celebrate!!! All the family is reunited at home for Christmas! Grandpa is 100. He tells us about all his experience in life and guides our steps. We also

want to celebrate the success of the young relative, who is 12 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 nine 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 CAYMAN ISLANDS

David A. Drummond, General Manager



It is our pleasure to congratulate SIXT on its one hundredth anniversary. SIXT has reached an important milestone with finance and should be very proud of the growth and its achievements over the years. The SIXT family with the support of dedicated staff has built this company through hard work and quality service and have filled a critical need in supplying prestigious mobility services worldwide. The solid reputation developed in the corporate community due to Regine's Children's Aid initiatives, are also a testament to the type of corporate citizen SIXT is. From the Cayman

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Islands and as one of your newest members to this family, it is a genuine pleasure to be associated with you. Best wishes in the coming years.

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 importance 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 14 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

We are a part of it!

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 really 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 25 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 25 years.

SIXT FRENCH GUYANA

Mrs. Monique Carasso, Managing Director

Far away and still very close - French Guyana. Well known in Europe 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 , 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

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maximum intension for the benefit of both parties by keeping „Sixt“ as a leader in the car rental Market.

SIXT GUADELOUPE & ST. MARTIN

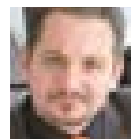
Heinz Verhaegh, Managing Director

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

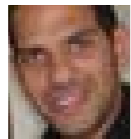
Gudmundur Orri Sigurdsson, General Manager



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 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

Bernhard Loughran, Managing Director



We are happy to have joined the Sixt family in April of this year. Our company has been operating for 60 years and became the largest Independent Car Rental company in Ireland before joining Sixt rent a car.

Like Sixt we are family owned and managed. Most importantly we have an excellent team of over 30 employees who have done a great job in integrating our company with Sixt. We look forward to now growing further.

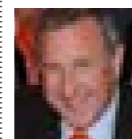
We made a decision from the start to fully take on the Sixt identity. We changed our depots and procedures and uniforms to Sixt standards. The Sixt rent a car brand was seamlessly added to our previous brand recognition and our customers are now dealing with Sixt rent a car Ireland. Our business has grown further with the new opportunities that have opened up with Sixt rent a car.

We have recently officially launched the Sixt rent a car brand in Ireland, and has got extensive coverage in the Irish Print, TV and Radio media.

We look forward to building into the future in Ireland and also to working with our fellow Sixt family member to promote the brand world-wide and increase business for all of us.

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

We are a part of it!

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 105 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.

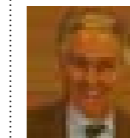
In the past 5 years, Shlomo Sixt has phenomenally expanded and grown over 100 percent, making us the leading and biggest company in Israel today. With a fleet of about 12,000 cars for rental and about 40,000 cars in leasing, we at Shlomo Sixt believe in long term partnerships, responsibility, reliability 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? 15 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 chal-

lenge of the “global customer”. Only one last consideration from Salvatore Vinti: To join Sixt 15 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 JAMAICA

Dulcie Moody, Managing Director, Island Car Rentals

Island Car Rentals applauds Sixt as you celebrate your 100th anniversary.

We are delighted to be the Jamaican representative of a company with the sterling reputation of Sixt, and every day that we provide a service on your behalf we get a chance to showcase our own ability to meet rigorous international performance standards. Even though Island Car Rentals operates from Jamaica, a small island in the Caribbean, we think big and partnering with a major operator such as Sixt allows us to expand our own reputation far beyond our shores.

In fulfilling our role as the service provider, we feel very fortunate to have developed an exceptional working relationship with the team members at Sixt who are always supportive and cooperative. This collaborative approach established and practiced by Sixt is something that we value highly as it makes it easier to achieve our objectives both to Sixt as well as to the clients referred to us.

We therefore look forward to continued excellent relations between our companies and I am pleased to have this opportunity to say to the Sixt family that you truly deserve to

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feel proud in marking this important milestone. On behalf of the Management and Staff of Island Car Rentals, I extend the very best wishes on your Jubilee year.

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 15 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 amp 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 KENYA

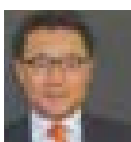
Rupoinder Sehmi, General Manager



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 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 es-

tablished 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 Good results and our assessments that 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 was really an important project for our team but we accepted this challenge too, and made the best of it, always having on mind the standards for top-quality services that are SIXT rent a car's trademark worldwide.

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.

We are a part of it!

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 quality. 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 100-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

Toni Meli, General 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 coming 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 2012.

SIXT MEXICO

Oscar Rodriguez, General Manager



Three years ago, as an independent rental car company, we decided to find a master franchise that would enable us to grow throughout the whole country. 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 its 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

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process, regardless of time or distance. Less than three years 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, 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 26 cities and more than 50 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. Enkhtsetseg, 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 po-

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*

We are a part of it!

sition 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 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 fran-

chise 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

Dr. Cosmas M. Maduka, President / CEO, Coscharis Group

I would like to congratulate Sixt on its milestone achievements over the past years. Since your inception you have radically transformed the car rental landscape by introducing the concept of luxury into car rental. Your ability to extend this feat to several countries and with more than 3,500 stations across the world is immensely commendable. I am very proud of your growth and expansion in the international business environment.

On behalf of Coscharis Group, I want to extend our warmest regards as you celebrate another remarkable year heading towards your jubilee. We have utmost respect for our relationship with Sixt. I wish you more prosperity.

SIXT NORTHERN IRELAND

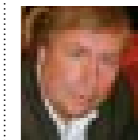
Ian McCulla, General Manager



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 100 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 Mobil

Heritage obliges – heritage affiliates ...

ity 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 Pullach 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 PANAMA

Lucas Aleman, General Manager



On behalf of the Sixt Panama family we congratulate every member of this company on its 100th anniversary and we wish success for all. At Sixt Panama we are proud and happy to be part of this great corporation and we are sure that, in Latin America, we will soon be among the top rental companies thanks to the high standards of quality and service we offer on a world wide scale.

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 al-

ways 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 complete 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 ork methods and high-tech tools; . 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 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 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 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 it's much more easy!

We are a part of it!

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

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 our best wishes to Sixt - all the best in whole millennium.

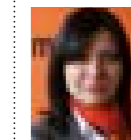
SIXT SLOVENIA

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

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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 the next years with Sixt.

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 Sudan to grow strongly by delivering a splendid service to likewise local and international customers.

SIXT SWEDEN

Peter Sjöblom, General Manager



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.

We are a part of it!

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 longstanding 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 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 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 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

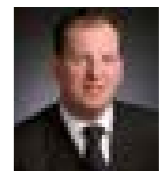
Malcolm Cooper, General Manager Dubai



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

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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

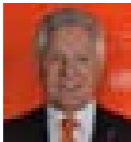
Vadim Nesterchuck, General Manager

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.



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 continuous growth. Once again thank you ... from Uruguay!



SIXT USA

Todd Sazera & Johannes Boeighoff,
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.





LEGENDARY CAMPAIGNS



Sixt stands for exceptional and remarkable communication, mostly with an amusing wink. That makes us outstanding in our industry and created a high degree of recognition. Let me show you a couple of striking advertising themes. Many of them got awarded in international competitions.



The Sixt Ad Gallery



1992: "Had she booked at Sixt, she would have traveled in a Mercedes."

1993: "Our contribution to the protection of tenants: Airbag at no extra charge."

1991: "Had he booked at Sixt, he probably would be driving a Mercedes."



**Auf zu, auf zu, auf zu, auf
zu, auf zu, auf zu Sixt!**




Sixt liebt BMW
weil jedes Modell ein Hingucker ist.
(Auch Hingucker? Dann gucken Sie gefälligst auf unsere günstigen Tarife unter sixt.de)

1997: "Open, shut, open, shut, open, shut, open, shut, open, shut, open shut, open, go to Sixt!"

2006: "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)"

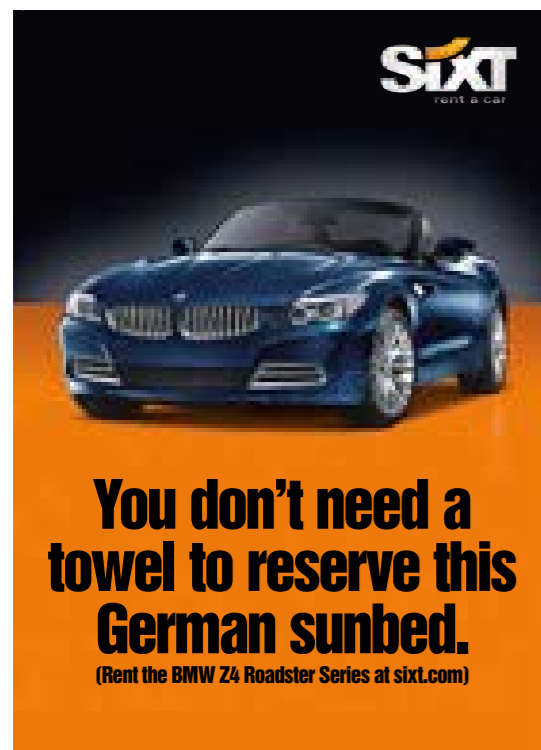


**Das nächste
Klassentreffen kommt
bestimmt.**
(Mieten Sie den Bentley von Sixt)

1999: "The next class reunion will be here before you know it. (Rent a Bentley from Sixt)"



2012: Sixt campaigns for the new car sharing service DriveNow and the website sixt.com.



2011: "Sixt makes dynamic managers aerodynamic."



2000: "Rings around your eyes that people will envy. (The BMW 520i with new inline six cylinder engine at: www.e-sixt.com)"



2012: "Mini bottom. Topless! (55.00/day)"



2007: "Which pedestrian zone, officer?" Caused by driving in an affordable convertible and used as an excuse for various traffic offenses because of beautiful hair (in front of the face).



1998: "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 rental car.)"



(z. B. BMW 1er ab € 29,-/Tag*)



2009: "The recession gnaws away. Sixt bites back." **1995:** "That I may still experience that: Golf Turbo Diesel for only 99 DM a day." **2004:** "The only thing that makes a noise here are your wife's teeth chattering." **1994:** "Every car hire company has its enticement." **2012:** "Do the same as Mrs. Bruni. Choose a small French one." **2010:** "For everyone who has to get rid of some documents in a hurry."



2003: "Fancy a new hairstyle? Hire a convertible.."



2002: "The only woman I listen to is the one in the navigation system. (Now in every Sixt Mercedes, for example in the new E-Class for 77 Euro/day incl. 500 km only at www.sixt.com)"



2004: "Before. After. (Low-priced convertibles at sixt.de)."



265



2008: "Thanks to Sixt, I feel like I'm 99 again!" (Low priced fun cars: sixt-leasing.de)"

2003: "Have your ears pinned back without an operation. There are endless reasons to drive a convertible."

264




Mit viel Drive direkt am Ziel vorbei.
(Der Chef der FDP)

Mit ConnectedDrive direkt ans Ziel.
(Der Auskunftsdienst von BMW ConnectedDrive: Knopf drücken, Problem wie z.B. Hotelsuche besprechen, Antwort aufs Display)

2011: "Misses the point with lots of drive. (Head of FDP) – Directly to the point with Connected Drive"




Total beliebt. Und keiner weiß warum.
(Die Piraten: Günstige Brise)

Total beliebt. Und jeder weiß warum.
(Sixt Cabrios: Günstige Preise)

2012: "Everybody loves him. And nobody knows why. – Everybody loves him. And everybody knows why."




Lust auf einen neuen Bart?

Mieten Sie sich ein Cabrio.

2012: "Fancy a new moustache? Hire a convertible."




Von der Leyen.

Oder von der leihen.
(Es gibt viele Wege, Familien zu entlasten)

2012: "Von der Leyen. Or as a rental."



Lust auf eine neue Frisur?



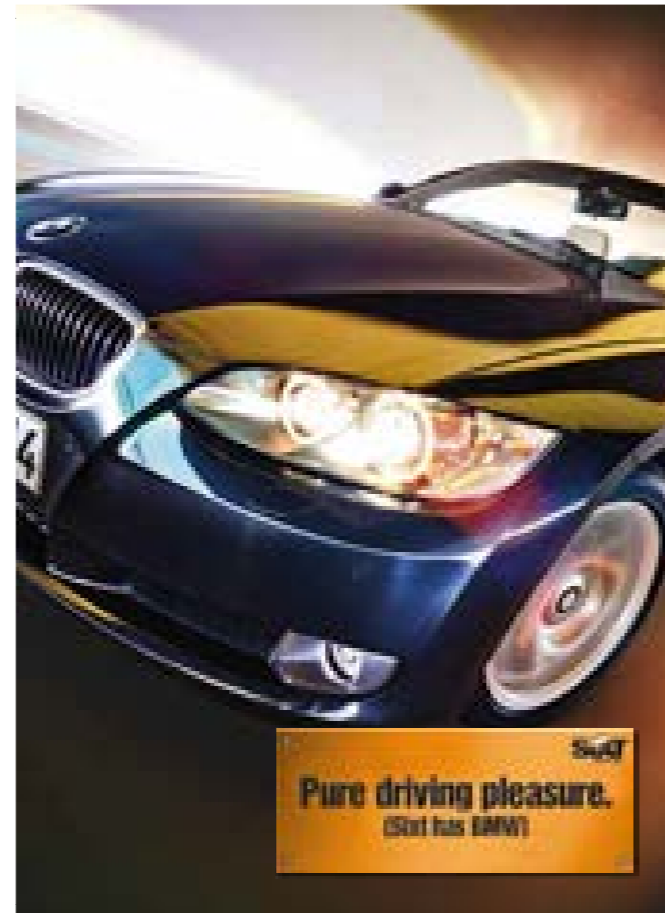

Mieten Sie sich ein Cabrio.
Mercedes SLK für DM 159,-/Tag inkl. 500 km nur unter: www.e-sixt.com

2005: "Fancy a new hairstyle? Hire a convertible."

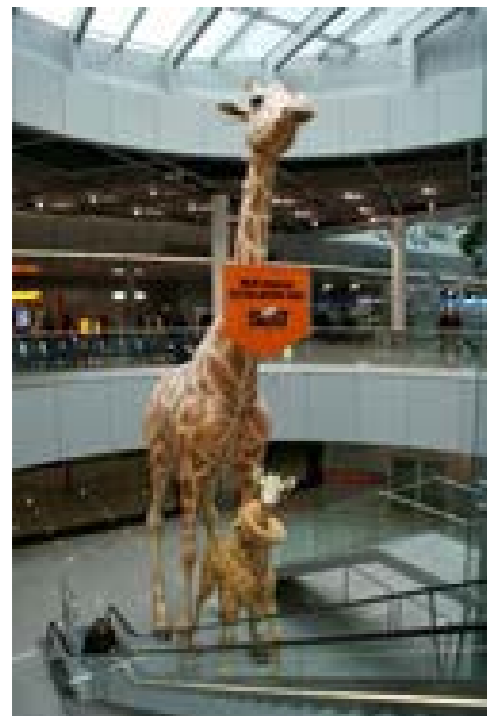


The Germans? Lucky People!
They have BMW and Sixt!
(This month, all people from Iceland get 30% off)

SIXT



Pure driving pleasure.
(Sixt has BMW)



2012: "Prices as flat as the country." –
"There are cheaper car hire companies than Sixt." (Pinocchio)



2012: "Olé! Here comes the BMW." – "Make way for Sixt."

SIXT

DRYING LITTLE TEARS



Celebrating the 100th birthday of Sixt I reject any form of self-praise because that would mean self-righteousness and stagnation. But let me take the opportunity to share our experience we gained over the last 12 years with our Regine Sixt Children's Aid Foundation. I want you to get to know our activities just because of one reason: The favourite birthday present you can make is your support and donation for children in need. This is the only wish in my heart: let those children benefit from your goodwill!

Drying Little Tears

I had a vision to have our own Global Children's Aid Foundation... and it became true in the year 2000. And our own CSR program we put in place in 2011.

BY REGINE SIXT

Throughout my entire business career, I've been supporting charity organizations. But I never knew in detail where and how our money was utilized. In addition, I've seen so much heartbreaking misery during my journeys to each of the 105 countries where Sixt is present, especially Africa and East Asia, that I knew I had to act and do so as efficiently and purposefully as possible. I started, step by step, and founded the Regine Sixt Children's Aid Association in the year 2000. In the first years I particularly cared about children with cancer and I kept frequently visiting them in hospitals, giving them, their parents and nurses encouragement and joy.

One day, I remember it clearly, I had a poor bareheaded chemotherapy child on my arm and the little girl was crying. I was moved and asked her: "What can I do for you?" Little Julia answered: "Why don't you dry my tears?" I did it and chose her answer as a motto. Since then my association has been called „Drying little tears“.

Our goals are ambitious: We, at Sixt with our Aid Association by now want to help as many children as possible. Many of our employees work voluntarily and together we have realized many great and also many small projects over the years. In the beginning, we brought cancer children from Chernobyl to Munich for a chemotherapy treatments. Then we built a home for children a three and a half day trip away from Libreville, Gabon. Here, in the malaria affected slums we built houses, bedrooms, a school and a little hospital which is selflessly managed



The Regine Sixt Children's Foundation founds a day school on Barbados, supports the Hadassah Medical Relief Association in Jerusalem or built a kindergarten in South Africa. "Every single child is a sign of hope to our world."

by catholic priests. And we went on: we supported a hospital in Ecuador and built an AIDS orphanage at the Albert Schweitzer hospital in Lambarene, Gabon. Around the globe. we have reacted whenever natural disasters have hit and because of our strength in worldwide logistics, we are able to respond quickly.

In 2011, we were officially recognized by the Government of Bavaria and became a Foundation. Paralelly, we received the highest award one can get in France as a charity – we received the AVEC Award ("Association pour la Vie Espoir contre

le Cancer") in the Castle of Versailles. Additionally, our partnership in Hadassah was honored. There we support the largest children's clinic in Jerusalem in the Hadassah Medical Relief Association where Israeli and Arab children are sent from the northern districts of Jerusalem, the towns and villages nearby and the Palestinian autonomous region. This clinic has become a place where Israelis and Arabs can freely come together and where daily contact is accepted as completely normal despite the tense climate in the region. This project has been nominated for the Nobel Peace Price. I was

also the first German and first woman to receive the Hadassah's „Citizens of the World Award“ together with Shimon Peres, Richard Gere, Zubin Mehta and Harry Belafonte. Our focus in the Hadassah Ein Karim Hospital is giving children the chance to attend school whilst they are hospitalized.

With online tools they can follow their teacher's instructions directly from their bedrooms. We even give children who are going home to die the opportunity to stay in contact with their friends. At the same time, I supported the Hadassah Mount Scopus with a hospital kindergarten. Over the years we have helped construct playgrounds in Israel and in Chicago. Now, our Regine Sixt Children's Aid Foundation is our Sixt's official corporate social responsibility program and in our 105 Sixt countries all employees are expected to support this engagement. Its a long list of activities that we've performed over the years. Just to mention a

few, we support "Doctors for Developing Countries" with „Rolling Clinics“, in cooperation with their president Dr. Maria Furtwängler, a well-known medical doctor and German actress, vehicles are made available and converted into mobile medical offices. All over Africa, South America and Asia we help build hospitals, schools and kindergartens like the project „Little Lambs“ in South Africa.

I'm very excited for our next project with Ringier Group in Vietnam / Vinh Long Region, the Philippines and India where we will construct a kindergarten and full day care center for children. A similar project has been built up successfully in Barbados: a day school with a beautiful playground. We will open this year in Haiti an orphanage for children in cooperation with "Ein Herz für Kinder". I could continue with a long list of projects like a home for little girls in Tanzania which Sr. Raphaela has established with "Ein Herz für Kinder" or the project

"Care for Rare" in Alexandria which was started by Prof. Christoph Klein from Haunersche Kinderklinik in Munich for children with rare diseases. But let me describe our commitment in this way: We understand our 100th anniversary as an obligation to share our success with the little ones who are underprivileged.

I do believe that it is our human duty to help others who suffer and who have to face pain and fear. Children are nothing less then our future. They are our hope, our reason to be, our joy and our destiny. Children are the greatest blessing of our existence. And every single child is a sign of hope to our world.

We know how rewarding it is to conjure a smile in the face of a child. So let's stand together to transform our world into a place where there is more laughing than tears and more love than suffering.

Its in our hands.

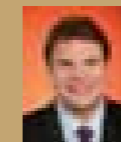
Regine Sixt

THE REGINE SIXT CHILDREN'S AID FOUNDATION DRYING LITTLE TEARS

Member of the Board



Regine Sixt
CEO



Alexander Sixt
Board Member

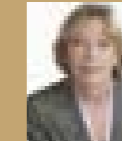


Konstantin Sixt
Board Member



Freiherr Dr. Julian zu Putlitz
Board Member

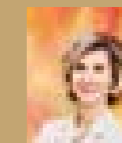
Advisory Board of Regine Sixt Children's Aid Foundation



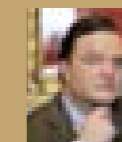
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Chairman



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Deputy Chairman



Dr. Brigitte Mohn
Advisor



HH Alexander Fürst
zu Schaumburg-Lippe
Advisor

Dr. Liselotte Otto

CHAIRMAN OF THE ADVISORY BOARD,
REGINE SIXT CHILDREN'S AID FOUNDATION

Dear Readers,

Sixt has now been around for 100 years. The company was founded in 1912 with three cars hat and has since become one of the most successful German mobility service providers and, at the same time, one of the largest German rental car companies and leasing providers. Sixt stands out thanks to its provocative, humorous advertising and no one can imagine our mobile lives without the company.

But those who only associate the name Sixt with attractive, fast cars, successful companies, and the SDAX would do the family a disservice. Sixt also stands for social and humanitarian responsibility. That responsibility has since become one of the family's trademarks known beyond Bavaria's borders through Regine Sixt Children's Aid. The Sixt Family is well aware of its responsibility and is happy to assume it.

The Sixt Family supports sick, disadvantaged, and impoverished children worldwide through various non-profit projects, putting a smile back on their faces and drying their tears. Their projects include the Regine Sixt Kinderhilfe e.V. founded in Munich in 2000 and the Regine Sixt Children's Aid Foundation as of 2011.

The goal of the non-profit activities within the Regine Sixt Children's Aid Foundation are organized into four program areas: health, welfare, education, and emergency aid. Through good contacts as well as numerous raffles and donation events such as Regines



Damen-Wies'n – an event that has become a tradition and which is held at Munich's annual Oktoberfest – the Foundation relentlessly raises funds to launch aid projects and alone or in cooperation with other non-profit corporations to help those unable to help themselves.

As the Chairman of the Advisory Board for the Regine Sixt Children's Aid Foundation, it is my honor to support the Sixt Family and the Foundation in achieving their charitable goals. For myself and my partners at Dr. Otto & Kollegen GmbH, it is our pleasure to be able to accompany the Foundation in the legal realization of their projects. That gives us the opportunity to be witness to the fruits of the Foundation's labors.

The Jubilee Magazine shows you how the Sixt brand has developed over the last 100 years. Given the Sixt Family's drive, it would come as no surprise if the charitable family "trademark" would soon become just as successful and well-known as the car rental com-

pany itself. On behalf of my firm and myself, I wish the Sixt Family nothing but success and all the best for the next 100 years.

Sincerely,
Dr. Lieselotte Otto



Greetings HSH the Prince of Schaumburg-Lippe

ADVISOR,
REGINE SIXT CHILDREN'S AID FOUNDATION

It has been a long-standing tradition of private enterprises, large or small, in Germany and Europe to direct a significant part of their resources, human or otherwise, towards the building of a better tomorrow. As in business, Erich and Regine Sixt have always been leaders in the field of humanitarian aid where others follow.

I take great pride in serving on the board of „Regine Sixt Kinderhilfe“, the latest in Regine Sixt's ceaseless efforts to „give back“ to society and to come to the aid of those in need everywhere, in the spirit of true charity and generosity.

On occasion of the company's 100 year jubilee, I extend my heartfelt congratulations for both her entrepreneurial and humanitarian achievements.





UP TO NEW HORIZONS...

...into the next Sixt century. This edition is a telescope back to the origins of our activities as well as forwards into a promising future. There are so many more stories to be told which we have had the privilege to witness over the decades – recollections which are written in the empty spaces between the lines. But all the memories primarily form the fertile ground on which our company can grow into the future. I consider our organization to be a strong tree, rooted deeply in the past giving us stability and confidence. But it also has so many branches that reach high into the sky. They grow into the future and bear fruit. And they house ambitious birds. This tree, or organization with its firm foundation, gives them wings to fly high towards new challenges. Let the adventure, the success, and the delight of building a meaningful company continue – now and forever!



Sixt



MASTHEAD

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