



Special Edition DLDwomen conference 2012

WOMEN ON THE MOVE

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PATRICIA RIEKEL NAHID SHAHALIMI
REGINE SIXT REGINA ZIEGLER

Maria Furtwängler – Chairwoman of DLDwomen



WELCOME



Regine Sixt New Female Power!

**Regine Sixt –
Founding Member
of DLDwomen**

Dear Friends of the Sixt Family,

Never before in history have us ladies had so much chance to change our economy, our society, and our world. We are highly educated, our influence in politics and in business is increasing, and we want to take our fate into our own hands. Therefore, DLDwomen are perfectly right to proclaim “the female decade,” or even “the female century.” After many centuries, the pendulum is now swinging on our side. And indeed, we women truly stand for “new values and new rules” – the topic of this year’s conference.

But it’s not about ruling over men; it’s about a new “we” in the gender issue. It’s about a new form of cooperation and togetherness. I think that all women in Sixt’s 100 years’ history acted exactly like that – they collaborated with their husbands and partners; they shared the same vision and didn’t just dream about a great success story, but made it happen. They incorporated the “spirit of mobility” from the very first days of the business, which was founded in Munich in 1912. Since then, the “Sixt gene” has been embedded in our company, which today is present in 105 countries. This only could be realized because the Sixt ladies not only gave birth to new generations – today it’s the fourth generation with my sons Alexander and Konstantin, who engage fully in our organization – but they also gave birth to new dreams, investing all their abilities and talents to make these dreams come true. And they gave hope in difficult times: soon after the start of Sixt, the rent-a-car business – revolutionary at these times – was entirely deprived of its cars and drivers during World War I. But Martin Sixt’s wife Rosa didn’t give up: She opened a coffee house that soon became the central meeting point for motorcar owners and drivers. When her business flourished, she sold it after the war to invest the proceeds she had earned into new cars.

After World War II, Hans Sixt and his wife Erika had to start again from zero. By 1948 they were already operating 1,700 “Export Taxis” in Munich for the US military forces. Erika had a great hand in building up the brand. As early as 1950 she represented Sixt at an export fair in the Rockefeller Center in New York. When my husband Erich joined the company in 1964, Sixt had a fleet of 200 vehicles. Isn’t it great that today our fleet consists of 225,000 cars worldwide? This is indeed proof that if a family really cooperates, everything is possible. What we have achieved since our marriage in 1976 goes far beyond our wildest dreams. As head of international marketing, I travel the world and see so many promising signs. Signs of hope, where women make a difference. They are not only part of the solution, but also give trust and truly live for a better future of the upcoming generations.

My perspective is a positive one – we can influence and shape our reality. What we make out of the circumstances that confront us is in our hands. This is the real entrepreneur – how one takes things into his/her hands and manages them for the better. Let’s reinforce our efforts to make a difference – here at DLDwomen and wherever we act. All together – now!

Yours

Regine Sixt

"Women can only be innovative if they are authentic." Maria Furtwängler, chairwoman DLDwomen conference and Stephanie Czerny, co-founder DLD.



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Innovative use of combined cycle technology in the printing of this product reduced CO₂ emissions by up to 52 percent compared to conventional methods. Dr. Schorb, ifeu Institute

PICTURE: MARIA FURTWÄNGLER, © BURDA MEDIA; IRIS BERBEN, © HARALD HOFMANN

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Iris Berben: "For me, Regine Sixt is the first power woman – while at the same time participating in real life. With her husband, she made Sixt into a trademark of the identification of Germany. Yes, Sixt is an emblem!"

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...** when 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 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,



Martin Sixt





Hans Sixt

“And with the money from the sale of the coffee house, they were able to restart the company, then called ‘Sixt Autofahrten’.”

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 these 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 he had known only then, that nowadays 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.”

Tnd 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.

“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 did it in his days already in 1962.

At the same time, Erich Sixt, with again 20 years old, has set the Seven Corner Stones of the Sixt’s success:

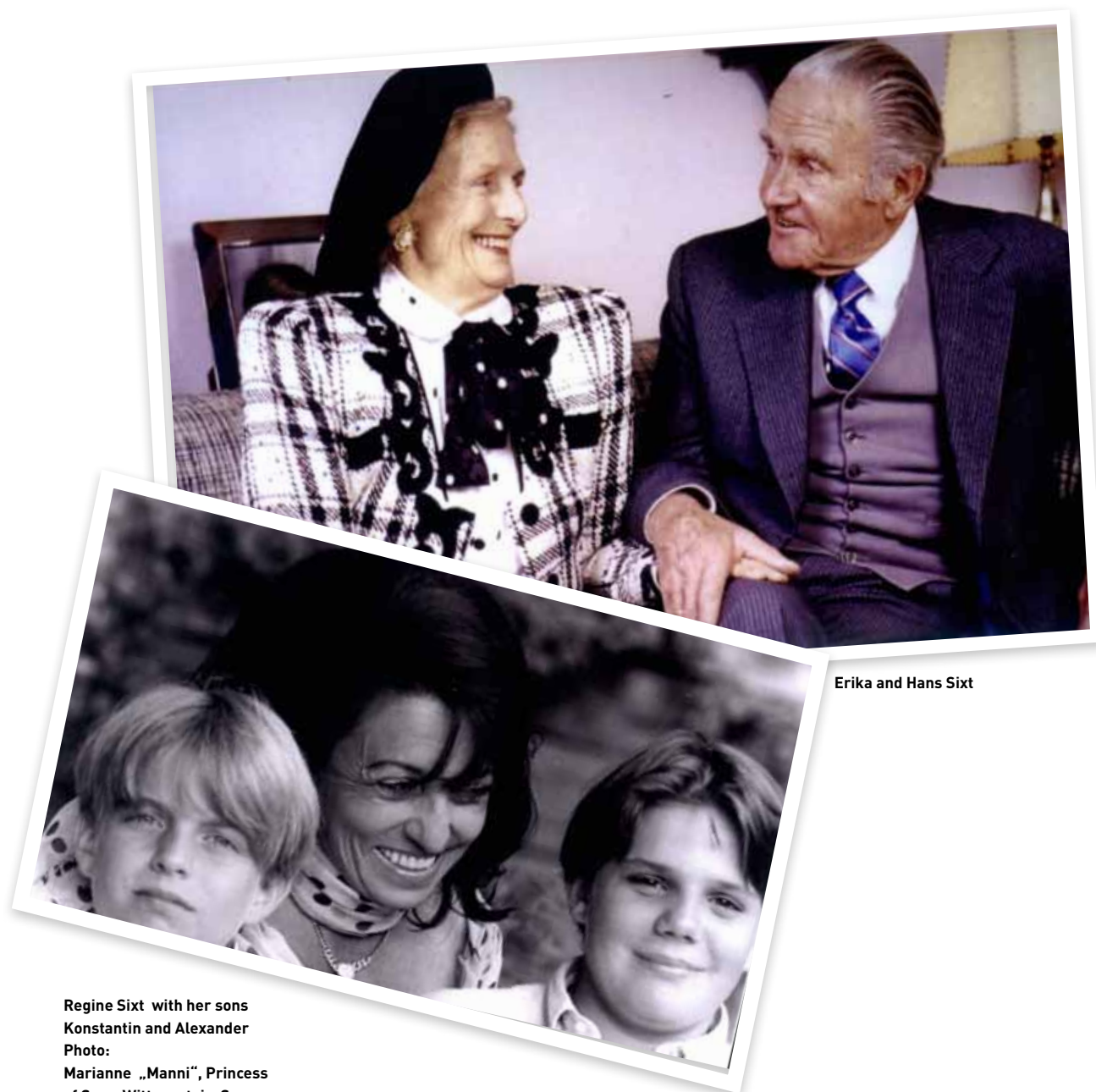
1969: Erich Sixt founds one of the first German leasing companies which is now one of the leading leasing companies in Europe.

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 advertising campaign: “Rent a Mercedes at the price of a Golf!” The ad „Drive first class – pay economy“ changed the car rental market dramati-

“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.”

Erika and Hans Sixt



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

Decade for decade Sixt sets trends



cally 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** takes 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** was founding DriveNow as a joint venture with BMW. Alexander sets the course for this pioneering innovation which will conquer new dimensions



Erich and Regine Sixt;
Erich Sixt driving
in the canteen of the
Sixt headquarter



“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.”

in the car rental industry.

I am so proud to say that these are
the “Seven Wonders of Sixt”.

“Regine imagine – the worldwide
reputation of Sixt is based on loyalty,
effort and reliability that has devel-
oped 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
moulded us into a unique
organization.

I would also like to thank the manag-
ers of 105 countries of Sixt who live
the spirit of the Sixt Family, which I

created in 1997 in opening the first
franchise country and brings us the
orange Sixt colour to a most respect-
ed international brand awareness.

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



DriveNow manager
Alexander Sixt and the
new car sharing fleet
DriveNow



100 YEARS OF SIXT

Beyond History – Always Creating the Future



Regine Sixt

My dear readers,

Nothing is stronger than an idea whose time has come,” wrote Victor Hugo. The idea of opening a car rental company in the year 1912 was truly revolutionary. Martin Sixt could not have predicted the result of his brave decision. He started with three cars; two Mercedes and one Luxus-Deutz-Landaulet. Today the fleet consists of 225,000 cars in 105 countries. What a long way Sixt has come on this centennial journey,

on a street paved with endurance and entrepreneurial instinct! Fast-forward is the only possible direction. And the “Sixt gene” creates a persisting success because the company always grew under pressure: During World War I and II the cars were confiscated by the German army. The family had to start from zero on two occasions. The wife of founder Martin Sixt even sold her Munich coffee house in 1919 to enable a new start. But since 1946 the growth has been steeply upwards. Hans Sixt operated an export taxi fleet for members of the US Army. And leading in technology, Sixt equipped its cars with radio systems in 1948 already.

The international success revved up when Erich Sixt became CEO of the firm in 1969. He introduced car leasing into Germany. And in a brave entrepreneurial decision, he went public with Sixt AG in 1986 to fuel the worldwide expansion. His wife Regine Sixt has led the international marketing and licensing to new horizons since 1976. Major co-

operations with airlines and hotels paved the way for market leadership in various European countries. As a leader in the application of technical progress, Sixt was the first German car rental company on the Internet – in 1995 already. And it was the first to offer car rental via an iPhone app – since 2008 already. Even more fresh impulses have been implemented since Alexander and Konstantin Sixt grew the company by accepting responsibility for the international strategy and the digital world of e-commerce. New segments like the car-sharing model “DriveNow” in cooperation with BMW strengthen the sound financial results. But Sixt also gives back: the whole family is engaged in the Regine Sixt children’s aid foundation “Drying Little Tears,” which acts as internationally as the entire worldwide group. More than ever, Sixt drives the road of success – dedicated, confident, and always full of passion.

*Best regards,
Regine Sixt*

100 years of Sixt – Long live the customer!

ERICH SIXT, CHIEF EXECUTIVE OF SIXT AG

Dear Friends of Sixt,

In its 100th year our company can look back on a unique story of success and growth. Having started out as a local automobile rental company, Sixt evolved into a global mobility service provider which is now present in more than 105 countries. But it is not our style to place ourselves on a pedestal. It is our customers we like to raise up high, since the only thing that matters to Sixt is the customer. It has been that way for the past century, and it will remain so for the century to come.

We are always on the lookout for changes and improvements that we can make in order to offer our customers a comprehensive, made-to-measure, contemporary form of mobility. But it is not just technology where we're setting the pace. We're working just as hard to globalize our company so that we can offer more customers our mobility services wherever they are in the world. My father Hans Sixt was always one to think outside of the box, even when the company was in its early years. He often used to say that we were the first rent-a-car business to rent out automobiles throughout Europe. And believe it or not, we have delivered vehicles from Gibraltar to Oslo, and

collected them again in Nice and Barcelona.

Our aim is clear: we want to become the leading mobility service provider in Europe by the year 2015. But we will also be pursuing our strategic course of globalization outside Europe at a pace so that our brand becomes better known worldwide. I am convinced that there is enormous potential for growth in both of our business areas, automobile rentals and leasing.

We are not growing abroad just for growth's sake, however. In this age of globalization, the internationalization of our business is essential if we are to remain competitive. That is because our customers demand mobility services on an international scale more than ever before. That applies to private and business travelers, as well as global corporations who want to use Sixt services worldwide. Trade fairs like the ITB Berlin show that business travel is becoming more and more important as the economy globalizes.

We aim to expand on the basis of sound judgment. We will continue to pursue a cautious policy of growth. We also aim to continue the two-pronged approach of running our

own subsidiaries abroad alongside selected franchise partners. In Europe we aim to build up our presence in our core markets using our own subsidiaries. Outside of Europe, the greatest challenge lies in opening up the highly competitive, world's largest rental market: the USA. We began there last year and now have three of our own stations in Florida. We hope to gain a gradual foothold in the USA; we do not want to take any excessive risks.

As it globalizes, Sixt will employ the strengths which have gone to make the company what it is, and which will continue to fuel it into the future: passion, entrepreneurship, innovation, and strict orientation around the customer. We are looking forward to guiding Sixt into a new dimension in the second century of its existence, and to welcoming more and more people around the world as our customers.

*Best regards,
Erich Sixt*



ERICH SIXT



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

ALEXANDER SIXT, DIRECTOR OF CORPORATE DEVELOPMENT AT SIXT AG

ALEXANDER SIXT

Dear friends of Sixt,

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.

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

grips with change and integrate it into their services and products.

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

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 which we launched in June 2011, a joint venture between Sixt and the BMW Group. This is a modern form of car sharing for big cities, which we are currently offering in Munich, Berlin and recently Düsseldorf 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.

*Best regards,
Alexander Sixt*



KONSTANTIN SIXT

Dear friends of Sixt,

Our company has now stood for automotive mobility for a full 100 years. The little rent-a-car company which 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 which 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

100 Years of Sixt 25 Years of Sixt International

Innovation – Our commitment for the future

KONSTANTIN SIXT, DIRECTOR OF INTERNET AT SIXT AG

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 which 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. Barcode rentals will mean considerable time savings for customers, and we are working on that too. What it means is that the moment you reserve a vehicle you receive a code on your smartphone 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.

*Best regards,
Konstantin Sixt*

» MAJOR EMOTIONS «

She can simply do it all. Whether a doctor, actress, mother, manager, or simply being a woman; whether on the film set, if life, on the DLD Women stage, or as the president of the board of trustees for the aid organization German Doctors for Developing Countries: Dr. Maria Furtwängler's various roles always have their own unique epicenter, a heart: character and credibility.

By Wolfgang Timpe and Jorinde Gersina / Robo Press (photos)

Actress Maria Furtwängler: "If there's one thing people sense about me, it's my drive: more, further, better, deeper, more precise. Everything I do always has a certain sense of necessity about it."





Maria Furtwängler, Mountaineer: “There is a sense of bliss. There have been views of mountains, precipices, and valleys where I have thought: wow, life is so beautiful.”

Today, the Isar River made me happy.” She says it, beams, and all daily stresses from hours of debate about the new Tatort script and the back-and-forth about the upcoming relationships and adventures of her Commissioner Charlotte Lindholm are forgotten. “You walk down to the river bank after a ridiculously stressful day, see the water glistening in the evening sun, and hear the enrapturing music from Gabriela Montero.” When she talks, Dr. Maria Furtwängler’s blue eyes shine and the image of the reserved blond with sophisticated charm gives way to a musical empathy. “I am someone who can suddenly become very intensely passionate about something. And Montero’s piano improvisations of Bach are extremely musical and simultaneously extremely modest. It’s amazing how she plays all keys

Detective Lindholm: the lonely one.

Since 2002, Maria Furtwängler has been Charlotte Lindholm, the lone warrior from the Lower Saxon Office of Criminal Investigations in Hannover, Germany, and successful commissioner in the German crime TV show Tatort. The investigator, possessed by the pursuit of justice, is shedding her skin: Lindholm falls in love like a teenage girl, makes mistakes in her investigations, and: remains lonely.

against one another.” No surprise there: Furtwängler is a pianistic word. The impassioned piano player maintains her artistic understatement (“it frustrates me because I’m not good enough”) and admits a while later that her favorite piece at the moment is Chopin’s Nocturne C# minor, “because I’m playing it myself”. Any more questions? No. It’s all clear. For herself, she raises the bar a notch higher.

For Maria Furtwängler, music is not only “a very important part” of her life, but can evoke “incredibly strong emotions and moments of happiness and a depth as few other things can – including when it comes to sentiment and sorrow”. Does that mean there is a melancholic side hiding behind the sophisticated blond actress image? “That’s also there,” she says with a telling laugh. “Let’s put it this way: I am romantically inclined and open to experiencing the major emotions.”

“My dark sense of humor is what saves me from too much stress.”

Perhaps it is this sincere openness that has made her one of the most popular and most successful German actresses. Whether in her major female roles in TV fugitive dramas or her trademark lone warrior commissioner Charlotte Lindholm from Tatort, the public sees Maria Furtwängler in so many roles in life in movies or on the stage, such as the Chairwoman of the DLDwomen Conference or President of the Board of Trustees for the aid organization German Doctors for Developing Countries. This is a woman who is at home in whatever she does.

How does she do it? How does she manage to be so noncommittal – despite having a series role in Tatort since 2002? “I think I haven’t yet stood still, and I don’t want to stand still. If there’s one thing people sense about me, it’s my drive: more, further, better, deeper, more precise. That drive makes me restless on the one hand, but, on the other, saves me from superficiality. people sense about me, it’s my drive: more, further, better, deeper, more precise. Everything I do always has a certain sense of necessity about it.” A consequence, not stub-



Maria Furtwängler

is an actress and has become the trademark of the popular German crime TV series Tatort in her role as Commissioner Charlotte Lindholm. Furtwängler, 45, holds a medical doctorate, is the mother of two, is married to Publisher Hubert Burda, and serves as the president of the board of trustees for the aid organization German Doctors for Developing Countries. She also serves as the chairwoman for the DLD-women Conference on the future of women.



Maria Furtwängler, music lover: “I am someone who can suddenly become very intensely passionate about something. Gabriela Montero is my latest discovery.”

bornness. For all the discipline and ambition she exudes, her sheltered childhood near Munich has obviously played a significant role in her easygoing, cheerful identity. “I grew up at the end of the 1968 period in an extremely liberal household as the youngest of three children and have a wonderful, wild childhood. We were allowed to do everything: including sleeping outside.” Then a decisive point came when Maria Furtwängler was twelve and her parents separated. For her, it was the “absolute worst case scenario” following her happy childhood. For her, this is precisely where a part of her “desire to reflect, analyze, and psychologize” comes from. “That was my saving grace in a situation which I considered to be traumatic at the time.”

But the next two major chapters in her life – meeting the man who would later become her husband, Publisher Hubert Burda, at 19, followed by the birth of her first child at 23 – are milestones of a very personal happiness. She studied medicine in Paris, practiced and earned her doctorate in Munich, her second child was born, and she remained loyal to her early passion for acting. Early on, she received guidance from her mother, Actress Kathrin Ackermann, who today plays her on-screen mother on Tatort. But just as Maria Furtwängler has never wanted to only be the wife on the arm of the famous publisher, or only a mother, or only an actress, the now 45-year old continually continues to discover new paths today and seeks out new challenges.

As the president of the board of trustees for the aid organization German Doctors for Developing Countries, she works to support the poorest of the poor in places such as Nairobi or Calcutta, brings rolling medical aid clinics out into the countryside, or goes in front of millions of TV viewers in the Ein-

Herz for Kinder (“a heart for children”) telethon to raise money for children in Chittagong in Bangladesh, the third poorest country in the world. “Support comes in the form of time or money, here or in distant countries”, says Dr. Maria Furtwängler in the telethon. Humbleness and humility are not just empty charity words for Maria Furtwängler, but instead values that she lives – and values she has tried to impart to her children, especially because they have grown up in a home with famous parents. Maria Furtwängler, the family woman.

But no day-to-day life without visions. For the past two years, she has chaired the DLDwomen Conference. The conference proclaimed 2010 “the female decade” and under the motto of Innovation & Authenticity with international female entrepreneurs, managers, and scientists discussing the future of women in the digital age. For Maria Furtwängler, it always

“I’ve somehow always remained true to who I am.”

comes back to the fact that “we women have to trust ourselves to think bigger – that it’s about something as trivial as believing in yourself. The truly successful role models aren’t better or smarter than we are, they only believed in themselves profoundly.” And how do women gain lasting self-confidence? “Through the unrelenting ruthlessness of believing in yourself. Not failing because of so many ifs and buts, but becoming bigger because of them.” The simple logic of a major challenge. It comes as no surprise, then, that if Maria Furtwängler were

to be the virtual director of the Deutsche Bank, the entire executive board would be made up of women.

And how does she juggle her many roles as a mother, women, commissioner, conference manager, or assisting physician? Is Maria Furtwängler the embodiment of multitasking? “Oh, please – I’m burnout syndrome incarnate,” she laughs, adding, “my dark sense of humor is what saves me from too much stress.” And if Hollywood comes calling tomorrow? “Then I want to act together with Meryl Streep. I think she’s great.” But she doesn’t need to go; it’s not one of her goals. “I see myself as someone who made something out of what was there to begin with. The German film scene is exciting, and I want to tell exciting stories and make great movies.” Dr. Maria Straight Talk. Simple, direct, authentic. Around the time of her last birthday, she moved to the mountains “because it’s the best place to be for walking and hiking. Absolutely. I have done some amazing trips and have found a sense of bliss. There have been views of mountains, precipices, and valleys where I have thought: wow, life is so beautiful.”



Psychologist Maria Furtwängler: “I have the ability of analytical clarity and the sense of calm that comes with that.”

Sentence starters MARIA FURTWÄNGLER

For me, playing the piano can... frustrate me, because I’m not good enough. Being able to play better would make me happy.

Pop music means to me... something that goes straight to the hips.

Classical music has... made my life richer.

If I were to become the director of the Deutsche Bank tomorrow... the entire executive board would be made up of women.

When I get really angry... I can be choleric and unjust.

When I am unjust ... I apologize and admit I was wrong.

On a desert island, I would take... something to write with.

I consider raising children to be... as one of the biggest challenges.

Essential luxury... is a hot bath in a bathtub.

My 40 Facebook fans... something I need to pay more attention to.

Film directors should... all have acted themselves at some point.

True serenity comes to... those who are lucky.

Major TV roles for female actors... are seldom.

For me, vacation means... having time.

My favorite piece of music... changes all the time. Right now,

its Chopin’s Nocturne C# minor because it’s one of the ones I’m currently playing.

My sign is Virgo. I am jealous of... the ease of the sign of Aquarius.

The best medicine... is love from the children.

The body mass index... is not important to me whatsoever.

If I want to be alone... I have to turn off several different cell phones.

Unlike a male police commissioner, a female police commissioner... can only pee sitting down.

My happiest insolence... (laughs) I am continuously mischievous when

I’m even halfway in a good mood.

The red carpet is... something I have to do, not something I necessarily want to do. But when you’ve found the right dress, it can be a lot of fun.

My excursion as a talk show moderator in Ill nach 9... was fun. And I think I would be pretty good at that. As immodest as I am (laughs). Hm, at the end of the day, it probably doesn’t excite me enough.

Character requires... politics.

Together, women... can be an incredible source of strength for one another, and can make life incredibly difficult for one another.

Networks are... useful and indispen-

sible for realizing certain projects.

The chilly eroticism of Hitchcock heroines... he understood things about women.

To me, success means... recognition for something you’ve done.

The car belongs to... my life, with two cats and two dogs to boot.

Movie kisses... something very technical about them.

On Mother’s Day... I receive flowers and give flowers.

Personal goals should be... pursued.

Actors and doctors... both have to understand their vis-à-vis.

What Munich needs is... me. I miss it, when I’m up north.

Etudes are... something that actors do in every third scene: an excursion to a certain topic; something very beautiful.

At the movie theater, I can... cry.

My children have... everything that I could ever wish for as a mother.

The most important thing about a concert is... that it moves me, surprises me, and makes me happy.

My worst embarrassment... happens to me all the time. In no way am I spared from that fate.

A career comes... and goes.



Female quota?
Over 95% of our key positions
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“Every day, my gift is people’s beaming smile.”
Regine Sixt, Honorary Consul of Barbados, with Petra Roach, Vice President Tourist Board Barbados, in front of the painting by the Barbadian artist Catherine Forter Chee-a-Tow.

“MY BEAUTIFUL BARBADOS!”

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

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

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

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

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

And you and your husband have never lost this love?

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

“IN BARBADOS, YOU CAN SEE THE WONDERS OF CREATION.”

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

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

What can you learn from the people of Barbados?

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

A God of which religion?

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

Do you like to visit churches?

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



THANK YOU.

(The Regine Sixt children’s aid foundation is determined to help children in need)

For all the vehicles, which will be booked on the website of Regine Sixt Children’s Aid Foundation, Sixt Rent a Car donates 10% of the rental charges for the projects of the Children’s Aid.



Regine Sixt on the terrace of Sandy Lane, Barbados.

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

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

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

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

What touches you especially?

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

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

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

Today, Barbados is an independent country.

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

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

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

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

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

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

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

Beautiful, beautiful Barbados,
Gem of the Caribbean Sea.

Come back to my island Barbados

Come back to my island and me!

Please come back where the night winds are blowing

Please come back to the surf and the sea

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

Come back to my island and me.

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

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

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

In what does the government of Barbados invest primarily?

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

How does the island present itself to you?

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

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

Do you experience wistful moments on Barbados?

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

Tell us more...

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

Did he really say that?

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

What do you love the most about Barbados?

When I can pick up my husband and our two sons, Alexander and Konstantin, with their partners at the airport and drive

along the coast with them– happy vacation days, embedded in our family harmony.

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

The sound of a steel band, of course! Did you know that? The Bayans, the Barbadians, found oil drums on the beach and noticed that you can conjure sounds from them– yourself. “Eine kleine Nachtmusik” or the “Habanera.” Or also the calypso with the limbo dance, which brought freedom to the slaves. These exist still, these rarities on Barbados: and especially my Mr. Ward, whom we engage every now and then so that he can sing us the most beautiful songs from the colonial times. But also the world-renowned Barbadian song princess, the music award winner Rihanna. And don’t forget the reggae sound of Bob Mar-

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

ley from Jamaica– with his engagement, he gave blacks hope of recognition, the courage to fight against their downtrodden social situation.

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

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

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

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



Wild Atlantic East Coast of Barbados:

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



I ENJOY MY LIFE

She made her first film at the age of 18, and at 60 is still considered by critics and fans to be Germany's most attractive and best actress: Iris Berben. A breakfast with Mrs. Right.

By Wolfgang Timpe and Harald Hoffmann (Photos)

Sometimes it's nice when clichés come true. It is an average, gray morning in Germany. In the lounge bar of the Hotel Regent at the Gendarmenmarkt, there is dignified breakfasting at small, intimate tables. The discreet murmuring comes to a halt; the eyes of the guests are caught by and follow the lady in the unostentatious silk-blend dress. A lightly sovereign walk, not an entrance. But her personality shines. She made her first film at the age of eighteen and, at sixty, is still considered by critics and fans to be Germany's most attractive and best actress: Iris Berben. The reporter's excitement before meeting her has dissipated—she makes it easy for him with her naturalness. A friendly greeting, an order for ginger tea and they're off. Breakfast with Mrs. Right.

Iris Berben has just arrived from a shoot, another twelve-hour day in front of the camera, and despite a slight cold, she emanates a fresh vitality that is contagious. What is there to the image of eternal youth that is attributed to her, time and again? "That's where people confuse something. Eternal youth, no, eternal life, yes. I would immediately drink from the bottle with the elixir." Well, isn't that another way of formulating the same longing? "No. I'd like to know how people will deal with

our society five hundred years from now. How will we human beings continue to develop? Within my short life, just think how rapidly medicine and technology have changed. I am in love with the idea of eternal life because I am so curious. I live intensely and just want to keep doing so. That's it."

Zest for life – and work. Iris Berben makes an average of three films a year. "Last year I was traveling for eleven months – in Sweden, Munich, South Africa, Vietnam, Beijing and Mozambique – and I enjoyed it! Making films is my homeland." A vagabond's life that has its private fixed points in private apartments in Berlin ("my center"), Tel Aviv and Lisbon, where her 88-year-old mother Dorothea lives and whom she visits as often as possible – also because of the sea. "Ah, I love the Atlantic coast near Lisbon: wild, unpredictable and freezing cold. I like the sun and the storms, and that everything changes five times within an hour. That has a lot to do with life." And whom does she lean on while travelling, who accompanies her? "That's Paul Berben, the most important guy in my life. He is a reliable ladies' man and a humorous accomplice. He is my dog." She laughs exuberantly about her soul-flatterer Paul, a Jack Russell terrier. Her eyes light up like on a child's birthday when she talks about Portugal and Paul; one quickly for-

PHOTO: INGRID PETITJEAN/SHUTTERSTOCK.COM

Paul Berben is the most important guy in my life. He is a reliable ladies' man and a humorous accomplice. He is my dog.



The Atlantic coast near Lisbon and Iris Berben: "Ah, I love it: wild, unpredictable and freezing cold. I like the sun and the storms, and that everything changes five times within an hour. That has a lot to do with life."



gets that one is speaking with the sprightly grande dame of German television and cinema. Iris Berben made her debut in 1969 with the movie “Brandstifter” (“Arsonist”) made by a young filmmaker. (“I just played myself in a naive way; I couldn’t do that now”); she helped make a success of the ARD comedy series „Sketchup“ (“From Diether Krebs I learned how to develop characters within a few moments”); made a cult figure out of the ZDF commissar “Rosa Roth“ (29 episodes since 1994); and she has made a name for herself and for television with great female roles in the series “Krupp” and “Die Patriarchin“ (The Matriarch).

Her life began rather unspectacularly in the small town of Detmold in the region of Lippe, where she spent the first four years of her life. Has anything remained from that short time? “My stubbornness certainly has something to do with the eastern Westphalian character. I know very well what I want and how to get it.” Yes, Iris Berben was never quiet.

FINISH THE SENTENCES IRIS BERBEN

Frango Na Pucara is ... one of my favorite dishes, and I cook it well. I seduce my friends with it. It is a typical Alentejo dish with chicken and lots of garlic, tomatoes, onions, sherry, white wine and port.

Discipline ... occupies such a prominent position in my life. Sometime I’d like to be that wild, maladjusted, obstinate child again. But when filming, they sometimes say that I „haven’t completely unlearned it“ ... (laughs).

Incense ... conjures up an immediate memory of childhood. Incense means the Catholic Church to me, a place of peace – but also a place of fear and uncertainty. That is why I separated myself from the Catholic Church at one point. It is not

constructive – for me. I am always a little suspicious of religions as institutions. Too many wars were, and still are, fought in the name of religions. I am free of religion, but faith is important to me.

Family ... is small but fine.

Sex, drugs & rock ,n’ roll. absolutely go together! I didn’t leave any of them out. And that’s the only statement that I’ll make about that.

Political correctness ... is a protective zone for many people; they stay in that zone because they can’t do anything wrong there. For me it’s important to rush ahead, to sometimes forget about political correctness. So that you’ll stand upright. I’m absolutely in favor of that.

Compared to Germany, Israel has ... the weather! They have the sun. Life there is outside-oriented, and that’s also why people communicate with each other. Life takes place on the street. We don’t have that in Germany.

In Tel Aviv ... I always have to eat falafel first, right away. You have to enjoy the night life intensively after having spent the day on one of the crazy beaches.

Durability ... is the opposite of the throwaway society. Being able to get along, to stick to your guns. Being open for new things, not just avoiding difficulties thoughtlessly.

My 88-year-old mother ... has always supported me, in my non-conformity as well. She

The nuns of the Catholic Sophie Barat School of the Sacred Heart Order also found that out. After her parents divorced, Iris Berben grew up with her mother and grandparents. She flunked out of three boarding schools, failed her school-leaving exam (“I was lazy”), moved into a student dormitory at 17 and lived the wild years around 1968 to the full – with modeling and acting as well as sex, drugs and rock ‘n’ roll. “They went together, absolutely! I didn’t leave anything out. And that is the only statement I’m making about that.” Of course. The rebel Iris Berben took in the spirit of the times – and found, alongside acting, her center: political commitment. “The Catholic convent school in Hamburg was my formative time. The boarding school replaced my family and suddenly I had lots of siblings. Everything was very well organized. And when I was kicked out, I instinctively became conscious of the narrowness there and of being cut off from real life.”

is an intelligent, humorous and demanding woman. I try to spend as much time with her as possible. She is one of the very few important, influential people in my life.

Jerusalem is ... for me the cradle of the religions, just as Africa is the cradle of humanity.

The word „erotic“ ... I can live with it, but not with „sexy.“ Erotic has something to do with sensuality. And senses have to do with enjoyment. Of course I enjoy my life. I am in the fortunate situation of doing what gives me joy, and I have a profession that brings me joy.

The time around 1968 ... was influential for Germany and for me. I am glad to have experienced

that period so consciously because it sharpened my mind and caused me to question things.

The school-leaving exam ... I never passed it. I lived in a student dormitory at 17 and was easily seduced by the fragrances of resistance and freedom, flower power and changing the world.

Long hair ... I used to find important, both with girls and boys. At the boarding school, the boys’ hair wasn’t allowed to touch their collars. That influenced me and my love for long-haired beatniks.

The young iPod generation ... isn’t me. I am a late bloomer in that regard. Now I do have an iPhone and an iPod, but no computer. Nor do I write

any e-mails. Instead, I have a wonderfully functioning office. My rejection of the Internet has to do with the fact that I simply must have more living time for myself. With my curiosity, I would swim away in the plethora of possibilities offered by the Internet.

I pray ... sometimes to my own surprise. The point is not always to ask for something. Sometimes I just say thank you. Because I think it’s great that some things have worked out.



IRIS BERBEN

lives in Berlin and was celebrating her 60th birthday last year. Born in Detmold, she grew up in boarding schools and began her career at 18 as a model and film actress. Iris Berben made the ARD comedy series “Sketchup” famous, also making a cult figure out of the commissar of the ZDF series “Rosa Roth.” Her trademarks are acting credibility as well as passion and emotionality – for example in great TV series such as “Krupp” or “Die Patriarchin” (produced by her son Oliver, born in 1971). She lived together with the Munich restaurateur Gabriel Lewy for 32 years; stuntman Heiko Kiesow has been her partner since 2008. She has won worldwide recognition for her efforts toward reconciliation between Germany and Jews, travels the country presenting readings (“Hitler’s Table Talks”) and supports brain research at Hebrew University in Jerusalem with her own funds.

Iris Berben fell into the 1968 scene and became "quickly seduced by the fragrance of resistance, freedom and life. School no longer had top priority." Berben the hippie? "Yes," she smiles, over 40 years and 70 films later. "Flower Power, the Rolling Stones and changing the world." Is revolutionary romanticism a part of this? "The time around 1968 influenced and changed Germany. Democracy and taking a stance were demanded and hierarchies questioned. I am glad to have experienced this time because it sharpened my mind and caused me to question things."

The spirit of the times creates fashion and influences characters. Alongside a healthy rebelliousness and an unwillingness to put up with certain things, her later commitment against racism and efforts towards the reconciliation of Germans and Jews were taking root. Asking questions became second nature for her. "What I always liked about the Jewish faith is that you ask questions. You never stop asking yourself questions or asking the rabbi questions. For me, this was completely different from the Catholic Church with its one dogma. The Jewish religion lives from a lively exchange."

But the public today requires ever more energetic solutions. Isn't that legitimate? "It is only through questions that you get answers. There is no one answer to life. That would mean knowing everything, after all. It makes sense that we retain an eternal longing." The Berben zest for rebellion of the earlier years still resonates. "Since the time of my consciously experienced youth, doubt has been my favorite word. Nothing is a matter of course. One doubts oneself and other things, but I am never desperate, I just ask questions. Doubt is an incredibly good motor for getting to the bottom of things." For all the commitment Iris Berben brings to her film characters, portraying them with passion, emotionality and credibility, the public simultaneously accepts the admonishing and critical aspects as the authentic Iris Berben awareness of life. Why? "Maybe because I don't play any roles," the actress succinctly replies. But she plays the role of the successful woman extremely successfully, both in films and in life. And the book "Women Move the World," in which she introduces 24 biographies of women is no chance occurrence. Is Iris Berben a femi-



Self-assertion and Iris Berben: "I am vain, but especially in my work. I want to work with good colleagues. I was never all that ambitious."

vain, but especially in my work. I want to work with good colleagues. I was never all that ambitious." And where, then, does this great will to self-assertion come from? From her mother? "She was a living example of everything that you could learn about emancipation. I had no parental home that I had to rebel against. But my mother always accompanied me through life very well. That made up for everything"

Lisbon, Tel Aviv, Berlin – where does Iris Berben feel most at home? "Home for me is not a place where one feels warmth and comfort. Home for me means traveling, making films, presenting readings and having a few trusted people – that's home for me." We understand. Iris Berben. She is too curious to sit still at home – and too disciplined. "I have to go, don't want to be late." She says it, stands up energetically, says good bye and leaves the bar of the Regent with clear steps. Have a good trip, Mrs. Right.

nist? "I am not a classical feminist, but feminist thought is of course extremely important to me. I am in favor of us women being networked. We women are less strategic than men, more emotional, and that's why it's good that we should exchange ideas with each other. Even in the area of salaries, women are still hobbling behind. The subject of feminism is by no means over." Period. A little bit of Gerhard Schröder is everywhere.

And how does one become a strong woman? "I don't like the term 'strong woman' at all. I have strength and energy, but I'm not a superwoman." And how, then, does one manage to stay on top in the film and television business for over 40 years? "With discipline. I need it for my profession. Sometimes I'd like to be that wild, maladjusted, lively, strenuous child again. Although they sometimes say, during filming, that I haven't quite unlearned that yet," she says, laughing at herself a little bit.

But isn't discipline also part of healthy competitive thinking in order to be successful over so many decades? "I am



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Pure driving pleasure.
(Sixt has BMW)



»I am a man who loves black music«

A man shows his size – and format. Dr. Mathias Döpfner, 6'7" and CEO of Axel Springer AG, speaks with Wolfgang Timpe, 6'3" and editor in chief of GoSixt, about African American music, contemporary art, and remaining humble and down-to-earth.

Berlin, Axel-Springer-Str. 65, 18th floor, the management floor, above the sky of Berlin, Friday evening. He has already read 14 newspapers this morning, spent the day in London and Brussels dealing with publishing issues, and is now coming around the corner after a 12-hour day at a brisk and casual pace in an ultra-modern herringbone suit with shark-collar shirt and light-blue necktie "Good evening, I'm Döpfner. Shall we begin with the photos or the interview?" The man gets to the point – and is charming. Dr. Mathias Döpfner, 46, CEO of Axel Springer AG, controlling over 150 newspapers and magazines in over 27 countries. As a manager he provided his publishing house with the best operating results during the financial crisis and also has time for a private life. Together with a friend he purchased the Cold War museum Villa Schöningen for himself and the public. He is a patron of the arts in manager's clothing.

WHAT MAKES THE CEO OF AXEL SPRINGER PUT MILLIONS OF EUROS OF HIS PRIVATE FUNDS INTO VILLA SCHÖNINGEN IN POTSDAM TO FINANCE A COLD WAR MUSEUM? DO YOU HAVE TOO MUCH MONEY?

Dr. Mathias Döpfner: No. You always have ten percent less than you want. So even from the beginning, money was not the focus of this project, but rather giving something back to the community. I have always had this idea of doing something charitable for the public when the opportunity for it comes along. I would like to do something for others because I have had a very fortunate life.

HOW DID THIS OPPORTUNITY COME ABOUT?

I live in Potsdam and have observed the ruinous condition of that house for ten years. Then this opportunity came along to purchase it, which I did together with a friend. We said, this is our chance to create an open public space at this historic location on the Glienicke Bridge and renovate this house not only for conservation but also in remembrance of its history: the bridge connected a divided Germany and was where agents were exchanged during the Cold War. The bridge is a symbol of the division and reunification of Germany, and we therefore felt it was a wonderful idea to create a type of freedom museum at that location.

BUT THE FACT THAT IT WAS THIS PROJECT IS JUST A COINCIDENCE SINCE YOU HAD PROBABLY DRIVEN PAST IT OFTEN, RIGHT?

I drove past it every day, morning and night, noticed its ruinous condition and always asked myself, Why doesn't anyone do something about this? Then I tried to contact the owner and after a while he was ready to sell it.

DR. MATHIAS DÖPFNER

studied music, German studies, and drama in Frankfurt and Boston. As a journalist he began his career in 1982 as a writer in the editorial staff of the supplement pages ("Feuilleton") of the Frankfurt newspaper "Frankfurter Allgemeine Zeitung" (FAZ). From 1988 to 1990 he was the managing director of the PR agency KulturKonzept in Munich and was a correspondent for the FAZ in Brussels until 1992. He was then internationally active as a managerial assistant for the Gruner+Jahr publishing house in Paris and became assistant to CEO Gerd Schulte-Hillen in Hamburg in 1993. From 1994 to 1996, Döpfner was the editor in chief of the weekly "Wochenpost" newspaper, then from 1996 to 1998 he was the editor in chief of the Hamburg tabloid "Hamburger Morgenpost." Since 1998 he has been working for Axel Springer AG. He was first employed as the editor in chief of the newspaper "Die Welt." The trained journalist and music critic was made a member of the management board in 2000 and has been CEO and head of the newspapers division since 2002. Among other things, Döpfner is also a member of the Supervisory Board of Time Warner Inc., New York, a member of the Supervisory Board of RHJ International SA, Brussels, and a member of the Supervisory Board of the German Press Agency (Deutsche Presse-Agentur). He is also a member of the American Academy, the Aspen Institute, the American Jewish Committee, the Ben Gurion University of the Negev, and the EPC (European Publishers Council).

PHOTOS: CHRISTINA KÖRTE

BUT "A WHILE" MEANS A FEW YEARS IN THIS CASE, DOESN'T IT? It took around seven years.

YOU CAN BE PERSISTENT?

Yes, I am very persistent.

THE GROUND FLOOR OF VILLA SCHÖNINGEN HOUSES THE PERMANENT EXHIBITION "SPIES. WALL. CHILDREN'S HOME" ON THE HISTORY OF THE HOUSE AND THE GLIENICKE BRIDGE. ON THE FIRST FLOOR ABOVE THAT THERE ARE TEMPORARY EXHIBITIONS OF CONTEMPORARY ART ON DISPLAY DEALING WITH THE THEME OF "1989." WHY ARE YOU PRESENTING LEIPZIG'S WORLD-FAMOUS ARTIST NEO RAUCH ON THE FIRST FLOOR, FOR EXAMPLE?

In the "1989" display, the artists use their respective works to come to terms with the end of the Cold War in completely different ways. As an East German whose work has been greatly inspired by this topic, Neo Rauch will naturally play a primary role in this. He is, after all, one of the most important contemporary artists dealing with this topic.

WHAT DO YOU LIKE ABOUT NEO RAUCH'S ART?

I like the ambiguity and thus the great power of association found in his surreal worlds of images. There is a very irritating sensation I get from it, but that's the thing: If an image bothers you at first, then you ask yourself, "What is this supposed to be?" And the more you think about it and add your interpretation to it, the more the image grows on you. This effect has a great deal of substance in Neo Rauch's works.

THE "1989" EXHIBITION ALSO INCLUDES WORK FROM INSTALLATION ARTIST JOSEPHINE MECKSEPER. BOTH ARTISTS ARE OVERSEEN BY GALLERY OWNER GERD HARRY LYBKE (BORN 1961) AND HIS GALLERY EIGEN+ART. ARE YOU A FAN OF THE NEW LEIPZIG SCHOOL?

Harry Lybke is one of the most interesting German gallery owners, and his Leipzig heritage has also defined the New Leipzig School in his gallery. It is therefore no coincidence that his artists are represented for the topic of "1989." I would like to emphasize, however, that the exhibition is directed by Gerald Matt, Director of the Vienna Art House, and that he selected the works.

WERE YOU INVOLVED?

No. If you want to be involved, you should curate the exhibition yourself. I don't feel up to it and wouldn't be interested anyway.

SERIOUSLY? BUT DOESN'T THE ART LOVER MATHIAS DÖPFNER COLLECT ART AND KNOW ABOUT ART?

I do collect art myself, but my focus is on female nudes and that is a completely different subject area. That is purely a

private interest of mine for visual arts – from Rembrandt’s strokes to contemporary installation work. But Villa Schöningen is focused on the Cold War, the division of Germany and its reunification, freedom and oppression, totalitarianism and anti-totalitarianism. That should be left up to the pros who have been trained and studied it.

HOW DID YOU GET INTERESTED IN COLLECTING FEMALE NUDES?

The first images that I bought from the painter Johannes Grützke were naked women, simply. I obviously have a particular affinity for them. And the more time I spend on it, the more it interests me, because the presentation of the female body as an erotic element in art is one of the greatest fundamental impulses that has driven the history of art. Eroticism and religion are the two central themes in art history, that is to say, striving toward the divine or the eternal feminine. And so I naturally chose the eternal feminine (laughs).

YOU HAVE SAID THAT VILLA SCHÖNINGEN IS TO BE A “PLACE OF JOYOUS FREEDOM.” WHAT DO YOU MEAN BY THAT?

This place is intended to illuminate the shadowy sides of oppression that were actually present there. That place has lived through tragic times, was occupied by the communists and the Nazis, it drove the Jewish owners to suicide; then children were indoctrinated according to socialist criteria in the East German kindergarten there, directly on the Wall, where people were shot dead just a few yards away. That is the very sad chapter in the history of the villa. Nevertheless, I find that this place is quite beautiful with its wonderful architecture by Ludwig Persius. At this place, which Alexander von Humboldt claimed had “one of the most beautiful views of the world,” people should also be able to enjoy the beautiful side of freedom by sitting in a garden and drinking a bottle of wine. Simply enjoying life! Villa Schöningen is not intended to be a dark and gloomy site of indoctrination or a political message with a wagging finger. We wanted to provide information and dispel misinformation on the one hand and also give the people a joyous and beautiful experience on the other.

”I LIKE THE AMBIGUITY AND THUS THE GREAT POWER OF ASSOCIATION FOUND IN NEO RAUCH’S SURREAL WORLDS OF IMAGES.”

SPEAKING OF THE VILLA: WASN’T IT DECADENT FOR THE PRUSSIAN COURT ARCHITECT LUDWIG PERSIUS TO PLANT AN ITALIAN-STYLE VILLA FROM TUSCANY RIGHT ON THE HAVEL RIVER IN 1843?

I don’t know if it was decadent, but it was visionary at any rate. Frederick William IV had a radical sense of aesthetics. He wanted the romantic view, the ideal cultural landscape. And for him the idea came from Arcadia, the Italian cultural landscape that is the embodiment of this aesthetic style, which I can understand very well. Prussia maintained a very open international culture to the world in its relationships with the Dutch, French, and Huguenots. Therefore the Italian style fits wonderfully.

TO YOU, WHAT IS ART, REALLY?



CEO Mathias Döpfner:

“I am a mixture of aesthete and carpet dealer, and I can bring these two sides together wonderfully here.”

Art is the traces of what humans have left behind in the stream of mortality. In its time, art makes unsettling statements which can, if it is really powerful, even touch, move, and inspire people in completely different contexts, in completely different times, even centuries later. That is the fascinating aspect of art.

YOU WERE A JOURNALIST BEFORE YOU SWITCHED TO THE MONEY SIDE OF THINGS AS CEO OF AXEL SPRINGER AG, INCLUDING A STINT AS EDITOR-IN-CHIEF OF THE “HAMBURGER MORGENPOST” AND THE “WELT” NEWSPAPERS. WHAT DOES THE JOURNALIST IN YOU HAVE THAT THE BUSINESSMAN IN YOU DOES NOT?

If you look at the world in a compartmentalized way, those are extremely opposite characters and profiles. I have never felt that there was a conflict within me, but rather that these are two sides of the same coin just as newspapers and the Internet are. First there are intentions for content and work, then there are the commercial intentions and economic aspects. Without good content, good journalism, you won’t have good business. That is something I become more aware of all the time.

AND WHAT DOES THE BUSINESSMAN IN YOU HAVE THAT THE JOURNALIST IN YOU DOES NOT?

I wish that the business also had such respect for the content. But he has to be a good businessman above all. A businessman who believes he could write better lead articles but is not in the position to increase ad revenues and does not pay attention to

”I ATTEMPT TO SENSE WHAT MY HEALTHY UNDERSTANDING OF HUMAN NATURE, MY INNER VOICE TELLS ME. I CLEARLY HAVE A GOOD SENSE OF THINGS THAT WILL COME AT SOME POINT.”

costs will hurt the journalism in the end. In the business of media those are truly two sides of the same coin. The core competence of the one is to write the best stories possible in the best language possible. And the core competence of the other is to make as much profit as possible at the lowest costs possible.

AS A CEO, IS THERE ANYTHING YOU MISS ABOUT BEING A JOURNALIST?

Just view me as a happy person. I can combine both sides of my personality wonderfully in this position. I am a mixture of aesthete and carpet salesman and I can bring these two sides together wonderfully here. That is a very lucky situation.

THAT’S AN UNDERSTATEMENT. AS AXEL SPRINGER CEO, YOU ARE ONE OF THE TOP TEN MOST INFLUENTIAL MANAGERS IN GERMANY, NOT TO MENTION JOURNALISTS. HOW DOES IT FEEL TO BE THIS POWERFUL?

It’s not as if I stand in front of the mirror every morning and become overwhelmed by my own importance and pace sulking in sorrow under the burden of my own responsibility. I hope that I have a healthy tendency toward self-criticism, for questioning my own decisions, because then I can maintain the requirement for success: humility. They say that once you start believing you are something then you’ve given up on becoming something. And if you’ve given up on becoming something then it’s all over anyway. I am constantly humble and have a great deal of respect for the next challenge. And from that a concern that something could go wrong. That makes me cautious. And so it’s like a lot of people: You have good days and bad days.

YOU EARNED A DOCTORATE IN MUSIC. HOW DID YOU GET THE IDEA TO DO THAT?

I always wanted to become a journalist. And when I asked an eighty-year-old friend who was a journalist for FAZ, „What do I have to do to become a good journalist?” he answered, “It doesn’t matter one bit what you study, just don’t study journalism. Study something that you enjoy.” And music was my great passion, so I studied music, German studies, and drama.

DID YOU PLAY PIANO AS A CHILD, AND WAS IT FUN OR TORTURE?

I began at six. And it was both.

PUNK, ROCK’N’ROLL, AND JAZZ WERE POPULAR WHEN YOU WERE YOUNG. WHERE DID YOU FALL IN THERE?

In 1983 I wrote a book about the New German Wave (Neue Deutsche Welle), which was the German-language pop music developing at the time. I enjoyed that. I have always been a man who loves black music. The only things I liked were what arose from the African American perspective: gospel, rhythm and blues, and soul. That was my music. And this led to the curious circumstance that I didn’t like the music other 20-year-olds were listening to at the time at all, while the music that 20-year-olds listen to today is actually my kind of music. I love current pop music. I am always happy about how that has developed. The style of pop music that I wished for 20 years ago is being played on the radio today. In addition to this pop music side I also like the opera, particularly Italian opera.

WHEN DO YOU LISTEN TO MUSIC?

Rarely, actually. Perhaps on the weekend or once a month at a concert or opera. That has changed a lot from before when I would listen to music from morning to night.

YOUR FIRST TEN YEARS AS A JOURNALIST, INCLUDING STEADY FREELANCE WORK FROM FAZ, WERE LOOSER BOHEMIAN TIMES. AND THEN YOU MADE A METEORIC RISE TO THE TOP IN JUST TWELVE YEARS FROM THE BEGINNING OF YOUR TIME AS AN EDITOR IN CHIEF. WHERE DID THIS SUDDEN DESIRE FOR A CAREER COME FROM?

I’ve often asked myself the same thing. Where did this sudden ambition for structure come from? I have always been ambitious about content. But maybe I was annoyed too often about my bosses when I was a freelancer for FAZ as a young journalist. And then I thought to myself, If you want to do it better, you just have to become the boss yourself. Then you can do everything differently. Many mistakes are still made today that used to drive me crazy back then, but I still try to hold on to that perspective I had from the bottom looking up. Not just always looking down from the top.

YOU LEFT YOUR POST AS EDITOR IN CHIEF AT “WELT” TO SWITCH THEN TO THE MANAGEMENT BOARD OF AXEL SPRINGER IN 1998. WAS THAT AN IMPORTANT STEP?

I loved working with „Welt,” and everyone was skeptical. But we had a great deal of success in a short amount of time, which was simply a wonderful time for me, and I actually never wanted to leave the management board.

DID THE FEMALE PUBLISHER PUSH YOU OUT?

It may sound coy, but a little bit. Sure, I’ve always had a strong will, but first I said, “I would like to remain editor in chief of ‘Welt.’”

NO LUCK.

Then I said, “Well then I’d like to become CEO.” And that’s how it happened.

AS SPRINGER CEO AND A NEWSPAPER ENTHUSIAST, YOU BELIEVE THAT THE E-NEWSPAPER OR ELECTRONIC NEWSPAPER HAS A FUTURE. WHY?

I believe in the future of newspaper journalism and the concept of a newspaper where professional journalists prepare information in such a way that people will enjoy reading it. But it really does not matter at all how much of that reaches the reader on paper and how much on digital distribution channels, the laptop or via cell phone. It comes down to the content. Young people simply prefer to find information via digital distribution channels because they are more mobile and flexible. I do not see digitization leading to the downfall of journalism. It is just another way to bring information and thoughts to the people. I view that as a positive thing. We have to concentrate on providing good in order to establish strong brands that the people trust. And we do that on paper and on the Internet. The iPhone could be the newspaper of the future. Why not?

YOU HAVE MANAGED TO SUCCESSFULLY SWIM AGAINST THE CURRENT. YOU CONSOLIDATED THE EDITORIAL DEPARTMENTS OF THE "BERLINER MORGENPOST" AND THE "WELT" NEWSPAPERS. YOU HAD THE BEST BALANCE SHEET DURING THE FINANCIAL CRISIS. HOW DO YOU BECOME A TREND?

Moving against the spirit of the times and doing something against trends has actually always been a driving theme in my life. I can only explain it by saying that I have a lot of momentum from within. Others' perception of me is not important to me. I attempt to sense what my healthy understanding of human nature, my inner voice, tells me. I clearly have a good sense of things that will come at some point.

IS THAT YOUR CONSERVATIVE NATURE?

You may call it conservative to go against the spirit of the times. But you could also call it extremely progressive because a short time later it becomes the status quo.

THE FAILURE OF THE ALTERNATIVE POSTAL SERVICE PIN WAS ONE OF YOUR DEFEATS THAT COST YOU MILLIONS. WHAT DID YOU LEARN FROM IT?

That you should concentrate on doing what you are capable of doing. We are a content producer and not a postal distribution company. It was a mistake to believe that we would be able to have the same success in that area as well. It was not our core competence so we did not recognize the political forces playing out behind the curtains well enough.

IN 2007 YOU RECEIVED THE LEO BAECK MEDAL FOR YOUR EFFORTS IN



PHOTO: VILLA SCHÖNINGEN

Museum Villa Schöningen

The Villa Schöningen is located in Potsdam, outside Berlin, a few meters away from the Glienicke Bridge. On behalf of the Prussian King Frederick William IV, Ludwig Persius designed a house styled as an Italian villa for Kurd Wolfgang von Schöning (1789–1859), a major general to Prince Carl of Prussia, in 1843. After changing owners and falling into disrepair after 1945, the building was acquired by Dr. Mathias Döpfner and his friend Leonhard Fischer in 2007 and renovated for conservation. Today it is used as a museum.

GERMAN-JEWISH RECONCILIATION FROM THE LEO BAECK INSTITUTE OF NEW YORK. WHAT DOES THE JEWISH CULTURE MEAN TO YOU?

That has been a theme running throughout my life. In 1978 I saw the film "Holocaust" and to this day I can still say that it has had the most definitive influence on me of any film. It triggered strong impulses within me, so I traveled to Israel and I have been to Israel once a year since 1981. The Jewish culture has never flourished as strongly as with us in Germany – we have our entire educated classes and our intellectual status thanks to the Jewish culture in Germany. The fact that it was our country which planned and enacted anti-Semitic genocide remains a trauma of the German people to me. We simply must do everything in our power to ensure that something

FINISH THE SENTENCES Dr. Mathias Döpfner

Internet and newspapers

... are two sides to the same coin and should complement each other instead of competing. The Internet sometimes steals content from newspapers without paying for it. We want to change that. If an online offer is made under the same brand as the newspaper, it will be its best friend and stabilize the circulation and success of the newspaper.

Music means ... For me it has just become a hobby in the meantime. It used to be my profession.

Income for a publishing house ... is not everything. But without income there is nothing else, because profit is still always the foundation for a healthy

and social company that is friendly to its employees.

The painter Neo Rauch ... has works on display with us at Villa Schöningen and is one of the most interesting contemporary German artists.

Reducing costs ... is an important ongoing process in order to remain successful particularly during times of crisis to provide employees with a secure position.

A CEO must be an example, but may also be human with weaknesses.

Education means ... not just understanding the culture and history of humanity so that we can

better shape the future, but also educating our hearts.

German car manufacturers should ... not call for help from the state.

Someone who is 6'7" ... sometimes stands in the way of other people.

For me personally, "Bild" is ... Germany's most powerful and successful name in newspapers that is often a joy and a pain to many. But what Heiner Lauterbach said is also true: "You haven't lived until you've had a proper conflict with 'Bild'."

Reporting to a female publisher ... is something I've never experienced because our primary shareholder

Friede Springer, likes to insist that the only thing she "publishes" is her glasses when she misplaces them.

Patrons of the arts should ... hold the promotion of the art to be more important than self-promotion, otherwise they are not patrons but rather self-publicists.

Growth is ... a requirement for a healthy company. But growth for growth's sake must not be the goal.

Those who don't generate profit ... have to work especially hard. If things are going poorly, you must do more.

"Deutschland sucht den

Superstar" ... is a great innovative TV format because it promotes the idea of competition but is entertaining at the same time. That is why slipups are also a part of it sometimes.

Defeats are ... very important to long-term success. If you can get up again after a defeat then you are all the stronger for it.

The Black-Yellow Alliance is ... a great opportunity for Germany if they deliver on their campaign promises. We need freedom and competition and not redistribution and stagnancy.

Rachmaninoff and Mathias Döpfner ... are connected by a tendency toward the melancholy.

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Which traffic light, officer?
(Sixt has BMW convertibles)



Truth ... must always be sought by all journalists, but they should not be self-righteous about it because the truth can also be very complicated sometimes and can have different sides.

The philosopher Karl Popper's statement "I know that I know nothing" ... can only be beaten by a quote from a theater critic whom I greatly admire, Georg Hensel, who said, "What do you mean, semi-educated? What boasting. I don't even know a quarter of what there is to know."

Music criticism can ... promote passion for and engaged examination of music. But the same applies for music critics as for all critics: you do not have to be a trick-shot artist to recognize when someone else has hit the mark.

In 2010, theater directors should ...

be really brave and modern by breaking away from the modernisms and attitudes that have arisen in the director's theater over the years and instead dare to try something new again.

The Nobel Peace Prize for Barack Obama ... was very risky for him. But he made the best of it with a brilliant speech.

The year 2012 ... will be better than the year 2010.

Freedom of opinion ... is the most important foundation for a true democracy. Freedom of opinion in Germany ended symbolically with the book burnings in 1933 and we all know what that led to.

For me, mobility is ... an expression of personal freedom because I can choose where I want to be at any time. Mobility also has its dark side, however,

such as when you can't decide where to go, but for me that is when you have to take responsibility for yourself.

Home is ... very difficult for people like me so constantly on the go and not often at my house, but home is where the people you love are. Home can therefore be many places throughout the world.

Happiness ... can only be a brief moment. It is an emotion that can never last or be controlled. I do not believe that there is any sort of ultimate happiness, but rather just small moments of happiness: a cup of cappuccino on the balcony in the morning while blinking up at the sun. That may provide more happiness than great words.

The Villa Schöningen ... is my happiness.

like that can never occur again in any related way. There are also plenty of reasons why it is in our own best interest to coordinate our political, economic, cultural, and scientific activities with those of Israel. We can learn a lot from Israel. There is a historical reason for us as Germans to feel close to Israel, but there is also a reason to concentrate on our democratic Western values as an alternative model to the fundamentalist, religious, and radical movements in society. Friendship between Germany and Israel is a future project that is completely within our own best interests.

"THE ONLY THINGS I LIKED
WERE WHAT AROSE FROM THE AFRICAN
AMERICAN PERSPECTIVE:
GOSPEL, RHYTHM AND BLUES, AND SOUL.
THAT WAS MY MUSIC."

WHAT ASPECT OF ISRAEL COULD BE A MODEL FOR GERMANY?

Just one aspect, for instance, is the enormous role played by excellent research in science there. In Israel, the research budget is five percent of the GDP, whereas it is only a bit above two percent for us. Israel is also rated several places higher than Germany in terms of innovation. Despite being so small, Israel is insanely successful in intellectual areas. We could learn a lot from their deeply embedded principles to strive for excellence and education, to know more.

SIXT WILL BE CELEBRATING ITS 100-YEAR ANNIVERSARY AS A FAMILY AND COMPANY IN 2012. WHAT IDEAS DOES THE CEO OF THE AXEL SPRINGER PUBLISHING HOUSE HAVE FOR THIS OCCASION?

Erich Sixt was unbelievably impressive and influential to me at a very early phase as I grew from someone focused on content to becoming a businessman. That was partially because of his objective corporate success, but it was also due to the tremendous energy, down-to-earth manner, and straightforwardness of this person which I experienced a few times in larger and smaller groups. One time he was asked by a group of McKinsey-like strategists and consultants, "Mr. Sixt, what is your actual business strategy?" He responded, "The total destruction of the competition." This sentence is first humorous and second eerily honest. It has made an impression on me to this day.

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enjoy the sunshine.**
(Hire the Mercedes-Benz SL at sixt.com)

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

PATRICIA RIEKEL CAN THE MINI BE A SIN?

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

By Wolfgang Timpe and Erol Gurian (Photos)

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

For before Bruno can gobble up the pig's ear that the reporter has brought along as an active bribe, he has to play dead, lie down on his back. The playful game for the snack is fun for everybody. When the dog's good, everything is good. Yes, this is how Patricia is. Patricia Riekkel knows what she wants. Strong women have clear ideas. When it's important, (dog)men must be able to sense this. And her colleagues on the editorial staffs of "Bunte," "Instyle," and "Amica" must too. Journalist Riekkel is not just editor in chief of "Bunte," she is an esteemed and respected institution. Week by week, "Bunte" prints who has fallen in love or who is getting separated, who is marrying whom or who has betrayed whom, who is getting



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

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

Patricia Riegel has been the editor in chief of the Burda People Group since summer 2007. As editor in chief of the magazine "Bunte," the star magazine "Instyle," and the fashion magazine "Amica," she is responsible for all journalistic formats – print and online. The 58-year-old trained journalist (internship in 1968 at the "Münchener Merkur") grew up in Bernried on Lake Starnberg. She gained newspaper and magazine experience ("Augsburger Allgemeine," "Quick," "freundin," "Gong") before she was named editor in chief of "die aktuelle" in 1995 and then, two years later, of "Bunte."

divorced or being forced out of the profession. Not always with the agreement of those affected. But the trained journalist Riegel (see biography above) does not contest this: "We heed personal rights and the private sphere. We do not look into the living room or garden of anyone who does not want us to." This applies to show business people and captains of industry, as well as to princes, lords, and kings. So then why is there always aggravation, for example with Monaco or uncloaked prominent people? Because prominent people are often wound the wrong way. "They cannot determine what we, the journalists, want or do not want. As part of this media landscape, prominent people must put up with the fact that their behavior is judged." Period. Here there is a slow-burner: love. Whether ZDF moderator Maybrit Illner and telecom boss René Obermann declare their love ("And suddenly it was love!"), RTL jun-

gle witch Caroline Beil falls head over heels with a series star ("In love! He is 16 years younger ...") or ARD talk star Anne Will no longer wants to hide her affection for media professor Miriam Meckel ("Her great love is a woman"): the "Bunte" headlines set the tempo of the most important thing in the world. Does this life expert have tips as to why love so often leads to catastrophe? "Because frequently there is no respectful distance between two people. Love has to be able to go its way, make its decisions. Love also includes secrets. I am against telling everything." Journalist Patricia Riegel is Germany's director of hearts. She orchestrates the media ballyhoo of great feelings of lust and frustration. As the chronicler of happiness and unhappiness, the "Bunte" front woman, who has been responsible for the most important German media prize, the "Bambi" for 11 years,



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



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



has developed an even more successful profile in her high office: Patricia Riegel is the first lady of emotions. This was not exactly always the fate of this 58-year-old writer and professor's daughter (philosophy and psychology) as the middle of three children. Rather, journalism. "I always wanted to write," she remembers. No wonder, given her father, who in addition to books also, as screenwriter Harald Bratt (a pseudonym that he took on during the Nazi era so that he could keep working), wrote more than 20 film scripts. Early on, Patricia received a red children's typewriter. As a child, she also spent every afternoon in the Tutzing library, on Lake Starnberg where she grew up. Patricia Riegel read and read and read. This had an impact on her professional desire to become a journalist ("while my friends were demonstrating in 1968, I was doing an internship with the 'Münchner Merkur'") and also fulfills an important prerequisite of her longtime partner in life and love, Helmut Markwort, the founder and Editor-in-chief of the news magazine "Focus." Laughingly, she cites his clear relationship principles: "I never want to wake up next to a woman who does not know Carl Zuckmayer and who drives a Japanese car." It is important to drive a BMW in the Riegel-Markwort household. The top journalist at the Burda Verlag normally rides in a 7-seat limousine and she drives a BMW X3 ("with it, I can climb any mountain in any weather"). Patricia Riegel on fuel-driven status symbols: "Men in my position drive big, fat cars, they need lots of steel and horsepower. For women, a car is to

love." So, is the people-revealing queen a wimpy driver? Not at all. She got her driver's license at 18, bought herself a VW Bug with a divided windshield, and took off. "The freedom simply to drive, to stop where and when you want, that's very important. Driving a car makes me happy." Beaming, she remembers her first new car, a silver-gray Mini: "It is very nice for women with a concentrated body size." And it was chic and transported the feeling of feminine freedom. At 26, her "life as a privileged daughter" developed cracks. She bought a ticket to Bali on the black market she let go. From time to time, Riegel worked for the "young, fresh" Burda magazine "freundin." Working and writing were simply fun. "Women were rising up, it was like intoxication," she remembers about her "horribly inhibited" tween years. And suddenly you didn't wear a bra anymore ("Breasts were allowed to go in any direction!"), you took the pill, you went to Schwabing every night, and Patricia Riegel liked only painters and artists. It's clear she was attracted to the same things as her father back then. That the bookworm Patricia Riegel lives with Helmut Markwort ("a book man") makes for a happy partnership. And doesn't the fact that the daughter from a very respected family publishes elevated gossip in "Bunte" every week bother her? "No. We offer entertainment and information. 'Bunte' is a seismograph of our society, and without 'Bunte,' the world would be a poorer place." Really, scout's honor. And does she have an editor in chief recipe? "I rely on myself, my way of telling a story." With success. Since the summer, she has been the Editor in chief of the Burda People Group. The journalist as top manager. "Women should not abandon their careers. They

PATRICIA RIEGEL ABOUT **STATUSSYMBOLS:**
"Men need lead and Horsepower.
For women, a car is to love."

SIXT
 rent a car

Which one-way, officer?
 (Sixt has BMW convertibles)



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

FINISH THE SENTENCES

- I FIND MARRIAGE** ... nice, but not absolutely necessary.
- MY PERSONAL GOD** ... has the initials H.M. (Helmut Markwort, her companion and “Focus“ chief)
- WOMEN SHOULD** ... not abandon their careers. They present a challenge that everyone needs.
- I AM RELAXED** ... when I am at home*, book in her lap, the Zugspitze in view.
- A GERMAN DEER IS** ... “Bambi” and I would never eat venison.
- DIVORCES ARE**... somewhat relaxing, because you can concentrate on a new beginning.
- FAVORITE SONG** ... My favorite and my loved one's is Stevie Wonder's "I just called to say I love you."
- AGING CAN** ... be very liberating if you view it as further development of your personality.
- A WOMAN WITHOUT JEWELRY** ... is more beautiful than a woman with jewelry.
- COOKING IS** ... a great pleasure because I don't have to do it every day.
- YOUR BEST GIRLFRIEND** ... You tell her more than your male loved ones.
- ABOUT STYLE** ... I think it is important and society works better with style.
- LOVE IS** ... as important as breathing. Without love, we would live as if in a basement, without light.
- A DINNER WITHOUT FEINKOST-KÄFER** ... has never taken place in our house in Munich.
- A PEOPLE JOURNALIST** ... should not be too close friends with the people she writes about.
- WOMEN BORN UNDER GEMINI** ... think faster than others.
- PROMINENT PEOPLE MUST** ... put up with the fact that they are part of the media landscape and their behavior will be judged.
- TO ME, BEING YOUNG MEANS** ... being curious and not allowing things to come to a standstill.

* in Ambach, Starnberger See

present a challenge that everyone needs." And a company car. Patricia Riegel takes the reporters to the Mini dealership next to the newly opened BMW-Welt on the Petuelring in Munich. Mini? Yes, Mini. She has already test-driven the new Clubman and she was "completely enthusiastic." The "direct steering, similar to go-kart driving, gives me a secure, sporty feeling," and the "divided rear door is brilliant; it meets the needs of women, functions like a clothes closet." The Mini Clubman also passes the second company car check. The hip Hot Chocolate color, the fifth rear door for easy entry (for Labrador Bruno), and the "cozy and bullish radiator" of the Mini Cooper S Clubman excite her. "The snout is like the Bentley, and in the back seat, you sit as if in a lounge." Yes, and: can a Mini be a betrayal of status for the editor in chief of the Burda People Group? To this, Riegel responds as a woman born in Gemini ("We are faster thinkers than others") with a clear statement: "Women do not define power via their cars." For in the end, a car is "always a statement that you make about yourself." Personality instead of swank. And so you can just tell stories. Cut. Please look at the camera again. A last glance. In the BMW-Welt, the showroom gleams with the blue-and-white eco fleet. "Patricia, give it your all," calls the photographer. She can do professional posing. And this means authentically. Click, shutter closed, shoot successful. We leave the BMW mother ship, go outside. Fresh air. It is raining cats and dogs. Patricia Riegel's glances show relaxed satisfaction. "OK, Bruno, we'll buy ourselves a brown car with a Bentley snout." She laughs at her dialogue with her Labrador life partner. He is not interested in any Mini Clubman in Hot Chocolate, but only in going for a walk. Good-bye and see you later. Patricia Riegel and her Labrador step into the lights of the cars on the Petuelring. They disappear slowly in the rain and mist, Bruno dances happily around her. It is the beginning of a wonderful walk. Ciao bella, ciao bello. Until the next headline.



The mountain is not calling.
It's screaming with joy.
(Hire the MINI Countryman at low price at [sixt.com](https://www.sixt.com))

ON AND ON

Australia is alive. Whether the surfing coasts by Brisbane, the rainforest behind Cairns, the outback at Uluru, sunsets in Perth, the Great Ocean Road by Melbourne or the lifestyle in Sydney: Down Under – the happy medium of travel. By Wolfgang Timpe (text and photos)

Endless highway.

Cruising into the inner self. Hours of straight-ahead driving from the desert city Alice Springs to the Aborigines' mountain of life, Uluru, is like a gliding into deceleration.



DREAM WORLD



OPEN RACE TRACK.

Offroaders celebrate a frenzied rendezvous on Fraser Island's wide Pacific beach, and the 80 km/h speed limit signs are nothing more than a formal decoration.



PAINTED SEAS.

On the first day of sun after a long period of rain, the sea floor by the Whitsunday Islands shines with painterly shades of turquoise.



Origin of life.

Uluru Mountain, symbol of the Aborigines and emblem of Australia. The music of Aboriginal artist Geoffrey Gurrumul tells melancholy stories of courage and sadness.



Symphony of the senses.

The Opera House is Sydney's gateway to the world and an everyday musical companion for people on ferries traveling to the metropolis's neighborhoods and bays. Sydney is not really a city – it's an island of life in the Pacific Ocean.



LIFE
STYLE

Relaxed living.

On Australia's surfing coasts, like here at Noosa Beach near Brisbane, people wear their hair longer, their bodies are more toned and the nights are long. Experience the Down Under lightness of being.

Now, around early midday, legs are gradually becoming heavier, polo shirts hardly absorb beads of sweat after nearly three hours of marching, and the long-drained water bottles contain nothing more than sluggish, sticky air. Right before New Year's, winter dog days on the other side of the world: Sydney, or more precisely, the suburb Manly. After a bend and the soothing wind from the Pacific, wonderful freshness blows in our faces. Ahead of us lies the peak of North Head, high above the sea, the northern part of the entrance to the bay of Sydney. A panorama of sea hills with a view of South Head, the southern peak of the maritime gateway to Australia, stretches out before our eyes. Snow-white sailing ships cross the delicate aquamarine blue waves, and the green-yellow Sydney ferries travel back and forth between Sydney's Circular Quay and Manly Wharf. On the horizon the downtown skyscrapers doze majestically beside the Harbour Bridge. An Australian David Hockney painting of modernity.

Here, in Sydney Harbour National Park, the heavy mantle of vegetation of a former military site, it's possible to truly un-

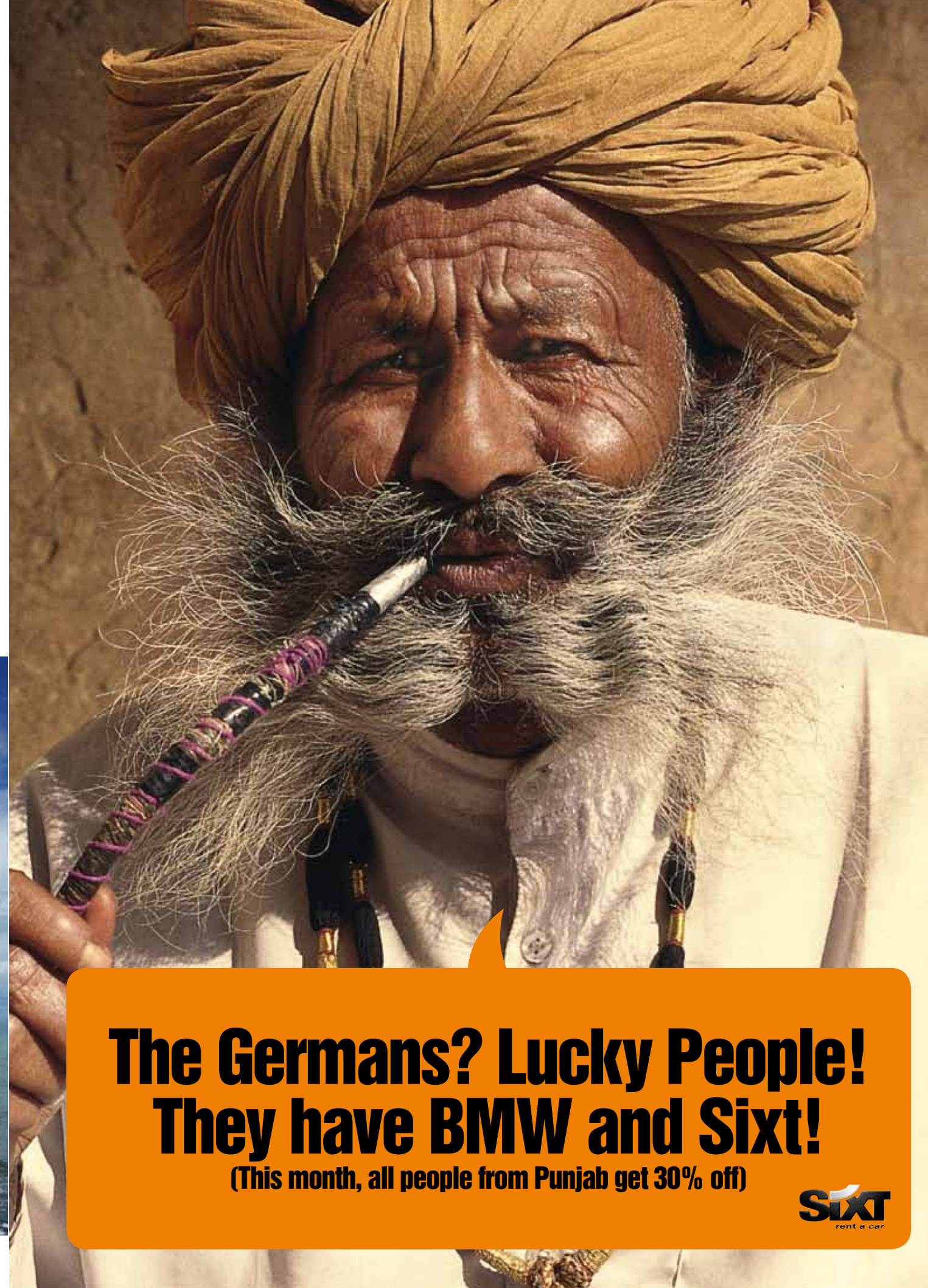
derstand the capital of New South Wales. The harbor metropolis with its thousand bays and hills is not a city. Sydney is an island of life in the Pacific Ocean. And it is precisely this light maritime oceanic identity that vibrantly leaps out in the midst of Sydney's canyons of buildings if you visit the 2nd floor of 320 George Street. In the trendy club "The Ivy," Sydney's happy few hang sociably around pool landscapes with takeout pizza and cocktails, the city center softly plays its urban music of car horns, blue light and church bells in the background, and life begins to take on a more relaxed flow even in the middle of the afternoon. Sydney never sleeps.

When casually sauntering along Australia's East Coast with a Hippie Camper and a cooler full of drinks, relaxed Sydney adventures assume the aspect of a fairy tale from another continent. In the small seaside resort Noosa Beach, famous for its internationally acclaimed annual jazz festival, it's possible to meet the spirit of Australia's East Coast on every corner. Here people wear their hair noticeably longer, bodies are more tanned and more toned, and the nights are extra long. Here the Down Under lightness of being seems to press a surfboard

The lushly radiant green of the tropics releases a quiet intoxication.

Natural solitude.

"Where the rain forest meets the ocean," says an advertising poster on the small cable ferry to Daintree. The Pacific kisses the rain forest at the transition from the subtropical sugarcane plains by Cairns to the tropics.



The Germans? Lucky People! They have BMW and Sixt!

(This month, all people from Punjab get 30% off)



Vastness, vastness, vastness: Solitary sub-tropical beach idylls on the "in" beaches of Mission Beach, refuge for the city-weary happy few from the metropolis Cairns.



Inhabited Outback wasteland: Caltex gas station with snack bar, jukebox and dancehall halfway on the road to Uluru.



Light beacon in Nirvana: Maria's lost Rolling Stone Hotel somewhere in the inhospitable nothingness between Brisbane and Cairns.

into the hands of every resident and visitor. The East Coast lifestyle has a name: the board. People don't go anywhere without it, because there's always a desire to surf away, anywhere and anytime. Relaxed living.

One fast car lines up patiently next to another, the 4-wheel drivers plough through the beach and the offroaders deliberately ignore the 80 km/h speed limit signs administrators have placed in the dunes. On the sandy Pacific coast of Fraser Island, horsepower junkies race over the snow-white sand against a turquoise horizon. John Wayne would have felt right at home on Fraser Island, which is like a Western paradise. The height of enjoyment for offroaders with gasoline in their blood. At five in the morning, in the wonderfully sleepy small coastal village of Rainbow Beach (yes, all the names here sound like a poetic cliché), after a quick bath and a shot of coffee at the Hippie Camper, it almost seems like a matter of course during this blazing travel adventure through Australia that we see one of the most beautiful sunrises in the Eastern Hemisphere. From now on this happens every day.

Or is now the time to introduce differences of astonishment and magic that rush the European nature discoverer in Australia from one Fata Morgana to another? On the Whitsunday Islands, located in the southern realms of the Great Barrier Reef, nature paints color compositions in the sea that cause a classic turquoise Caribbean green to flow over the senses. After weeks of rain, one cloudless, hot sunny day, we are the first to gaze out over the bays toward Whitehaven Beach and see

Australien: Topsites to go

Offroad insider's tip Fraser Island: www.fraserisland.net

Whitsunday Islands, a natural miracle of the Great Barrier Reef:

www.tourismwhitsundays.com.au

Aboriginal place of worship Uluru (Ayers Rock), in the Outback:

www.therocktour.com.au

Rottneest Island, bicycling island near Perth: www.rotnestisland.com

Daily arrival via Sydney: emirates.de und lufthansa.com

Domestic flights within Australia: www.qantas.com.au

The travel bible for Down Under: www.lonelyplanet.de



Convert your pounds into pleasure.

(Hire the convertible BMW 3 Series at sixt.com)

Australian Cornwall near Melbourne: Wide surfing bays alternate with gruff stone formations that are thousands of years old on the "12 Apostles" coast.

an artistically painted mixture of green and blue that even the locals consider unique.

The palm-lined shorelines of Mission Beach pass by with their noble wooden getaway residences. These homes are owned by hip business people from Cairns, who enjoy subtropical recreation here and swim their morning laps inside enormous shark-safe nets that have been hung in the sea. For the easy-going camper trip it is now, north of Cairns, just one small step with the cable ferry over the Daintree River, but for mankind the mantle of vegetation offers a new cosmos. "Where the rain forest meets the ocean," boasts an advertising poster on the ferry. Yes, the tropical rain forest kisses the Pacific. It would be impossible to imagine more green hell emptying into the ocean. After the sun-drenched days on the coast and on Fraser Island and the Witsunday Islands, here sultry undergrowth and swampy mangrove monstrosities reign. The lushly radiant green of the tropics releases

a quiet intoxication. The leafy canopy of the rain forest and the endlessly joyful cacophony of the legions of tropical birds protect the European traveling with a camper from sunstroke. The green hell is a good place to seek shelter from the collapse of the ozone hole.

From above, on the flight into the center of the 5th continent, to Alice Springs, it is possible to see for the first time the incomprehensible jungle density the evergreen hell regrows on a daily basis. It's good that the chlorophyll shock lasts a while longer to get through the next miracle of nature in the Outback. A miracle? Yes. Or how else would it be possible to comprehend the way, in the desiccated red-sand desert planes surrounding Uluru (formerly Ayers Rock), the Aboriginal symbol of life, bright green plants lend the creative force of their fantastic character to the desert floor. On and on, the marking stripes on the asphalt and sandy tracks in the Outback seem to call to the traveler: Come into the endlessness in the middle

Inside-Out Melbourne

CULT AND CULTURE

The most European metropolis in Australia (3.9 million inhabitants) is a long-time competitor with everybody's darling, Sydney. The harbor city scores points with top contemporary art galleries, a young music scene as well as the sailing laissez-faire lifestyle of the south. See for yourself!

www.visitmelbourne.com

GREAT OCEAN ROAD

The 5th continent's coastal street of dreams. It starts by the wild surfing bays of Torquay and extends along the wild stony coast with the mythical formations of the 12 Apostles, finally ending in Warrnambool. A drive all visitors to Melbourne need to make.

www.visitvictoria.com/Regions/Great-Ocean-Road

BED AND BREAKFAST

On Melbourne's 160-km-long Great Ocean Road, turn toward the country's interior. Australia's exquisitely romantic Rosamunde Pilcher treasures in the state of Victoria. Idyllic B&Bs – lavender included! HEYTESBURY HOUSE; 33 Parrott Street, Cobden, Victoria 3266; T. +61 3 55 95 18 00

www.heytesburyhouse.com.au



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Relaxed New Year's party at the Opera House with over a million visitors, with a view of the Harbour Bridge: a joyful pause at the end of the world.

Pacific poetry at the New Year's fireworks.

of Terra Australis. And staying is the only way the visitor can experience the magical melancholy that the violetly blooming flora and fauna unfold after such long rains. Don't rush back to the centers of civilization in the desolate small Outback town of Alice Springs. Spending the night at Uluru is the most important gift anyone can give to themselves in the Outback. Only after having listened into the silence within the endless vastness in the evening and the morning is it possible to have a sense of the myth-laden magic of the happiness of the Aborigines' nature and their alienation in the current white-dominated age.

The wonderful music of the Aboriginal artist Geoffrey Gurrumul tells melancholy stories of courage and sadness, of the awakening and hope of the once forgotten original inhabitants of Australia. If Australia's multicultural society, which is shaped by white European culture, had not come to terms with the past of its original inhab-

itants, the people at the end of the earth would never have found their cultural center. Australia – land of creative natural diversity. Continent of astonishment, of lightness and lived deceleration.

The cascades of fireworks that paint Pacific poetry in the night skies above Sydney's Harbour Bridge and at the foot of the Opera House are the second (after New Zealand) to announce the new year. Like these fireworks, the unique diversity of nature and landscapes explode before the eyes of the visitor who travels through Australia. Whether the surfing paradise on the East Coast, the rain forest north of Cairns, the Outback solitude on Uluru, the brilliant sunsets in Western Australia and the seclusion on the bicycling island Rottnest near Perth, or the Rosamunde Pilcher romanticism on the wild Great Ocean Road near Melbourne or the nonchalant lifestyle in Sydney: Down Under represents the happy medium of travel.

Sydney hot spots

PARK HYATT SYDNEY

Hotel, restaurant

You won't find a better location. At the foot of the Harbour Bridge and across from the Opera, the building and the Living Room Restaurant captivate visitors with their placement right on the water. Floor-to-ceiling windows allow guests to enjoy the view of ferry traffic.

PARK HYATT SYDNEY; 7 Hickson Road; The Rocks; Sydney, NSW 2000; Tel.: +61 2 92 56 12 34
www.sydney.park.hyatt.com

HUGOS MANLY

Restaurant, bar, lounge

Cosmopolitan Sydney: all of Australia gathers here for multilingual international service. Both world travelers and locals feel at home here, Sydney's best beach for swimming. Cocktails, food, atmosphere: relaxed!

HUGOS MANLY; Manly Wharf, East Esplanade, Manly, NSW 2000; Tel.: +61 2 81 16 85 55
www.hugos.com.au

SYDNEY FERRIES

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Public mass transit swims. The ferries are the lifeline of the metropolis of 4.4 million people and offer relaxed travel into the city of a thousand bays and hilly neighborhoods. Meditation in motion, constantly passing by the Harbour Bridge and the Opera House.

SYDNEY FERRIES; Circular Quay, Sydney, NSW 2000; Tel.: +61 2 92 46 83 00
www.sydneyferries.info

THE IVY

Restaurant, bar, lounge

A visit to Sydney without having experienced the outdoor and indoor hotspot IVY, complete with pool landscape, would mean: not having encountered Sydney's young business and first class hippie generation – and traveling home without any sense of the Sydney attitude toward life. A must! **IVY;** Level 2, 320-330 George St., Sydney, NSW 2000; Tel.: +61 2 92 40 30 00;
www.merivale.com.au

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Surprise your wife with a chain of mountains for a change.

(Hire the BMW X1 at low price at sixt.com)



MOVIE

GOLDEN GIRL

New York likes her: the Berlin film producer Regina Ziegler has won the prestigious TV Emmy Award in Manhattan and has come to our screens in the 20-million-euro movie "Henry IV." Portrait of a femme furiosa.

By Wolfgang Timpe and Boris Rostami-Rabet (Photos)

Film and TV producer Regina Ziegler with her Emmy Award at the photo shoot in the Meilenwerk in Berlin:
"As an assistant at SFB, I soon realized I didn't want to do what other people say. I prefer being my own boss."



»Awards are acknowledgment for and recognition of good work. The awards always came to me. They wanted me.«



Big Hollywood movie "Henry IV" from Berlin: romance and battlefield scenes with Julien Boisselier as Henry IV and Armelle German as Margot, daughter of Medici.



When you walk through the desert you want to leave tracks," she says, laughing uncontrollably – fortunately, at her little gag. For in her office, awards and accolades for high-quality TV shows and movies are piling up. Her name is Regina Ziegler and she has her own production company, Ziegler Film. "New York Times" called her "Germany's most successful film producer". What is this woman's trick? How has she got the world's most prestigious newspaper so excited? And why have the judges of the world's most famous TV awards in New York now given her an Emmy Award for her fictional documentary on a youth gang, the ZDF three-part series "Die Wölfe"? What makes this powerful woman of the big and small screen in Germany an Emmy winner?

It's simple: her entrepreneurial and artistic success. After all, the student from Weserbergland who dropped out of law school has produced over 400 movies and shows with her daughter Tanya Ziegler since 1973. Her celluloid reels contain the best German auteur movies of the 70s and 80s. Including such diverse and unique cinematic moments like the captivating "Sommergäste" (1975) by genius of the theater Peter Stein, Erich Kästner's moralist epic "Fabian" (1978), "Die große Flatter" (1978) which just had a big revival on DVD, and the thriller "Kamikaze" 1989

(1982) with Rainer Werner Fassbinder playing the leading role. There is also a never-ending string of successful television movies like "Jenseits der Mauer" (2008)—where the number of viewers equaled that of German international soccer games—and entertaining prime-time TV movies such as "Meine Heimat Afrika" (2009) with TV star Christine Neubauer.

Regina Ziegler movies mix art with high viewing figures. The queen of movies combines cinematic passion with a keen sense of what prime-time viewers want, and also has a knack for motivating actors. Be it a movie or TV show, if Regina Ziegler is asking, nobody says no. Everyone feels comfortable during production, and Ziegler Film brings them success too. The producer's overflowing display of trophies says it all. So how did she do it? "It's simple. Awards are acknowledgment for and recognition of good work. The awards always came to me. They wanted me." It is not arrogance, just confidence.

What made her start her own business in 1973 and become a film producer? Women at that time inherited businesses; they did not found them. "As an assistant at SFB, I was what was called a 'gofer' – I got people their food and made their coffee. I worked as a production assistant, took on more jobs than I had to when movies were being made. And I quickly realized that I was pret-

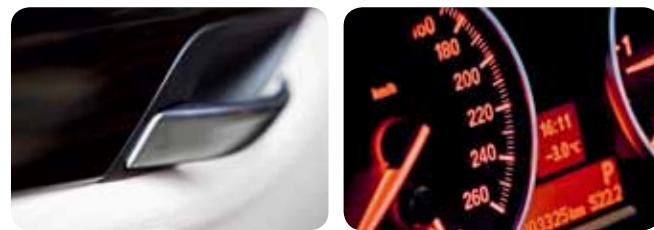


"HENRY IV" – A SENSUSOUS MOVIE EXPERIENCE

The Berlin Film Festival saw the world premiere, Chancellor Angela Merkel attended the premiere party in Essen and newsreader legend Ulrich Wickert has seen it three times: The filming of the two-volume, 1,500-page novel "Young Henry of Navarre and Henry, King of France" by Heinrich Mann is a big Hollywood movie produced by Regina Ziegler of Berlin. The movie is set in 16th-century France. Catholics and Protestant Huguenots are at each other's throats. The Protestant Prince of Navarre, Henry (Julien Boisselier), marries the Catholic princess of Paris, Margot

(Armelle Deutsch). The wedding ends in the bloody St. Bartholomew's Day Massacre, when 30,000 Huguenots were slaughtered. Henry IV becomes a hero of the people of all religions and a womanizer. It is a great movie with breathtaking battle scenes (camera: Gernot Roll) and a star cast with Ulrich Noethen, Devid Striesow (fantastic!), Hannelore Hoger, and Joachim Krol.

www.henri-vier.com



The Lady is a vamp – BMW X1 xDrive 28i: Confident women find the elegant chic of the new mini-SUV in a Havana brown metallic finish very attractive. With its 4-wheel xdrive, it can easily handle rough patches on the asphalt catwalk, as the six cylinders and the 258 HP deliver dynamic performance, power and safety.

ty good and wanted to achieve my ideas – I realized I am not made to do what others say. Even today I'd rather be my own boss."

Once she is enthusiastic about a project like "Henry IV", she wants to get started right away. A saying among movie theater owners before the first night of a movie goes "Good lighting, good sound, and a full cash register". In modified form this also applies to Regina Ziegler: good book, good quality, and great viewing figures. And the lady of film satisfies her passions time and again, this time with the 20-million-euro Hollywood spectacle "Henry IV" for which she risked about two million euros from her own pocket. Scared of screwing up? "It's a risk, but a calculated one." Entrepreneur Regina Ziegler. Even if you do not like historical movies, you should watch "Henry IV" just for the beautiful cinematography by cameraman Gernot Roll. Cinematic poetry. And a powerful piece of movie acting, an amour fou.

The hero Henry IV also has many characteristics of the characters of Ziegler's movies. He too is a romantic hero in his own way, somehow a refugee from harsh reality – always seeking peace and happiness and always having one moment in which he fails. Nice losers. People in search of intensity and affection. Is Regina Ziegler a hopeless romantic? "If I was in any way, I

wouldn't tell you," she says, suppressing a smile and stroking her recent conquest, the Emmy Award, somewhat absentmindedly. That piece of gold. Women swarm down the corridors at Ziegler Film in the Wilhelminian building in Berlin Charlottenburg. "I enjoy working together with women." Hair dyed with henna, red-wine-colored velvet coat, crimson carpet, feminine-curl mullet look: is she a feminist? "Nonsense," she cries emphatically, "I've always found that a stupid term because it doesn't take personality into account". This does not mean that she does not also talk and work with men; there are men working among all the women at Ziegler Film. "And our conversation has also been really nice," she says, laughing her hearty, smoky Regina Ziegler laugh.

But again, why does she prefer women? "Take, for example, Regine Sixt. We liked each other from the start. And when we talk about business, we talk directly and it's charming. And she does not do without men altogether. After all, she has lived together with the director and author Wolf Gremm for over 40 years and they have been married for 35 years ("We just can't remember our anniversary, December 1, 2 or 3"). "Oh, dates are empty anyway. Love, passion, and trust are the things that are important. Don't you think?" she says, looking at your correspondent with childlike, ironic indignation. Yes, of course, I don't object. Why should I? First, you do not contradict an Emmy Award winner and Germany's most successful film pro-

ducer. Second, no, not because I am being polite the achievements of Ziegler Film deserve respect. Try doing what this woman did: produce about 12 movies a year and handle the 20-million-euro budget for Henry IV with its 1,600 extras. Speaking of success, the viewing figures of her latest project, the movie of the best seller "Frag mich, Schatz, ich weiß es besser - Bekenntnisse einer Ehefrau, by Katja Kessler (wife of chief editor of the "Bild" newspaper Kai Diekmann), are again very promising. "Are we finished? I've got to go, I'm organizing a big surprise party for the 80th birthday of the wonderful actor Günter Lamprecht. As the organizer I can't be late." She grabs her bag, key, iPhone ("such a marvelous thing, anyone can call me at any hour anywhere in the world and I can see and read everything"), and all you can see now are the henna curls and the red coat flapping as she turns the corner. The grande dame of German auteur movies and German prime-time TV disappears into the elevator. Whirlwind Regina Ziegler. A femme furiosa.

»I enjoy working together with women. They are not as vain as many men who want recognition and acknowledgment. Women are more realistic and direct.«

"I'd rather be my own boss.":
Regina Ziegler in the Ziegler Film conference room in Berlin Charlottenburg. In the background, a triptych of women by the Berlin painter Elvira Bach.



STARPARADE: REGINA ZIEGLER'S TREASURE CHEST

Regina Ziegler, born in Quedlinburg, was supposed to become a lawyer, but she began her career as a producer at SFB. She founded her own production company in 1973. She has made over 400 movies and TV movies, including cult hits such as Fabian, Die Flatter (now available on DVD), Sommergäste, Kamikaze 1989,

and the TV hits "Jenseits der Mauer" and "Die Wölfe," for which Regina Ziegler has now won the prestigious Emmy Award for best TV movie. She has also won other awards, from the important Grimme Award to the national movie awards. A producer cannot get more recognition. Successful Regina.



Award winner Ziegler:
„Wenn man schon durch die Wüste geht, möchte man ja Spuren hinterlassen.“

PALMS, POP & POWER

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

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

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

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

WOLFGANG TIMPE

"Be yourself. Trust your instincts!"

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

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

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

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

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

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

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

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

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

What makes up the core of the Cliff Richard brand?

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

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

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

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

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

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

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

How does the superstar Sir Cliff relax?

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

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

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

INTERVIEW: WOLFGANG TIMPE

Sixt
rent a car



You don't need a 6 figure income to drive the 6 series.

(Hire the BMW 6 Series convertible at sixt.com)



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



WE WILL BE NO.1 IN EUROPE BY 2015

Operation Future has begun. Sixt AG, the market leader in Germany, wants a greater market share in Spain, France, Great Britain, and the Benelux countries. The entire Sixt family works in managerial positions at the joint-stock company – on the executive board and in marketing, innovations, and group development. The secret to their success? Nobody gets in each other's way.

You are successful if you are possessed, chase down your goals, and stick to the principles of honest business." Concise, clear, precise. Erich Sixt, chairman of Sixt AG, learned his business principles from the successes he has experienced. In 2012, the listed medium-size company Sixt will celebrate its centenary. Celebrations? Something to be proud of? "There is no value in Sixt existing for 100 years", says CEO Erich Sixt, and the firm gaze behind those bushy eyebrows leaves no room for objection. "Our state of mind and actions depend on the customer alone. Customers decide our destiny every day. The customer doesn't care if we have been around for one year or a hundred. They want good service and a sensible product at an acceptable price. We have to take care of that, not pat ourselves on the back." Period. My interlocutor is the man who made Sixt the market leader in Germany, Austria, and Switzerland, and since its IPO in 1986 has brought the company growth-rate figures of at least ten percent nearly every year. This is the Erich Sixt we know: modest, customer-oriented, and hungry for success. In this vein, the chairman has set out a

"thoroughly committed" master plan for his colleagues on the executive board, managers, and all Sixt employees: "We are the market leader in Europe with a market share of around 40 percent at airports and around 30 percent in the country as a whole. In Europe, however, we only have 15 percent. There is a lot of room for expansion there. I have made it a company goal to be number one in Europe in five years." Operation Future is already well underway. Always be true to yourself. Set goals, reach them, move on. This entrepreneurial urge to move forward, passed down by his parents and grandparents, did not just infect Erich, but the whole family too. Regine Sixt, responsible for international marketing and expansion at the Mobility Group, and known all over the world in travel, hospitality, and tourism industry "like a colorful dog" (Regine Sixt), says this of her addiction to work: "I got the Sixt spirit from my husband and my wonderful parents-in-law – it wasn't in my blood, I inhaled it. That's the Sixt gene." And her husband adds: "My wife and I were a team from the start. We just worked round the clock and took Sixt out into the world." And is the old cliché of the great woman behind the

"My wife and I were a team from the start. We took Sixt to the World": Erich and Regine Sixt with their sons Alexander and Konstantin (r.).

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

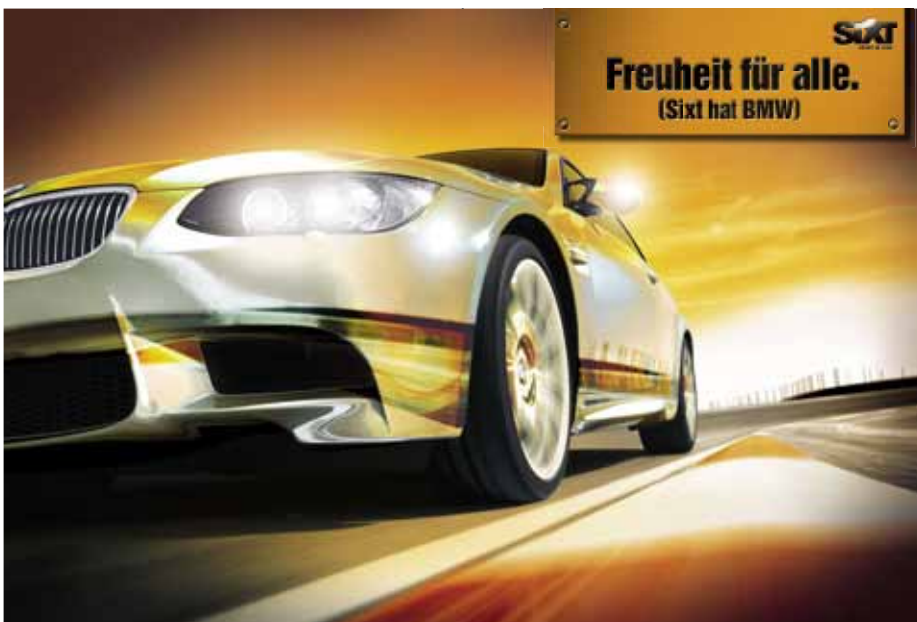
Yes, that's right: Erich and Regine Sixt's partnership has become a veritable quartet. Their two sons, Alexander, 31, and Konstantin, 28, studied business management in Geneva, Paris, and London; and both speak fluent French and English and have sole responsibility for their of the company. They also embody the future strategy. Alexander Sixt, manager of Group Development and previously employed at Roland Berger, takes care of "process and cost optimization for the good of our customers and to improve efficiency" and assesses the "strategic development of the company". Konstantin Sixt is responsible for innovation. As the manager of the e-commerce unit and manager of Sixt e-ventures and Autohaus 24, he runs Sixt's entire online and Internet business.

They both share the European ambitions of CEO Erich Sixt. Analyst Alexander Sixt: "Our strategic position in 105 countries in the world is important and the right thing to do. But around 75% of the market in Europe is in regions such as Germany, Austria, Switzerland, Spain, France, Great Britain, and the Ben-

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

Konstantin Sixt, manager of innovations und e-commerce

elux countries. This is where everything strategic is going to happen in the next five years." And, on the offensive, Konstantin Sixt adds: "We are investing in efficient online marketing. This is how we reach people and drive our international expansion via the Internet." Just an idea or is it true? Are the facts obliging? Sixt AG now makes 47 percent of its revenue via the Internet. The hunt for greater market share in Europe is underway.



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

Alexander and Konstantin Sixt are already the fourth generation to work as managers of the company. The success story began in 1912 when Sixt Autofahrten, which was founded by Martin Sixt, was taken over by his son Hans in 1927 and was

"Around 75 percent of the market in Europe is in regions such as Germany, Austria, Switzerland, Spain, and France. This is where everything strategic is going to happen."

Alexander Sixt, manager of group development

then revived as Sixt Auto with three salvaged cars after WW II. Under Erich Sixt, the expansion of the leasing business began in 1969 and after the launch in 1986 as Sixt AG, worldwide expansion began. The ambitious project to be the number one automobile rental firm in Europe also inspires Detlev Pätsch, Chairman of Operations and Fleet at Sixt. Now that we're the market leader in German-speaking countries and have already entered international markets with a cost-oriented attitude, we are going to take on Europe again," Pätsch says of the Sixt offensive. The man in charge of purchasing and selling the automobiles and for service at stations and counters has been on the Sixt success train since it was launched in 1986. The way he sees things, "Long-term orientation, flexibility, and fast decisions – and sometimes a quick correction – are pure fun. That's why I'm here."

Analysis, optimization, and implementation. Even Mark Thielenhaus, Chief Operations Officer of Sixt Leasing AG, is fascinated that at Sixt, "I can be an entrepreneur within the company." The ambitious goal set for Europe by the CEO also fires up the boss of leasing. "In Leasing we also want to expand our market share by providing innovative, cost-efficient transport fleet solutions to the rest of Europe." And Thielenhaus, as an ex-consultant at Roland Berger, knows many European companies inside and out. He finds that none of them are like Sixt "where decisions are made today and put into practice tomorrow".

And Dr. Julian zu Putnitz, Chief Financial Officer at Sixt AG, who came to the company 2009 from Roland Berger and who pro-



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



SERVICE, PURCHASING, SALES

Detlev Paetsch, Chief of Operations and Fleet: "We are going to take on Europe again."

CONDITIONS, DEADLINES, COSTS

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



PRESENCE, PARTNERS, PRODUCTS

Mark Thielenhaus, Chairman of Operations at Sixt Leasing AG: "We want to expand innovative transport fleet solutions in Europe."

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

"My sons are right. At the end of the day," says Erich Sixt, "it is not the size that matters, but revenue". (See interview on page 86.) And what will Sixt look like in 100 years? "That's the wrong question," growls his alter ego for operations. Why? "You have to think short-term in the car rental industry. Even five years are an eternity." Welcome to the listed company club of the future – Sixt AG.

WOLFGANG TIMPE



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.

PHOTOS: KURT BAUER

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

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

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

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

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

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.

MANY CHILDREN OF ENTREPRENEURS FIND IT DIFFICULT, AND FIND THEM-



"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."

SELVES IN THE ROLE OF „PROFESSIONAL SON.“ YOU OBVIOUSLY FOUND IT FUN. HOW DOES THAT FIT IN WITH YOUR CURIOSITY FOR THE HUMANITIES?

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

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

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

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

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

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

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

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

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

BEING BOLD PAYS.

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

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

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

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

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



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

Erich Sixt

In 1968, at the age of twenty-four, Erich Sixt took over the family rental car business, which was founded by his grandfather in 1912. He started out with 200 cars and within 40 years turned the Sixt brand into a world-wide mobility service provider. His wife Regine opened up the international tourism market and in 1986 Erich Sixt launched the company on the stock exchange – the family is the majority shareholder. Today, Sixt has 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 (31) and Constantine (28), both of whom work for the company. In 2012, Sixt will celebrate its centenary.

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

AN EARLY FORM OF A ONE-PERSON COMPANY.

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

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

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

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

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

INGENIOUS TRICK FOR STAYING YOUNG?

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

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

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



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 inscription 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
rent a car

Pure driving pleasure.
(Sixt has BMW)

GO

My Way

Design fan Uschi Glas with Mercedes CL500,
Hermès belt and Gabriele Blachnik
pantsuit: "I like the Audrey Hepburn Look."

FEMME FATALE

*German cinema myth, dynamic TV legend, Munich society icon:
TV star **Uschi Glas** cannot be contained. Now the 63-year-old marathon actress
is surfing, slim and willowy, through a new ZDF series: *Zur Sache, Uschi!**

BY WOLFGANG TIMPE AND EROL GURIAN (PHOTOS)

“THERE IS NO EVIL GOD. I HAVE
CONSTRUCTED MY OWN. HE STANDS FOR DEVOTION,
TOLERANCE, ALTRUISM, AND HUMOR.”



CL500 on the way home
to Nymphenburg: “It drives
so very smoothly. I love its
unadorned instruments.”

Uschi Glas chose our route for cruising herself. “I love the drive from Nymphenburg via Grünwald through the Alpine foothills to our golf club in Riedhof bei Wolfratshausen. When I see the mountains, my heart leaps up,” she announces -- and everybody plays along, even Peter. After days and days of rain, the sky clears for three hours, the sun laughs in the most beautiful Bavarian advertising style, and the TV star beams about the race with the noble CL500 Mercedes coupe. In contrast to her own “sooner womanly, cuddly” 500SL, she finds “the elegant cool of the light leather” very appropriate, and for this passionate driver, the sleekly designed model drives “so very smoothly.” After a few moments, she has understood all of the necessary operating functions. “You see,” she laughs, I like that about Mercedes. I love the unadorned instruments, how you can see everything at a glance and it’s all user friendly to operate.” Beams, talks, entertains. Uschi Glas, a happy woman.

“The Bavarian countryside is soooo beautiful,” croons this devoted resident of Munich in Bavarian dialect, “and after I have been away for a while, I always fall in love with it again. I don’t want to live anywhere else.” She says this and quickly spurs on the 388 HP luxury vehicle with great sound from a valiant 5.4 liter displacement and eight cylinders befitting its rank. “We have to hurry with the photo shoot; this afternoon it is supposed to rain again.” The actress, entirely a pro, cannot do anything else; she is always following the train of thought. “Uschi, give it your all,” cries the photographer when she swings her tender 1.68 meters and 56 kilograms dynamically onto the radiator. But he doesn’t have to say this. She likes the idea to sit on the hood of the CL500 and starts chanting Buddha tones right away. “And I do only what I actually want to,” she says laconically. The woman knows what she wants. This Protestant Christian from Landau in Franken (“This is the total

diaspora in Catholic Bavaria”) likes the focus on life and the open nature of Buddhism. She herself does not feel obliged to any religion or church. And with an eye on the current struggles in the name of Islamic and Christian world views, she says: “For me, there is no evil God. I have created my own. He stands for devotion, tolerance, altruism, and humor.”

Does so much self-assertion reconcile well with a situation in which the actress Uschi Glas must do what directors or photographers say? “Yes clearly, this is my craft. I am an actress, I take direction like a lighting assistant and do everything absolutely a hundred percent.. Posing is part of my profession.” Uschi Glas has been practicing this profession with uniquely long-lasting success for 40 years, since she was immortalized in German cinematic mythology in the cult film “Zur Sache, Schätzchen.” She knows herself and the expectations of the industry.

For the photo shoot, she appears in a sleek white pantsuit by the Munich star designer Gabriele Blachnik, and an Hermès orange bracelet made of ostrich leather; the appropriate high heels by Dolce & Gabbana round out her perfect styling. Is she addicted to a brand? “Nonsense,” she replies, “I like good design and beautiful materials. But it has to fit my personality. You can never disguise yourself with a brand.”

And what drew her to the Blachnik pantsuit? “I like this Audrey Hepburn look,” says with a laugh. She admires the art of fashion designers, “who sense the taste of the future months and years in advance” and then set trends themselves if they can. “I think that’s sensational.”

Apropos Audrey Hepburn. The modern luxurious retro look of the fashion designer Blachnik is a current trend. The Stuttgart designers at Mercedes also had a nose for this and, in the middle of the digital age, they placed a neo-chic analog clock with gleaming chrome surrounded by the finest exotic woods in the dashboard of the CL500.

With Uschi Glas, you can sense the desire to cruise as we continue on to the photo shoot. The photographer would like to photograph her at full speed with her hair blowing in the wind. No problem. As usual, she performs her role – and then disappears suddenly. She briefly tests the top speed of 250 kilometers per hour by pressing the accelerator to the floor. What



TIME FOR FEELINGS

Uschi Glas (64) entered into her second marriage with the corporate consultant Dieter Hermann (56) in October 2005. She was married to her first husband, Bernd Tewaag, from 1981 to 2003. They have three children together: Julia (21), Alexander Christoph (26), and Benjamin (32). Headlines trumpeted not just her continued successful work as an actress, but also her bitter divorce from Bernd Tewaag.

“MY ACTING TEACHER TORTURED ME SO MUCH THAT I WANTED TO KILL HER. I HAVE TO BE ME, I SAID TO MYSELF, DO NOT SELL YOURSELF TO THE PROFESSION.”



The TV star with ostrich leather bracelet by Hermès, South Sea pearls with 30 diamonds by Sévigné, high heels by Dolce & Gabbana: “I like good design. But it has to fit my personality. You can never disguise yourself with a brand.”



USCHI GLAS on

SWITCHING OFF

“Driving is sensual, relaxing. I like to drive alone in the car until I have to turn around. It's easiest for me to relax when I'm alone.”

BAD MOODS

“I have to be able to look into the mirror for myself each evening. How did I do today? I can tolerate bad form during the day, but not with people.”

PHOTO SHOOTS

“I am an actress, I take direction like a lighting assistant and do everything absolutely a hundred percent. Posing is part of my profession.”

THE 1960s

“I don't like the mainstream. At the end of the 1960s, you had to be on the left and support Willy Brandt. It was expected of me. So I had to oppose this, I did not want to submit to this coercion. This nearly cost me my career.”

accounts for her joy in driving? “Driving is sensual, relaxing. I like to drive alone in the car until I have to turn around. It's easiest for me to relax when I'm alone.”

Cut to Landau-Dingolfing, Franken, end of the 1950s. Her father works at the auto manufacturer Glas (it's only coincidence that the last name is the same), which is later taken over by BMW. Black-and-white TV is just coming along, and the screens of post-war Germany are filled with the “20th Century Fox weekly report” with stars, starlets, and events from around the world. The teenager Helga Ursula Glas, the pet of this family with four children, is already performing in one-act plays at school (“In the first one, I played a professor who was annoyed by a wasp, with a pillow in my pants and under my blouse”) and she loves the cinema. In the local movie theater, this brat hides in the folds of the heavy dark-red silk curtain and sneaks

into the cinema. “I felt drawn by it.” The sensual cornerstone for this unique German acting career in film and TV was laid; the trained bookkeeping secretary took care of the rest -- with impertinent self-awareness at the beginning (“I told myself I could do anything because I wanted to”) and later naturally, with iron discipline with respect to herself and others, as time would tell.

The great producer Horst Wendlandt (Edgar Wallace films) discovered her, engaged her for a supporting role, and gave her a training contract. Just one year after her black-and-white premiere film, “The Sinister Monk,” in which she appeared with the movie stars Karin Dor, Harald Leipnitz, and Siegfried Lowitz, Uschi Glas won her first lead role in 1966 as Apanatschi in “Winnetou and the Half-Blood Apanatschi,” with Pierre Brice, Lex Barker, Götz George, and real location shoots in the former Yugoslavia -- in color and in Cinemascope. The cinema dream of Helga Ursula from Landau had become reality. Helga Ursula became Uschi Glas, alias Apanatschi, the pop star of a whole “Bravo” magazine generation with celebrity cutout puzzles, fan mail, and all the rest.

It was also a difficult education with thelegendarily merciless acting teacher Annemarie Hanschke. “She tortured me so much that I wanted to kill her”. Her stubbornness showed itself ear-



LUXURIOUS RETRO STYLE . The finest exotic woods, neo-chic analog clock on the instrument panel: “The light leather ensures an elegant coolness.”



MERCEDES CL500. The noble coupe by the Stuttgart automaker is a proud **5.07 METERS** long and is driven by a smooth **8-CYLINDER MOTOR** with **5.461 LITERS** displacement and a hefty **388 HP**. Its top speed is **250 KM/H**. For this, however, you have to come up with the base price of **EUR 105,850**. What you get in return: in addition to exquisite driving, the instrument panel offers the very finest retro style.



ly on. As a young star and when she was still in training, it was already clear to Uschi that she had to be herself. She told herself even then, “Do not sell yourself to the profession.” Where did this early rebelliousness and clarity about her own path come from? “Surely from my father,” she says. From him she learned what she still follows today: “I have to be able to look into the mirror for myself each evening. How did I do today? I can tolerate bad form during the day, but not with people.”

The biggest test and her greatest successes lay just ahead: “Zur Sache, Schätzchen” with Werner Enke, director: May Spills. The 1967 cult film with its legendary striptease in the police station, in which she appeared not naked as was common at that time, but, to the surprise of all including the director, in a soft white negligee. The “Schätzchen” was born. Uschi Glas was immortalized in German film. Even today, she asks herself how she “tricked” May Spills. She did not want to take off everything just because the Zeitgeist demanded she do so. “The dramaturgy did not require that at all”. She did not want to, and she prevailed with cleverness. She went to Krines, Munich's finest lingerie shop, for the custom-tailored negligee, “not as square as the 1960s fashion of Triumph & Co,” but highlighting

her bust and with the finest lingerie lace: “I wanted to be sexy, not naked like everyone else.” This was when Uschi Glas, femme fatale, was born.

May Spills and producer Peter Schamoni were thrilled, and so was the team, the public, and everyone in Munich. In 1967, the negligee-clad Uschi looked down on daily life from a 20-meter-high billboard on the Lehnbachhaus. “It was sensational.” She is still astonished at her scoop today (“I paid for everything myself just so I wouldn't have to strip”). Now she is an icon of New German Cinema, a symbol of the insubordinate mood of 1968. Against her will.

Like everybody, she sat in the film scene bar “Hahnhof,” where the bread was free, the beer and wine flowed freely, and “people talked themselves silly until four in the morning” -- about films and politics. It was the time in which Willy Brandt called for “More democracy” and “stern” shook the Republic with the women's confession “We aborted.” And Uschi, the “Schätzchen”? With her fresh popularity, she was supposed to help in the service of “Vote for Willy” and with the fight over abortion. But she didn't want to, as a matter of conviction. This nonconformist from Landau struggles against the collective opinion. She didn't bear the cross for Willy. Like a wildfire, this news spread through the bohemian Munich film scene. When she entered the “Hahnhof,” she was booed out by about 150

HAPPY STREET. Uschi Glas and her husband, Dieter Hermann, in the linden-lined entrance to their golf club in Riedhof bei Wolfratshausen.



"THE BAVARIAN COUNTRY-SIDE IS SOOOO BEAUTIFUL. AFTER I HAVE BEEN AWAY FOR A WHILE, I ALWAYS FALL IN LOVE WITH IT AGAIN. I DON'T WANT TO LIVE ANYWHERE ELSE."

USCHI GLAS A GERMAN CAREER

In 1967, 23-year-old Helga Ursula "Uschi" Glas became "Uschi nazionale" in the cult film "Zur Sache, Schätzchen." She also won her way into the hearts of teenagers as the half-blood Apanatschi in "Winnetou," she made a lot of Edgar Wallace films, and became a TV star, in the series "Zwei Münchener in Hamburg," among others. She has received all the big prizes, from the Bambi to the "Goldene Kamera" -- and in 1998, the Bundesverdienstkreuz. With her husband Dieter Hermann, she is fighting for the life of the German Debbie, who is sitting on death row in the US. For information and protest letters to Governor Jerry Brown of California, visit www.uschiglas.de.

colleagues. The "Schätzchen" was out of favor with the New German Cinema. The Zeitgeist was left-wing, Uschi Glas remained true to herself.

Does she sometimes regret her conservative rigor in retrospect? "No. I don't like the mainstream. At the end of the 1960s, you had to be on the left and support Willy Brandt. It was expected of me. So I had to oppose this, I did not want to submit to this coercion. This nearly cost me my career." Nearly. She pursued her career with passion. First in the cinema with Edgar Wallace and the "Pauker" films, then she became a permanent fixture on TV with "Polizeiinspektion 1," "Zwei Münchner in Hamburg," and, and, and ... Her audience fell to her feet, she received two Bambis and three "Goldene Kameras," and in 1998, the Bundesverdienstkreuz -- the highest German civilian honor. And today, she is still "Uschi nazionale."

When, after 22 years, her marriage to Bernd Tewaag, the father of her three children, broke up, this became fodder for the tabloids. She fought for her reputation. When a test on the home shopping channel classified the face crème she sold as dangerous, she took on this German consumer institution. And is still fighting to this day.

With Dieter Hermann (56), whom she married in October 2005, she has found personal happiness in her life once again. "My wife has a lot of self-discipline. I marvel at this," he says. "The glamour of her job doesn't interest me at all. When partners work together, both become stronger. Something fits." When these two turn into the alley of linden trees in front of their golf club in Riedhof and they are alone, even the nonconformist seems more relaxed.

Uschi Glas: German cinema myth, dynamic TV legend, and Munich society icon. A woman who goes her own way. How else could she (sorry!) take on a role as a surfing brewery owner for the ZDF series "Zur Sache, Lena" at that time the age of 63 and cut such a perfect figure in a merciless neoprene suit? She liked the comedic script, the ironic play on her inextinguishable cult movie as "Schätzchen," and she will act as always at full steam, with pleasure, and with a great deal of personal enjoyment. Uschi Glas always gives her all -- for herself and for her roles, and also for her husband. This femme fatale simply cannot be contained.

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Auf der Kippe

Von Günther Nommernmacher

Bahnarbeiter führen keine Züge mehr. So ist es auf dem Bild aus Lyon zur Bahnhof zu sehen – der historische Durchgangsbahnhof Lyon Perrache. Jede Menge unruhige Diskussionen in Politik, Wirtschaft und Kultur verbinden unterdessen mit dem Setzen 4, 13 und 32 mit noch Kopfbahnhof. *von der*

beten Kaiser in dem im Juli 1918 betragte in dem Maß, wie es in Japan unterstellt, glänzend zu sein. Die Urfragen, eine wichtige Aufgabe für die Streikaktionen, obgleich die Regierung im Laufe des parlamentarischen Verfahrens schon in mehreren Punkten Zugeständnisse gemacht hat. Ein Beispiel beim Rentner für Frauen, die wegen der Unterbrechung des Berufslebens durch die Verlängerung der Lebensarbeitszeit besonders getroffen worden wären. Es zeigt sich, dass Entgegenkommen der Produktivität nicht droht. Es wird vielleicht als Zurückweichen einer geschwächten Regierung gesehen, die gemäß mit weiteren Forderungen vor sich herstreben kann.

Schritte werden für die Sanktion nach demselben, weil diese Maß Schüler und Studenten, die aus dem Unterricht für Deutschland in Frankreich gewonnen werden, sind, so dass

Staten and Mer

Aus dem Stadium des globalisierten
Mittelmeeres zweier Parvenys
indien und China kragt hemispha-
releiten. Im Westen der beiden Zu-
kunftslage, ihrer wirtschaftlichen
Entwicklung und ihrer politischen Sys-
teme kragt sich aneinander, die die
Gemeinschaft kragt eine Option
für Asien- und damit für die Welt von
mitten. Mit den Common-
wealth Games in Delhi und dem No-

A close-up photograph of a person's hand holding a small, rectangular, light-colored object, possibly a piece of paper or a small book, which is partially covered by a dark, textured material. The object has some faint, illegible markings on it. The background is dark and out of focus.

Die zweite Rede zur Einheit

Frage nicht, ob der Islam zu Deutschland gehört, sondern tut etwas gegen die Überalterung unseres Landes – eine Rede von Karl-Theodor zu Guttenberg. Feuilleton, Seite 31

Wenn das Land...
...Hauptstadt...
...Lohn und...
...Wissen. Viel...
...vierzig Jahr...
...dient neuer...
...Pulch, Seite 3

Sieg für Venezuela
In der hohen Beteiligung bei der
Wahl sieht der Vorsitz
des Dischhofkongresses ein Signal
für Hugo Chávez, Gewalt
und politische Strömung
Politik, Seite 6

Merkel fordert Deutscher in Iran

Teheran: Verbotene journalistische Tätigkeit und Kontakt zu Konterrevolutionären

Die deutsche Diplomatie schreitet in Teheran voran, um endlich eine deutsche Botschaft zu errichten. Der deutsche Außenminister, Frank-Walter Steinmeier, hat am Montag in Teheran eine erste Mission durchgeführt. Er hat sich mit dem iranischen Außenminister, Ali Akbar Salehi, getroffen. Die beiden Minister haben über die Beziehungen zwischen Deutschland und Iran gesprochen. Steinmeier hat Salehi gesagt, dass Deutschland eine Botschaft in Teheran eröffnen möchte. Salehi hat darauf geantwortet, dass dies eine gute Idee sei, aber dass es einige Bedingungen geben müsse. Eine dieser Bedingungen ist, dass die deutsche Botschaft keine journalistische Tätigkeit betreiben darf. Steinmeier hat darauf geantwortet, dass die deutsche Botschaft keine journalistische Tätigkeit betreiben wird. Er hat auch gesagt, dass die deutsche Botschaft keinen Kontakt zu Konterrevolutionären haben wird. Salehi hat darauf geantwortet, dass dies eine gute Idee sei.

Teheran: verhoört. Die beiden Männer, die die beiden Verurteilten begleitet haben, sind ebenfalls Angehörige der iranischen Armee. Die beiden Verurteilten sind in der Haft in Teheran. Die beiden Verurteilten sind in der Haft in Teheran. Die beiden Verurteilten sind in der Haft in Teheran.

berlin, 1. April (dpa) - Die armenische Regierung hat die Ausweisung von Tausenden von Flüchtlingen aus der Hauptstadt Eriwan angekündigt. Die Flüchtlinge sind in der Regel aus dem Iran und kommen über die türkische Grenze in Armenien ein. Die Regierung hat die Ausweisung der Flüchtlinge als "illegal" bezeichnet. Die Flüchtlinge sind in der Regel aus dem Iran und kommen über die türkische Grenze in Armenien ein. Die Regierung hat die Ausweisung der Flüchtlinge als "illegal" bezeichnet.

Änderungsgesetz ändern / Türkischer Minister: Lernet Deutsch!

Unter diesem Vorzeichen geht aber nicht nur die Fragestellung nach dem Status vieler der in der Popmusik der Sechziger Jahre für den Ausdruck der Jugendkultur in Anspruch genommene Musikrichtungen ein, sondern auch die Frage nach der Rolle der Musik in der Gesellschaft.

Systemwettbewerb ist
braut. Ausgetragen
er in Asien.

Dal

hinter steckt immer

ner ein kluger Ko

ppf.

Internet fan

Konstantin Sixt:

„grew into the entrepreneurial passion early on.“

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

SPIRIT OF THE OFFENSIVE

Konstantin Sixt, Managing Director of Sixt e-commerce GmbH, on rapid Internet, mobile cell-phone and laptop applications and enjoying work.

PHOTO: SEBASTIAN WIDMANN

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. Every other car-rental booking is made on Sixt website pages.“ Calm, objective, charming, clear. The man knows all the figures and knows what he wants to achieve strategically. “I am very glad that almost all services offered by Sixt over the telephone are nowadays also covered on 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.“ And he wouldn't be Sixt if he didn't consider the advantages for the customer. There is an attractive 10 percent rebate on the Internet standard price if one makes one's Sixt reservations mobilely. “Ever since this service for the iPhone started in November 2008, over 45,000 users have installed our Sixt iPhone application and are managing their reservations mobilely over their iPhones.“ Digital spirit of mobility.

Konstantin Sixt has been in charge of the online business of Sixt AG since 2005 and has also been the managing director of Sixt e-commerce GmbH since 2007. The fact that the 28-year-old has “a lot of gasoline in his blood since birth“ is not surprising with the Sixt family tree. In 2012 Sixt will celebrate the 100th anniversary of its family company. Whether Sixt AG is a listed company or not, the family members are the power behind Sixt. And was there ever any doubt whether he would take a job at Sixt or possibly do something completely different somewhere else? “No,“ laughs the dynamic Web fan in a relaxed and sovereign manner. “In our family, it was always all about business from breakfast to dinner.“ And didn't that get on your nerves? “On the contrary, that's how we grew into the entrepreneurial passion at home.“ Full stop. That's just how they are, successful

owner-operated family companies in the globalized world. Conscious of tradition and – unlike many employed Dax managers – attuned to changes. There is no rest. “We are definitely the market leader in Germany, Austria and Switzerland. We want to continue strengthening this dominant position. In addition, our strategic focus is on the internationalization of our products. We are massively tackling the area of the Internet abroad and want to win market shares.“

And he sees clear advantages for Sixt in the internet. “We are the first and only car rental service in the world that offers such iPhone applications. We are the clear leader in innovation for the Internet; no competitor has websites as advanced as ours.“

“The Sixt AG nowadays generates over 47 percent of its turnover via the Internet.“

Konstantin Sixt

Unique selling points are the best business model. And as regards the question of personal preferences, these are quickly found. “I am an internet freak,“ says the passionate surfer, „but we don't do anything at our company just for fun, of course.“ Right, sorry. “There is a clear business model behind our activities for the Internet and the mobile services.“ But the great James Bond fan also has a leisure life, of course, and privately drives an Audi S5, delighting in the “sportsmanlike understatement“ of its 344 hp. “You can't tell how powerful it is by looking at it.“ And when the auto lover likes things relaxed, he drives his grandmother, Erika Sixt's, Mercedes 280 SL Pagoda on weekends. “An aesthetically and technically beautiful classic.“ Konstantin Sixt combines personal passion for the automobile and the Internet with a zest for successful business. His Blackberry is ringing. A presentation for new Internet applications on the French Web. The Sixt Web manager is concentrating more and more on global business – on the internet and on mobile terminals. Yes, the man has gasoline in his blood – in a digital dosage as well. The future is mobile: Sixt Online, Sixt e-commerce. Follow me, mobile you.

WOLFGANG TIMPE



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

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

DriveNow manager

Alexander Sixt:

"With our premium product, we want to completely reinvent the concept of carsharing and get straight down to business."

Alexander Sixt

has been Head of Corporate Development at Sixt AG since June 2009. In this role, he is responsible for all corporate strategy and M&A projects as well as the program to increase the company's efficiency. In addition, Alexander Sixt (31) also manages the Workflow and Process Management Department and Central Purchasing Department at Sixt AG. Before he took on this post at SIXT AG, he was a consultant in the Competence Center for Restructuring at Roland Berger and also worked for Deutsche Bank in London as a member of the M&A Department. Alexander Sixt has an M.Sc. in Corporate Finance from City University London, a Diploma in Business Studies and a Grande École Diploma from ESCP.

"ALWAYS ONE STEP AHEAD"

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

With our carsharing product DriveNow, we are tapping into a new customer base that has considerable potential. This is a decisive investment in the future, in the growth of Sixt AG." The 31-year-old is cautious only in his private life; when it comes to business, he prefers to look to the future – to new market shares and new target groups. "Lots of people are looking for a product that meets their own idea of mobility. There is now less emphasis on cars as status symbols, and more on target-oriented and flexible mobility. The underlying aim is to use cars only when they're needed. And this is exactly what DriveNow offers," says Alexander Sixt, Head of Corporate Development at Sixt AG and responsible for the latest innovative rental idea from Sixt: the carsharing premium product DriveNow. This fifty-fifty joint venture with the BMW Group was launched in June. Its set up and implementation was incredibly smooth thanks to the joint cooperation with BMW. DriveNow has already achieved some astonishing figures: 5000 people have registered for the scheme, the DriveNow application has been downloaded onto iPhones and Android phones over 8000 times and over 3000 Facebook fans are now signed up. Modern mobility has a new buzzword: DriveNow. Alexander Sixt does not even attempt to hide his glee about the successful launch of DriveNow in Munich (the scheme will be available in Berlin from September/October). The Master of Science, who studied in Paris and London and spent a few years honing his skills in demanding roles in the Merger & Acquisitions (M&A) Department at Deutsche Bank and also at

Roland Berger, has led a team of 25 employees that deals with M&As, cost management, Sixt purchasing (except cars) and various projects since 2009. Money and future are his business. So is he a just another cookie-cutter businessman in a suit? No, absolutely not. As well as his desire to make money ("Profits and innovation go hand in hand"), the proactive manager loves new ideas like DriveNow and implementing them. The success it has enjoyed makes him quite proud in a business sense because "as always, Sixt has developed an innovative idea and as a result is one step ahead of the competition." And what differentiates DriveNow from other carsharing models? "That we

"Ah, fun in life begins with work."

offer well equipped premium vehicles in the form of Minis and 1-series BMWs, as well as a simple rental service. With our premium product, we want to completely reinvent the concept of carsharing and get straight down to business." Straight down the line. Alexander Sixt, a project manager and financier, has a knack for promoting creative growth within what is a highly competitive environment. And what about stress? "Ah, fun in life begins with work" and grins at a question about what he does in his spare time. Doesn't your head get a bit fuzzy with all this corporate passion? "Absolutely not. I'm happy to be able to encourage, shape and be responsible for the search for and implementation of



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

DriveNow

is a 50-50 carsharing joint venture between the BMW Group and Sixt AG. The BMW Group supplies the company with the cars and car technology; Sixt AG provides the premium services, rental know-how, IT system and a comprehensive network of customer registration stations. DriveNow has been available since June 2011 in Munich and will also offer location-independent rental and return of cars in Berlin from this fall. DriveNow uses only high-quality premium cars from the Mini and BMW (1-series) brands. All cars are decked out in the blue/white DriveNow design, have at least four seats, comfort equipment (e.g. parking sensors, air conditioning, heated seats etc.) and efficient engines. www.drive-now.com



BMW Mini fleet on the Odeonsplatz, Munich:
"Take advantage of mobility."



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

60 x 6000

IS THE SLOGAN of the current donor drive for the "Room of Names" at the Holocaust Memorial in Berlin. In order to accelerate the work on this place of remembrance, whose purpose is to document the lives of Jewish victims, we are looking for 6000 sponsors who will each donate 60 euros for the creation of a victim's biography. "The Association for the Memorial to the Murdered Jews of Europe wants to find out the names of every European Jewish person murdered during the Holocaust, if possible. This will help each and every one of us, decades later, actively prevent the Nazi's goal of exterminating the Jews. For this purpose, we are conducting research, writing texts, having them translated, and letting biographies and letters speak. 60 euros for one name. A small donation with a big impact," says Daniel-Jan Giel from the Association.

Six million people were murdered – but the biographies can keep the personal suffering endured by the victims alive. Together with Anne Will, Angelica Domröse, Dr. Peter Raue, Regine Sixt, and Michael Verhoeven, Iris Berben, celebrity ambassador for the "Room of Names," reminds us: "Only when they are forgotten is the extermination of the victims complete." To Daniel-Jan Giel, remembrance is finite: "The time of those who personally survived the Holocaust is coming to an end. We, the following generation, need to become contemporary witnesses of the contemporary witnesses. I believe this is our responsibility to the Holocaust victims who were denied an existence."

WWW.HOLOCAUST-DENKMAL-BERLIN.DE

the ideas and processes that we create as a team here. Without the passionate commitment of our employees and the fruitful exchange of ideas, such achievements would not be possible."

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

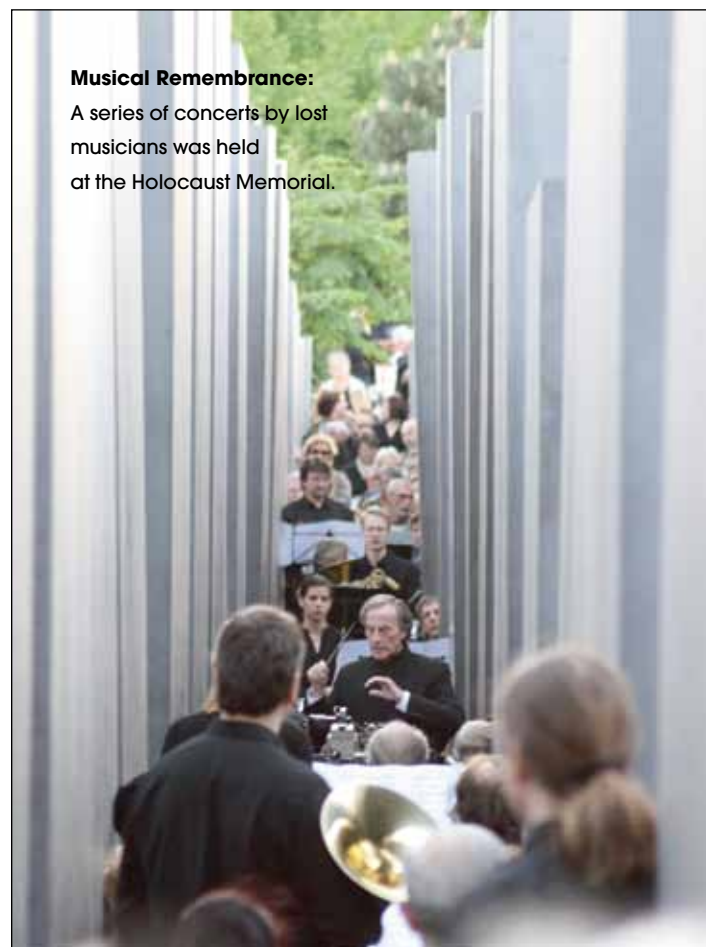
"Profits and innovation go hand in hand."

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

WOLFGANG TIMPE

Musical Remembrance:

A series of concerts by lost musicians was held at the Holocaust Memorial.



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

(The official CSR program of Sixt)

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

CLEVER & SMART

Brave. In 2009, the year of electoral and financial crises, talk-show star Sabine Christiansen made a comeback on German TV with new business shows. This lady of TV chats about clever women, bad boys, and green mobility.

By Wolfgang Timpe and Sebastian Widmann (Photos)



CO₂-shaver for city cruising

"We need smart mobility and new ideas for the coming century. The trend in large cities is toward electric cars."



An office in a loft with a family of golden deer.

"Personally-liable businesspeople are an important factor, and are not treated like industrial corporations by banks, unfortunately."

Good boy," says Sabine Christiansen lovingly as she pats her small black car. She climbs out of her Smart Fortwo CDI in a great mood and enjoys a private showdown between her own prize-winning smile and smiley appearance created by the car's headlights. A proud, feminine sense of understatement and green principles flash from the TV moderator's brown eyes. The journalist makes no excuses for herself when it comes to motorized environmental concerns. "On Monday morning, I need a small, practical city car," says the TV moderator, who lives in Paris and Berlin. She combines her desire for a means of nimble transportation in the maneuverable little shaver with her aversion for having to worry about parking spaces. The fact that the city car, with its 45 HP and the world's lowest CO₂ emissions (at 88 g/100 km) only consumes 3.3 L/100 km „simply goes without saying, and even that is still too much.“ Listen closely, dear automobile industry; the famous TV lady would like to see more effective green fuel symbols in centers a little sooner. "We need smart mobility and new ideas for the coming millennium. The trend in large cities is toward electric cars," says Christiansen as she peers into the near future. She counters the critical, concerned-about-wasting-power gaze of the interviewer's eyes with verve; verve: „Naturally, with environment-friendly electricity production“. Clearly – sorry.

With her chic, casual appearance – dressed completely in black with high suede boots, a miniskirt, outdoor blazer, and cashmere scarf – the 51-year-old

magically transforms the black-and-silver two-seater, which is a petite and youthful item of modern cult transportation. By the way, speaking of outfits: What does clothing do, in fact? "It can keep you warm and covered. Fashion, however, is nicer, and the style should emphasize your personality type without hiding it." Thanks for getting to the point. Was the design comment directed at the Smart Fortwo CDI or her own fashion sense? "Privately, I like to wear clothes that are super-comfortable instead of business fashion suits or conservative, chic cocktail wear. So it seems that two dominant, independent styles have found each other: clever and smart.

To Sabine Christiansen, the coexistence of different driving cultures for small cars ("I think the new Cinquecento is super") and luxury models like Bugatti is not a problem. „Driving a car should also be fun," says a smiling, passionate convertible driver. "My dream used to always be the beautiful old Roadster from MG, but at that time I could only afford an orange VW convertible. It was my perfect car, in which everything was just right." And therefore there is nothing reprehensible to this Eco fan, even the old-timer parade at the photo shoot in the Meilenwerk (page 100) with its expense-be-damned cars from Mercedes and Ferrari as well as Rolls Royce. With a romantic sigh, she adds that "Old-timers are beautiful and still have character, although today is ruled by functional, streamlined designs and recyclability," followed by "Such follies are still nice." She glances longingly at a Mercedes Benz 280 SL Pagoda from 1970, and loses herself in the shiny old-timer and young-timer bodies. She insists "Always keep your feet firmly on the ground," and glances at her Smart Fortwo CDI in the high-gloss jungle.

"Women often look past the big peacock plumage, which men like so much to display."

This is because on the one hand, the tactless, testosterone-charged airs of HP-driven men are more likely to trigger a sympathy-for-Dieter-Bohlen smile on the TV lady's face, and on the other hand, the smart alpha leader finds the agile mini-car to be a modest answer to the financial and economic crisis caused by profit-addicted, omnipotent men. Think small – and rely on the feminine. The feminine touch of the Smart Fortwo would be good for the overly confident business conceit of wanna-be machos and their mammon. "It's really incomprehensible," says the TV star angrily. "Our outrage that all the control mechanisms failed cannot be great enough, as happened with the U.S. SEC and this Madoff who defrauded billions", and also that the failed investment gamblers still collected millions in bonuses. This is not a willful populism for the "little people," but authentic bewilderment.

The fact that a snake-in-the-grass could appear in spite of credit rating agencies and supervisory committees, and everyone knew that it was poisonous, causes an angry frown to appear on an otherwise relaxed face. Ms. Cool from the "Tagesthemen" show and the talk show "Sabine Christiansen" forces herself, quite professionally but quickly, back to a level of composed serenity. "We have to completely rethink how to guard the gatekeepers." A healthier economic future and modern society will ultimately need more women in key positions. She laughs smugly at the fact that having only one woman on the management boards of the 30 DAX companies shows that it is "slowly becoming critical". So to what extent do female executives manage others? "Women pay attention to different things than men, and look past that magnificent peacock's plumage that attracts men so easily and really isn't a necessity. Women mostly want to be successful, and men often just want to show off." Bam! However, that isn't just a one-shot from a committed networker of women.

You mean, women would have done it better than men? The answer, "Yes, in some cases", comes quickly and resolutely. Would there still be a global



FINISH THE SENTENCE

MEN HAVE TO ... do absolutely nothing, but women don't either. Men shouldn't be so afraid of women who advance into their job domains. The fact that there is only one woman on the DAX supervisory board shows that this is slowly becoming critical.

CHARITY EVENTS ARE ... good. Everything that benefits a cause, and has more to do with charity than the events themselves, fulfills its purpose.

TO THE WESTERN WORLD, AFRICA IS ... a continent that is repeatedly pushed to the back of the agenda. We must be more aware and give more attention to Africa.

WOMEN'S NETWORKS ARE ... simply indispensable. They aren't relics from the old women's lib days, but are helpful on the way up. And women's networks are faster and more effective than men's conferences.

TO ME, HOME IS ... very important, but not tied to one location. To me, home is tied to people like family and friends who I have known since we played together in the sandbox.

CLOTHING CAN ... keep you warm and covered. Fashion, however, is nicer, and style should emphasize your personality type without hiding it.

I THINK IRONING IS ... absolutely thrilling.

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a towel to reserve this
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The 53-year-old native of Schleswig-Holstein started her career as a journalist after working as a Lufthansa stewardess. She was a cub reporter and editor with Nord-deutschen Rundfunk (a media company). In 1987 at age 30, she joined anchorman Hanns Joachim Friedrich as a moderator for „Tagesthemen“, and in 1997 she hosted the Republic’s debates on her talk show ”Sabine Christiansen“. She has moderated a high-level economy talk show on CNBC since 2007 and lives in Paris with her husband, businessman Norbert Medus. At age 20, today’s UNICEF ambassador began her involvement with children around the world – especially in Africa. She is also a member of the board of trustees of Regine Sixt Kinderhilfe e.V.



„To me, who, where, what, when, and why are the most important principles of my television work.“



WORLD STARS AS GUESTS OF THE TV POWERHOUSE Women’s power summit meeting with Senator Hillary Clinton and Chancellor candidate Angela Merkel (2003); state summit with Federal President Horst Köhler (2007); and presidential interview in the Oval Office with George W. Bush (2006). Throughout ten years and more than 400 shows with celebrities of the political world, ”Sabine Christiansen“ developed into a cosmopolitan talk show.

crisis now with women in executive board and supervisory board positions? ”Generally speaking, yes,“ and then she subtly adds, ”Because even in mixed committees, the men would still dominate.“ That really doesn’t fit the image that Christiansen has with TV critics, who often refer to the icon of political talk shows as the ”blah-blah“ culture with a great deal of ”talking in circles“ without concise moderation. ”Critics also have the basic human right to make mistakes,“ says Christiansen with a confident laugh. But two of the things that women can do better than men is cat-fighting and female vanity, which are not inventions of bad boys. ”Women do not shy away from asking many and simple questions, even if we always get odd looks for doing so.“ Here is a friend of clear articulation.

Not only did the former Lufthansa stewardess learn journalism from scratch at her job as a cub reporter and editor at NDR, but she also had to establish herself as a 30-year-old in the news giant ”Tagesthemen“ with TV godfather Hanns Joachim Friedrichs, who was 60 at that time. She remembers the first few times as a moderator in 1987: ”In the beginning, he wasn’t thrilled with me nor any woman.“ Respect grew from this meeting, as well as a ”friendship“. For ten years, Sabine Christiansen made the broadcast with what was called the ”mousy moderator“ (a putdown from the *Der Spiegel* when the show first premiered) into one of the most successful German news shows.

And there was one thing above all that she had to do in her second career as an anchorwoman on the ”Sabine Christiansen“ show on Sundays: moderate men. By drawing an audience of millions for years, the cool blond (who was born in Schleswig-Holstein) became the ”ratings queen“. And by the time she moderated the first German Bundestag election TV debates together with her colleague Maybrit Illner from ZDF, she had become her own brand. This ”mouse“ became a qualified animal trainer, and her show received the highest accolades from Bundestag President Thierse as an ”alternative parliament“. In the finale of ”Sabine Christiansen“, she interviewed politicians on the front line, from American President George W. Bush to the President of the Federal Republic, Horst Köhler. The celebrities of politics were seen on more than 400 shows. So what was the moderator’s formula for success in such a defiantly male world? ”To me, who, where, what, when, and why are the most important principles of my television work.“ Period!

The Burda Bambi Awards and the esteemed Grimme Award for journalism on the windowsill of her spacious loft office in downtown Berlin speak to her success. The three fawns, the white leather classic ”Brno“ chair from Mies van der Rohe, and the large glass conference table from star architect Norman Foster radiate a familiar, relaxed business-like approach. Violet tulips bring some cheerful nature into the routine Berlin life of TV producer Sabine Christiansen who not only produces her own ARD show with her company ”TV



SMART FORTWO CO₂ WONDER

The cute little shaver thrills Sabine Christiansen not only because of its maneuverability and guarantee of practical parking (2.70 m), but also because of the world’s lowest CO₂ emissions (88 g/100 km). The 45 HP economical mouse consumes 3.3 L/100 km and sprints quietly through the city with its three-cylinder 0.8L diesel engine. „Like a quietly running sewing machine!“ laughs the TV moderator. The fact that you can drive 1,000 kilometers on a full tank and reach the South is not the deciding factor for the convertible driver: ”On Monday morning, I need a small, practical city car.“

„Privately, I like to wear clothes that are super-comfortable instead of business fashion suits or conservative, chic cocktail wear.“

21 Media Productions“, but also produces both Michel Friedman’s and Lothar Späth’s talk shows on N-TV as well industry films (”There is a tremendous amount of work involved in this, which people usually do not see“). When the ARD talk show ended in 2007, then in the summer, there will be five rounds of discussions called ”Wahlarena“ (election arena) on this year’s Bundestag election on RTL, co-moderated with the former editor-in-chief of Spiegel, Stefan Aust. No, this is not a comeback to regular television work. ”It is simply an exciting election and crisis year from a journalistic perspective.“

The UNICEF ambassador can’t imagine getting back onto the TV treadmill, for reasons of time alone. Her social involvement, especially with children, is the most important thing to her. With her ambassadorship (”UNICEF has coped with its

crisis in Germany and is the most transparent charitable organization today“), she would like to help ensure that ”Africa constantly advances on the agendas of those in power“ and that children’s rights are finally included in German constitutional law. ”We have firmly established rights for animals, but not for children. They need a special protective function and are not adequately protected by general human rights.“

Christiansen responds calmly and confidently to criticism that the involvement of stars in charity work is only for their own PR. ”Charity events are good. Everything that benefits a cause, and has more to do with charity than the events themselves, fulfills its purpose.“ This also connects her to Regine Sixt, with whom she works on the board of trustees of Regine Sixt Kinderhilfe e.V. That is also a women’s network to her. ”People call



»Unicef has overcome its crisis in Germany and is one of the most transparent organisations today.«

each other and help each other together, simply and immediately.“ What distinguishes the businesswoman Regine Sixt? ”She has a big heart. And she never asks, ‘Will it work?’ Rather, it has to work somehow, and she also makes it work, whether for her role as marketing diurector in the company or for her children’s charity efforts. That really impresses me.“

To Sabine Christiansen, these are the qualities of businesspeople who are not appreciated enough in Germany. “Personally-liaible businesspeople are an important, rediscovered factor in

the economy. Unfortunately, they have not been treated the same as industrial corporations by banks.” And, besides better controls and more women on supervisory boards; what else could make the world better? What do men have to do? ”They don’t have to do anything,” she smiles, and “And neither do women. We really love our men, but they shouldn’t be so afraid of women who advance into their job domains.”

Yes, just take it easy. Sabine Christiansen, clever and smart.



MEILENWERK BERLIN

„WE ARE A LIVING LIFESTYLE BRAND“

The facts of the luxury-car cult site, the Meilenwerk in Berlin, speak for themselves. Since 2003, about 400,000 visitors come each year to this mecca for vintage and premium vehicles, such as Rolls Royce, Ferrari or Aston Martin, as well as collector vehicles. More than 200 company events attest to the business success of the upscale ambiance at its center, set in industrial halls. What is the strength of the Meilenwerk first-class garage, with branches in Düsseldorf and Stuttgart? ”We offer an complete, all-inclusive package for friends of vintage cars. It consists of security (with showroom containers), car-wash services, and specialized workshops,” says head of Marketing Nicola Halder-Hass. ”We are a living lifestyle brand,” she emphasizes, and offers the secret of the concept: „We are a family place. Vintage cars also appeal to women, and women are now driving in rallies.” What does Meilenwerk have that the modern car adventure worlds at BMW or Porsche don’t? Founder Martin Halder says, ”Today, Meilenwerk is a brand all its own, but it is still independent from the manufacturers.”

Meilenwerk Berlin – Forum for Driving Culture; Wiebestr. 36-37, 10553 Berlin
Tel.: +49 (0)30 36 40 78-0; info@meilenwerk.de, www.meilenwerk.de

Meilenwerk founder Martin Halder (41) and head of Marketing Nicola Halder-Hass (44) in front of a light-blue Mercedes 190 SL Roadster from 1962. Sale price: EUR79,500.



Sixt limousine fleet with chauffeur team: "Customers can rent the vehicle of their choice anytime and anywhere."



Right to the chauffeur with a single click: Simple navigation with the new Sixt limousine website offers immediate calculation of the final price, including gas. Mileage, chauffeurs and possible nighttime surcharges are also calculated.

SIXT LIMOUSINE SERVICE WITH DIGITAL BUTLER: “WE’LL DRIVE YOU THERE!”

Service makes customers happy and improves sales. Sixt has successfully and systematically expanded the offerings of its Limousine Service, and now allows its customers to book directly via its newly configured website, www.sixtlimousine.de. The exclusive mobility service online. This makes it possible for customers to rent high-quality limousines with chauffeurs, independent of time and place. The luxurious Sixt limousines are equipped with comfortable leather seats, tinted windows in the back area, and air conditioning. All chauffeurs are multilingual and have excellent knowledge of their respective cities.

The new web presence offers a binding reservation with the Sixt chauffeur service in Germany in three easy steps: First customers enter their desired point of departure and their destination address as well as the date. In the second step, they can select a vehicle from the high-quality fleet. The corresponding price will be shown immediately. In the third step they simply provide their contact data and those of the passenger. The Sixt chauffeur will be waiting for them at the appointed time. The offering includes numerous services, such as traditional chauffeur service, a shuttle, roadshow and shop-

ping service as well as sightseeing tours. Michael Schneider, managing director of Sixt Executive GmbH:

“Firm reservations over the internet are a decisive competitive advantage, particularly in international tourist travel, where managers’ schedules are very tightly synchronized. Bookable at any time, and with a guaranteed reservation confirmation, our customers can have complete trust in us. The Sixt name assures proven quality and reliability.”

The Sixt Limousine Service offers limousines in different class categories. In addition to business class with the BMW 5 Series, BMW 5 Series GT, or Mercedes-Benz E Class, Sixt chauffeur service also offers luxury class limousines such as the BMW 7 Series and the Mercedes-Benz S-Class, as well as extremely powerful vehicles like the BMW 750iL and 760iL and the Mercedes-Benz S 500L and 600L. A

greatly expanded offering is also available via the new website, from economy class to luxury vans like the Mercedes-Benz Viano or the VW Multivan.

Even for international rentals, customers can use the website to have an individual offer prepared for them. A map of the world shows you all of the Sixt Limousine Service’s stations, in over 60 countries. Michael Schneider, Managing Director of Sixt Executive GmbH: “With our new internet presence we offer our customers clear advantages. Now, anytime and anywhere, they can rent the vehicle of their choice and receive the exact price immediately.”

And for Michael Schneider, the head of Sixt Limousine Service, the new digital booking offering also presents strategic offensives. “We see a clear competitive advantage in the new web presence, since it allows us to provide a fast, flexible chauffeur service that is tailored to individual needs, while right now many other providers are only represented by a contact form. At the same time we have expanded our vehicle selection, so that we now also offer economy class. With Sixt Limousine Service our customers no longer drive

themselves – we take them where they want to go.”

“Customers no longer want to telephone to book a limousine, wait for the reservation to be confirmed and hope that they have found the right partner. Today people make reservations over the internet: fast, reliable and confirmed. Of course there are still traditional customers who want to book a chauffeur service at short notice through the concierge at the hotel. Naturally we are able to meet their needs too. But most travelers are managers who book their schedules in advance and require perfect timing. We offer this to them with our new booking options.”

WWW.SIXTLIMOUSINE.DE

Düsseldorf shows its commitment to modern car sharing. Following Munich and Berlin, the Rhine metropolis now scores points with the successful premium car sharing offering from Sixt and BMW.

MOBILE CITY ON THE RHEINE



For over three months now Düsseldorfers have had access to the premium car sharing service DriveNow, which was first tested in Munich and Berlin. Since then, a total of 150 vehicles of the makes MINI Cooper, MINI Clubman and BMW 1 Series have been available in the downtown area for spontaneous rental. Since the beginning of spring, the offering has also included MINI Cabrios. Areas of emphasis are city districts one through four, between Heinrich Heine University, Ostpark, Nordfriedhof and Löricker Straße. Benrath, Gerresheim, the Stadium and the Trade Fair are included as “satellites.”



DriveNow offensive in Düsseldorf: Park for free with a special badge.

After registering via the DriveNow website, users can find the location of the nearest DriveNow vehicle using the mobile app. The rate is 29 Euro cents per minute of driving time, and customers are billed via credit card. Düsseldorfers don't need to worry about fuels costs, cleaning, insurance, taxes and parking fees, since everything is included.

DriveNow vehicles are equipped with a special badge that allows for free parking in all public parking spaces. For its launch, DriveNow invited its guests to a relaxed event in Ru-

das Studios in Düsseldorf's Media Harbor. Moderator Gülcan Kamps served as a guide for over 150 guests over the course of the evening. After DriveNow managing directors Nico Gabriel and Andreas Kottmann explained the flexible concept, visitors were able to watch live as Andreas Kottmann led Gülcan through the reservation procedure – which she mastered right away: “Keys are no longer necessary.” DriveNow works with a chip on the driver's license. WWW.DRIVE-NOW.COM

New Sixt station in Florida

International expansion. Sixt has opened a new station in the US tourist metropolis Orlando. The station is located right at Orlando International Airport (MCO). It is already the third station in Florida, after the stations at Miami International Airport (MIA) and Fort Lauderdale-Hollywood International Airport (FLL). A wide range of vehicles are available for customers to use for their vacations or business trips, including BMW, Mercedes-Benz, Chevrolet, Ford (including Mustang), Volkswagen or MINI Cooper. The new station is only a few minutes from the arrival terminal, and Sixt also offers a shuttle service so that customers can travel comfortably to their vehicles and back. The station (like all the stations in Florida) is open 24 hours a day, 7 days a week. As a partner of all the large airline and hotel chains, Sixt rewards rentals with bonus points and miles from the respective bonus program. These include United Mileage Plus, US Airways Dividend Miles, Delta SkyMiles, Lufthansa Miles & More, Air France Flying Blue, SMILES, Multiplus, Hilton HHonors and Starwood Starpoints. The next Sixt station will be located at Palm Beach International Airport (PBI). Detlev Pättsch, Chief Operations Officer for Sixt AG: “The new station in Orlando represents the next logical step in our continuing deve-



Detlev Pättsch, Chief Operations Officer for Sixt AG: “More and more North and South American customers are putting their trust in Sixt's services.” von Sixt.”

lopment of the attractive US market. In the future we will continue to maintain a sense of proportion as we promote the expansion of our foreign network of stations. So far business in Florida has exceeded our expectations.”

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MOBILITY UNLIMITED

Sixt offers individual mobility for the new generation. Sixt Unlimited. The innovative product enables customers of the mobility service provider, which is active around the world, to use a vehicle at more than 600 service stations in Europe for a flat monthly rate. Whether in their home city or traveling, with Sixt Unlimited users always have the vehicle they want and always remain mobile. Particularly for frequent travelers, this opens up significant time and cost advantages, since extra expenses for rental cars, taxis or parking fees are now a thing of the past.

Sixt Unlimited works like a rental car flat rate. For example, travelers can use their Sixt Unlimited card to obtain a vehicle of their desired category at a Sixt Station and drive it to the airport or train station. There they turn the vehicle back in and continue their journey by plane or train. At the destination site they simply look for the next Sixt station and obtain a vehicle of the same category that they can use according to their specific needs, allowing them unlimited mobility. Users with the Sixt Unlimited card can decide on a service life of three, six, nine or twelve months. The longer they opt for Sixt Unlimited, the lower the monthly rate. In addition, they can also choose the “pre-paid” option, where they pay their rate at the beginning of each month and can receive an additional benefit. The product is available at stations in Germany, Austria, Switzerland, Belgium, Luxembourg, the Netherlands, France, Spain and Great Britain.

For Thorsten Haeser, director of sales and marketing at Sixt AG, this is a sustainable innovation: “Sixt Unlimited practically reinvents individual mobility. Our product offers maximum flexibility and comfort, in addition to clear cost advantages. Our customers pay for only one vehicle and are spared additional expenses for taxis and parking fees. At the same time, Sixt Unlimited is a good example of Sixt’s integrated mobility services. We are the only international provider in a position to offer our customers comprehensive services from a single source, from car sharing and car rental to full-service leasing and car pools.”er Autovermietung bis zum Full-Service-Leasing und Car-Pools.“

*Ad: “I have one in every city. (For a fixed monthly rate)”

Regine Sixt Child’s Aid Association in Vietnam

In many rural and mountain areas in Vietnam, there are villages and communities without kindergartens. For this reason many parents must take turns caring for their children, instead of taking advantage of opportunities to work and earn money. As a result, they lose income that would allow them to improve their living conditions, and fall deeper into poverty.

Access to local kindergartens opens up better employment opportunities for the parents, which results in more income. Even more importantly, the children have access to good education and at the same time to better nutrition. For this reason, together with the Dariu Foundation of the Swiss publishing house Ringier, the Regine Sixt Child’s Aid Association is financing the construction of a kindergarten in the Luc Sy Thanh district in the poor Vinh Long region. Regine Sixt: “This should provide supervision for 120 children, which will make it possible for their parents to pursue full-time jobs.”



**Regine Sixt,
kindergarten
construction in
Vietnam:**

Good education
and better nutrition
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Child’s Aid Association
Account: 746 500 800
Sort code: 700 700 10
Deutsche Bank Munich

Keyword:
DRYING LITTLE TEARS
www.regine-sixt-kinderhilfe.de



Dear passenger, take it sportive; just enjoy the ride.

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FACES OF STRENGTH

"We, the Women, Germany" – my art exhibition of portrait paintings made of wax.

BY NAHID SHAHALIMI

Strength is often spoken about in a general way. To define it with all its connotations, abilities, and nuances is, however, a difficult task – one not easily done with words. In my opinion, strength has a face. Strength, in fact, has many different faces.

One of them belongs to my beautiful mother, wife of a former greatly respected political figure in Afghanistan, the late Abdul Hakim Shahalimi. Born into an extremely poor family himself, he died one of the wealthiest men of Afghanistan after a long life of difficult and genuine dedication to his country and its people. And yet my mother never looked back at the comfort of her home and of her birthright, as it became clear to her that money attracts greed and immorality. Her life, for all her wealth, had become worthless now that she was wearing the white scarf that marked her as a widow. She walked out of the gates of her 37-room villa on a four-acre estate situated in the heart of the upscale "Kart-e-Char" district of Kabul holding only her most precious possessions – the hands of her four little girls. She was at the time only 26 years old.

I remember how we left Kabul and walked for days over the ragged mountains of Afghanistan without food or water. During that dangerous journey, we often rode on donkeys high up on the narrow mountain paths, which were at times too narrow even for a child's foot. My mother's strength alone carried us all to safety. She taught me how to go after my dreams and to never see failures as a negative aspect of life, but instead to put them in a box and label it as "experience".

Her optimism is addictive. Her will to never give up is imperative to life, just like the women I have hand-picked in my

latest project "We, the Women, Germany." In order to portray faces of strength through my strong passion for painting, I have taken my inspiration from some of the great female personalities of Germany. They have paved the way for a little girl who dared to make a promise to herself after losing one of her most precious possessions at the tender age of 11, a place she called home. The promise: To give hope to all those little girls who look up to the incredible women in this project.

Regina Ziegler, for example, the most acclaimed German female film producer, so cherishes her work with young people that her eyes glow as she speaks about her legacy to the motivated young girls and boys she teaches.

The great Liz Mohn has made an immense difference through her initiative for the improvement and wellbeing of humanity in her projects with the Bertelsmann Foundation: she has also taken on a major role in policy-making in this country to promote structural changes in the system. "Positive thinking" is in the end what she wants to be remembered for, as she tells me so admirably and kindly in her interview.

Strength is personified, made visible and tangible in these women. They are brave. They are committed. They are intelligent. They do not give up. They know exactly what they want. And above all, they have a vision: they are inspirational, like my mother.

One of my favorite statements by one of these beautiful women was the following: "No one else is accountable for any deed you decide upon: only you as an individual can and should take responsibility for your actions or non-actions": Patricia Riekel. Strength indeed has many faces.



"My mother taught me how to go after my dreams and to never see failures as a negative aspect of life, but instead to put them in a box and label it as 'experience'." Regine Sixt and Nahid Shahalimi beside her painting.

PHOTO: MATTIAS EHEGARTNER



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