



RELAX AND DISCOVER
SPECIAL EDITION / 500.16



BEAUTIFUL BARBADOS!

THE WONDERFUL CHARISMA
OF THE BAJANS



THE DYNAMIC DUO
NEXT GENERATION: KONSTANTIN
AND ALEXANDER SIXT



REGINE SIXT
MY 2ND HOMELAND
BARBADOS



Great, Britain!
(Rent now the Jaguar XE at sixt.com)



REGINE SIXT
Senior Executive Vice President
Marketing, Sixt SE

I INVITE YOU TO EXPLORE BARBADOS!

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

Barbados leads the list of the Transparency International's Corruption Perceptions Index. In the Americas it is ranked joint second after Canada, equal with the United States. Nine out of ten Barbadians – also known colloquially as Bajan – are of African descent. Most of the remaining population derives originally from the United Kingdom. So Barbados retains a strong British influence and is referred to by its neighbours as "Little England". In 1966 Barbados performed its first own free elections. But it still currently maintains Queen Elizabeth II as head of state.

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

The main reason for that success of the country, explained Maxine P.O. McClean, the Minister of Foreign Affairs and

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

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

Yours,
Regine Sixt

Regine Sixt



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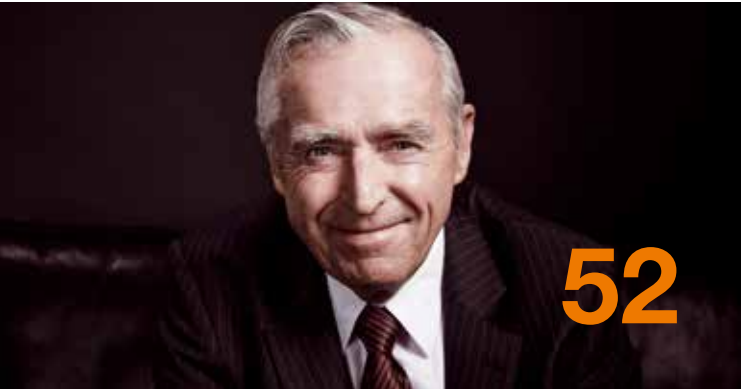
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PHOTOS: EROL GURIAN; CHRISTINA KÖRTE; SIXT SE

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Crazy Sixt: The most important factor is a team of committed and enthusiastic staff who provide a high level of service.

AMERICANS LOVE SIXT

With more than 50 franchise and corporate branches across the USA, Sixt has covered almost the entire country after just three years of activity. Some key recent additions include branches at Los Angeles Airport, Santa Monica, and San Francisco.

An unparalleled success story: in 2012, around three years ago, Sixt first set foot across the Pond and opened its first station in the United States. Today there are more than 50 franchise and corporate branches covering almost the entire country. Some of the most interesting branches opened over the past year are ones at Los Angeles Airport and in San José, Santa Monica, and Beverly Hills – and, especially important, the opening of our latest station at San Francisco Airport.

But it isn't just the number of Sixt branches that is rising rapidly: the fleet is also growing at a stunning speed. Last year alone it doubled in size on the US market as a whole, and we're already planning to open more branches in many places.

How is it that Sixt has managed to be so remarkably successful in the USA of all places? The most important factor is a team of committed and enthusiastic staff who provide a high level of service. Americans are especially keen on such uncompromising customer orientation. Then there are the selected locations which allow Sixt customers to collect their automobiles without travelling far or wasting time, such as at the big airports, at downtown locations, and at popular shopping malls.

Sixt has made itself a powerful pioneer in the premium and luxury automobile segment in the USA. Vehicles like Audi and Cadillac are some of the best-selling models on the American market. The fleet there has recently been extended to include the first Rolls Royces, cementing Sixt's reputation as a premium auto rentals company in no uncertain terms.

www.sixt.com



Premium fleet for USA: Sixt branch in Orlando, Florida.



Modern style: Sixt branch in Beverly Hills, Los Angeles.



Sixt has made itself a powerful pioneer in the premium and luxury automobile segment in the USA. Vehicles like Audi and Cadillac are some of the best-selling models on the American market.



Carsharing in Berlin: Urban mobility with premium vehicles from BMW and Mini.



Charging station for BMW i3: Not only is the BMW i3 completely free of drive-related emissions but it also features a dynamic and virtually silent driving experience.



BMW i3 in Copenhagen: DriveNow has now reached 100,000 customers that have been introduced to electromobility through CarSharing.

ELECTRIC, URBAN, SUSTAINABLE

Carsharing: the BMW i3 in DriveNow opens a new chapter of metropolitan mobility.

What an idea: You need a car – ideally right away – and one is available. Always. Everywhere. For everyone. And of course, only as long as it is actually needed. The fact that it is rented eliminates all hassle. How does one come up with such an idea? The idea of sharing is perfectly suited for the vibrant life of a big city. Not only is the BMW i3 completely free of drive-related emissions but it also features a dynamic and virtually silent driving experience.

DRIVENow, the joint car sharing venture of BMW and Sixt, has already introduced 100,000 German drivers to the electric vehicle. Since the summer of 2013, DRIVENow has fea-

tured electric vehicles (i.e. the BMW ActiveE) in its Free Floating fleet. In the first two years, more than 60,000 customers have driven an electric vehicle for the first time. Customers have made around 130,000 trips with the BMW i3, which has been available in Berlin, Hamburg, Munich, Cologne, and Düsseldorf since 2015. For one third of these customers, it was their first experience with an electric vehicle.

DRIVENow has now reached 100,000 customers that have been introduced to electromobility through CarSharing. Customers have logged over two million (emission free) kilometers with the BMW ActiveE and the BMW i3 since they were introduced to the German fleet.

www.drive-now.com

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

LAND OF THE SMILE

Dignity, beauty, rhythm: Barbados. The Caribbean island enchants all your senses. Waves, sand, calypso – and the Barbadians. They have character. Beautiful Barbados.

By Wolfgang Timpe and Erol Gurian (Photos)



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

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

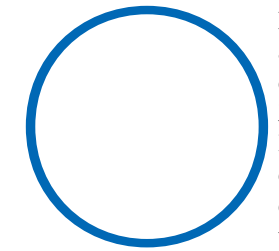
The Breeze: Fresh wind and the finest water mist cool the skin and caress the soul.

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

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

"The well-educated people are our asset."

Austin Husbands, Barbados Tourism Authority.



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

four wheel drive, jumps over puddles to then crash land on the leaf springs of the jeep and to test the elasticity of the spine. „Hey Ladies, it's just a marketing tour of Land Rover", The guide laughs and driver Jan Webster laughs over his own joke, while the brown "mud" soup from the forest ground coats the off roader. "Okay, okay ladies", Jan assures his small adventure community of eight, "I'll bring you back to civilisation." Everyone is laughing, everyone is perspiring, everyone is looking forward to the heavy endurance competition at the next stop at Barclays Park, Atlantic. Dream destination Barbados. The easternmost Caribbean island with its picturesque pacific beaches in the west and its rough Atlantic coast in the east the entire splendour of its diversity, beauty and uniqueness unfolds on this Island Safari Tour. Palm beaches, sugar cane plantations, historic farm houses, rum distilleries, luxury resorts and water sport. Here in the east Barbados shows its individual Caribbean face. Here where steep cliffs take turns with surfers for the best swell in Bathsheba; where the breeze blows unremittingly, where fresh wind and the finest water mist of the surf cool the skin and leaves a slight salty taste on the tongue: Tour participant Michelle Dexter, 46-year old graphic designer from



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



ROYAL SPLENDOUR

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

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

Chandelier Weddings, Rain Chandler, „The Fisherpond Great House”, St. John, Barbados W. I.

T. +1 246 433 17 54, M. +1 246 266 83 74; www.chandelierweddingsbarbados.net

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

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

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

GREETING

I INVITE YOU ALL TO VISIT BARBADOS!

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

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

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

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

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

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

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



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

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

Barbados and Germany have enjoyed a strong relationship since formal relations were established in March 1967. In fact Germany became the first European mainland country with which Barbados formalised relations after attaining its independence. In the realm of trade, exports from Germany into the Barbados market in 2008 totalled approximately US\$28 million, while Barbados’ exports to Germany accounted for a mere US\$2 million. And in May 2015, the tourism sector enjoyed a robust winter season with arrivals breaking a 25 year-old record for arrivals. Arrivals from Germany for example grew by 23.6%, respectively. Despite this obvious skewing of trade in Germany’s favour, the Barbados authorities consider that there exist opportunities for Barbados to improve its trade performance with Germany, both in terms of volume of trade and diversity of products traded.

In conclusion, I would say that as the Minister of Foreign Affairs and Foreign Trade of Barbados one of my main goals is to continue by our interactions in the international sphere to solidify Barbados’ impeccable reputation, to defend it unflinchingly, and to undertake policies which will redound to the improvement of the standard of living of all Barbadians. I hope that this brief sketch of Barbados will awaken a keen interest in our island on the part of many German nationals. Barbados looks forward to welcoming you to its shores for a visit which I can assure you will become the first of many.

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

Info and booking: www.visitbarbados.org



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



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

Our customers do not need to refinance luxury. They have it“, laughs Wilford. A wealth that not everyone truly has on Barbados, but perhaps also does not necessarily need. Envious? Very rarely. Good education, solid career prospects, neighbourly help and low crime provide a social sound ground on Barbados: To be able to enjoy. For the 39 year old Sonie from St. Peter it is the most wonderful thing to give a “gospel breakfast” to her mother Cynthia on her 66th birthday in luxury resort The Crane. Both are proud that here at The Crane is one of the top ten beaches in the world and that people come from all over the world to Barbados. And Royal Diadems gospel choir leader Ronald Bullen is happy when he goes across the island with his “mobile church” and “relaxes people’s facial features in singing.” For: „Singing is the root of life. Those who don’t sing get sad.” It says, and in the background the turquoise coloured ocean waves ripple to the Crane’s waterfront. The paradise can be heard. Or swimming underwater. On the turtle swim tour with the catamaran “Excellence Too” fun and adventure sport are enjoyed – leaving you at the end with the feeling of Barbadian life. After a warm-up rum punch, a light lunch and an un-

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

TOP BARS

MULLINS BAR

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

Mullins Restaurant & Bar
St. Peter
Barbados W. I.
T. +1 246 422-2044
www.royalwestmoreland.com/estate/beach/mullins-beach-bar

ROUNDHOUSE BAR

Rustic breakfast and lunch bar, fantastically situated on the steep cliffs in the west. Set amidst a surfer’s dream world. Location, location, location.

Roundhouse Restaurant & Bar
Bathsheba, St. Joseph
Barbados W. I.
T. +1 246 433 96 78
www.roundhousebarbados.com

WATERFRONT CAFE

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

Waterfront Cafe
The Carriage
Bridgetown

Barbados W. I.
T. 246 427-0093
Mon-Sat. 10am – 10pm
www.waterfrontcafe.com.bb

BERT’S SPORTSBAR

Whether it’s the world baseball or football championships: Bert’s is around the world with its giant satellite dishes. The best service, hardwearing grill ware: ribs, grilled fish and every burger imaginable await the Barbadians. Life down on earth!
Bert’s Sportsbar
Rockley, Christ Church, Barbados W. I.
Mon - Sun 11:30pm to 12am,
Happy Hour & Half:
4:30pm – 6pm
T. +1 246 435-7924
www.bertsbarbados.com

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

Regardless of whether you are fat or thin, young or old, stuffy or relaxed, everyone, really everyone swings to the rhythms of Soca, Barbados versions of Harry Belafontes Calypso. Soca – a word marriage from soul and calypso – let your hips swing and even the last stress heads just relax. The powerful stature with a deep pounding voice of barman David that enraptures the ladies and sweeps them away – is another Caribbean story. Gentle afternoon light illuminates the Caribbean stage in the west of Barbados, the mild light coats the dream beach ochre colour. Barbados breathes Paradise. East-Caribbean reality. And if something goes wrong in life – in Barbados the feeling of well-being is present day and night with a constant 29 degree Celsius – then you simply forget the seriousness of life: just with a smile. Tourist manager Austin Husbands, 65, has trained it. „I have learned to smile at least once a day“. That makes me self-assured and gives me a good feeling.” No Keep Marketing Smiling, but a real lust of life, quiet optimism. Dignity, beauty, rhythm: Barbados. The Caribbean island with its gentle pacific and the rough Atlantic coast enchants all senses. Sun, sea, calypso and Barbadians. The people have character. Beautiful Barbados. Land of the smile.



LUXURY CARNIVAL

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

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

“We are a mobile church.”

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

TOP HOTELS

THE HOUSE – TAMARIND BY ELEGANT HOTELS

It doesn’t always have to be super luxury: The Caribbean charm and natural friendliness of the service in this smart boutique hotel is unique. Bejan atmosphere, outstanding breakfast buffet (all warm dishes freshly prepared!) and the dream sunset included.

Barbados at home.
Tamarind Cove Hotel
Paynes Bay, St James
Barbados W. I.
T. +1 246 432-1332
www.thehousebarbados.com

LONE STAR HOTEL

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

Unobtrusive, casual and exquisite: this not describes the sea view suites but also the cooking from the dream restaurant with exquisite fish and pasta dishes.
Lone Star Hotel
Mount Standfast
St. James, Barbados
T. +1 246 629-0599
www.thelonestar.com

LITTLE GOOD HARBOUR HOTEL

The colonial plantation charm of the 18th century plus modern luxury affairs like an outdoor pool and top cuisine in the “Fish Pot” restaurant. An idyll on the edge of the small fishing village Sherman near Port St. Charles. Breathe in the tranquillity!
Little Good Harbour
in Sherman, St. Peter
Barbados W. I.
Tel. +1 246 439-3000
www.littlegoodhar

bourbarbados.com

SANDY LANE RESORT

The one and only top resort on Barbados. Modern colonial class plus top golf (“Green Monkey”) and perfect private service. A jewel (see interview on page 36 also)
Sandy Lane Resort
St. James, Barbados
T. +1 246 444-2000
www.sandylane.com

THE CRANE RESORT

The top ten beach worldwide is the whitest pearl since Mr Flash. The tranquil small Disney town is enthroned as a luxury apartment resort on a steep coast. Unique: The Atlantic kisses the Pacific. Nature sounds magic? It is. Indeed.
The Crane Residential Resort
St. Philip, Barbados
T. +1 246 423-6220
www.thecrane.com



TOP LUNCH & DINER

THE CLIFF RESTAURANT

The favourite restaurant of pop star Sir Cliff Richard – not because of the name. There is “great food and service”, Mediterranean, French cooking à la Barbados. For Sir Cliff it is a “wonderful treat for a special occasion”, a pure treat for any special occasion. 2-course menu from 85 Euros. Sheer view: From several terrace levels one looks upon the torch-lit coral reef and the Pacific. Don’t forget to eat! Oh yes, you also order James Bond Champagne: „Bollinger, La Grande Année, 1999”. Price? A matter for negotiation. **The Cliff Restaurant** Derricks, St. James T. +1 246 432-1922 www.thecliffbarbados.com

DAPHNE'S RESTAURANT

Positioned directly on the beach of Paynes Bay, west coast. Modern Italian top cuisine with Asia variations and fresh Barbados fish (grilled!) Competent service. After diner: Relax in the white lounge sofas of the bar and sip the fresh Caribbean cocktail. **Daphne's Restaurant Ltd.** Paynes Bay, St. James T. +1 246 432-2731 www.daphnesbarbados.com

THE COVE RESTAURANT

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

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

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

RUM-PUNCH

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



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

ECO AWARD FOR BARBADOS

Petra Roach, director of the U.S. for the Barbados Tourism Marketing Inc. (BTMI) on Germans.

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

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

to the Atlantic. Barbados is a year-round destination with on average 27 degree – day and night. From July to November the increased probability of rain is a welcome refreshment. And what should visitors not miss? The diving trip with the Atlantis submarine, where you can get to know the underwater world. We are the first nation in the Caribbean to receive the Green Certificate from Green Globe International Organisation,” says Petra Roach. What makes Germans different from Barbadians? “We Bajans are more relaxed. Even though we are not as organised as the Germans, we always reach our goal.”



Petra Roach

BARBADOS SERVICE



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

BARBADOS

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

Barbados Tourism Authority c/o
Aviareps Tourism GmbH
Sonnenstrasse 9
80331 Munich Germany
T. +49 (0)89 55 25 33 834
www.barbados-karibik.de
Barbados Tourism Authority
Bridgetown Barbados W. I.
www.visitbarbados.org

CONDOR



In summer 2016 Condor flies directly from Frankfurt/Main and from Munich once a week to Barbados – within 9,5 hours; and in Winter 2016/2017 season twice a week from Frankfurt/

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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 author 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.

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 284,645 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!

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

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 came in the 17th century, who imported sugarcane from Brazil. Thus they taught the British, who had already settled on Barba-

dos, 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.

Regine Sixt on the terrace of Sandy Lane, Barbados.

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



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 ...

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

... 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.

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?*

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

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

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

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

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



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



Snow-white Caribbean beach in a mahogany grove: a unique first class resort.

RELAXED BEAUTY

Modern Colonial style and the magnificent Green Monkey golf course are the icons of Sandy Lane resort on Barbados.

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

Sandy Lane has a style reflective of the unique ambience of Barbados. Built in 1961 on the grounds of a former sugar cane plantation, Sir Ronald Tree personally selected the site for Sandy Lane, knowing it was the perfect spot for a luxury hotel. Today the lovely curving beach and old mahogany grove are complemented by the classic elegance and impressive architecture of the coralstone buildings. The interiors were designed with the same care and attention, using extremely high-quality materials to create a hotel that offers extraordinary luxury and leaves nothing to be desired for the modern international traveller. On the over 400 hectare grounds we have created three outstandingly beautiful golf courses and a country club while preserving the existing landscape. The Green Monkey golf course for example was made on the site of an old limestone quarry.

The special identity derives from a blend of authentic style, cultivated tradition and the overarching commitment to providing nothing but the very best service, ensuring that every guest at Sandy Lane receives the best the Caribbean has to offer. The way Sandy Lane go about his work is what makes the resort stand out. The team embody an extremely special lifestyle that gives the resort a personality of its own.

Modern Colonial style in Villa Patio with balcony:

The interiors were designed with the same care and attention, using extremely high-quality materials to create a hotel that offers extraordinary luxury.



Green Monkey golf course and luxury spa:
The team embody an extremely special lifestyle that gives the resort a personality of its own.



PHOTOS SANDY LANE RESORT AND SPA





Caribbean lifestyle: Even beyond culinary delights and gorgeous beaches, there's plenty to experience on Barbados.



Barbados dreams: More than 3,000 hours of sunshine each year and best beaches – Barbados is a paradise for sun-worshippers.

BEAUTIFUL ISLAND BARBADOS

Caribbean flair: Condor offers weekly flights to this holiday paradise.

More than 3,000 hours of sunshine each year, fantastic beaches, welcoming people – Barbados is a paradise for sun-worshippers, and can be reached by plane from Germany within 9.5 hours. In summer 2016, Condor will be flying from Frankfurt to this paradise island in the Caribbean every Monday. Affordable one-way flights are available from just EUR 339.99 in Economy Class, from EUR 499.99 in Premium Class, and from EUR 799.99 in Business Class.

In the winter 2016/17 season, Condor will be flying to Barbados from Frankfurt twice a week and from Munich once a week. This affordable one-way flight is available from just EUR

369.99 in Economy Class, from EUR 499.99 in Premium Class, and from EUR 999.99 in Business Class. You can book your flight easily online at www.condor.com, through any travel agency, or by telephone at 01806/767767 (ct. 20/call from a German landline, mobile phones max. ct. 60/call).

Barbados is the British island in the Lesser Antilles, so afternoon tea time is an absolute must. The cuisine of the island, however, has been shaped by Creole cooking, with lots of delicious fish and seafood specialties. You can finish off your meal with perhaps the best rum available anywhere in the Caribbean, Mount Gay Rum, which also makes an excellent gift for friends and family back home.

Even beyond culinary delights and gorgeous beaches, there's plenty to experience on Barbados. Whether you visit the Animal Flower Cave, a grotto on the northern tip of the island with a fantastic view of the ocean, or the quaint capital of Bridgetown with its colonial flair – discover the island at your own pace, and book your affordable rental car with Sixt.



Carrier: In the winter 2016/17 season, Condor will be flying to Barbados from Frankfurt twice a week and from Munich once a week.

THE DYNAMIC DUO

Konstantin (L.) and Alexander Sixt officially joined the Sixt Executive Board in February 2015.

Their motto: "Pay no attention to the competition; instead, make sure they're keeping an eye on you."

The next generation is at the starting gates and the engines are roaring: new board members Alexander and Konstantin Sixt discuss global mobility of the future, having orange blood in their veins, and the power of dreams

By Christoph Santner

“WE WILL, WE WILL ROCK YOU!” More than a thousand people clap and stomp to the Queen classic as Konstantin Sixt makes his way through the room on to the stage. “You may think that we are crazy,” he said, beginning his speech at the Sixt World Conference in Davos in November 2014. “But my brother and me, we have a dream: We dedicate our lives to make Sixt number one in the world!” Whether that takes ten, twenty, or fifty years, he adds. Shouts of jubilation from Sixt managers from 105 countries. Being a part of this adventure threatens to bring down the roof at the annual gathering.

Months later at Sixt headquarters in Pullach near Munich. In February 2015, the Sixt brothers Konstantin, 32, and Alexander, 35, were appointed to the company’s Executive Board. Now they will be judged on how well their words are followed by concrete actions. They discuss major issues facing the company and ongoing projects such as the expansion into the US. Sixt entered the largest car rental market in the world three years ago and now has more than 50 rental offices in the States. If the pace continues, Sixt will be making more money there than in Germany in just a few years. But there is a lot of competition and Sixt has to fight to gain a spot at each location and each airport. At LAX alone, a total of 40,000 rental cars are available, more than the entire fleet of the entire industry in Austrian and Switzerland combined. Licences for airport offices in the United States are auctioned off to the highest bidder, sometimes only once every ten years. So it’s important to stay on the ball. For a global company like Sixt, this means never falling asleep at the wheel. “And why should we? There are 24 hours in a day, aren’t there?” says Alexander Sixt, laughing. He is not only responsible for corporate strategy, but also for process management, centralised purchasing, and new mobility offering.

HIRING A CAR WITH DATA SPECTACLES

The two brothers have their offices next door to each other and their doors are mostly open. They know that the big dream can only succeed if there is an unconditional commitment to becoming the world leader. Isn’t this goal too big? “Why should it be?” counters Konstantin Sixt. “When my parents took over the reins as the third generation to run the company, they only had 200 cars and dreamt of a 1000. Now we’ve got 144,400!” As the person responsible for domestic and international sales as well as the company’s global e-commerce business, the speed of the company’s growth is



Together with their father Erich Sixt (middle) and two other members of the Executive Board, the Sixt brothers (right) want to drive the company’s expansion to become the world’s leading provider of mobility services.

continued transformation of Sixt from a rental car company into a provider of comprehensive mobility services. Alexander Sixt makes a comparison: “Edison wanted to make electricity so cheap that only the rich would still burn candles. We want to make mobility so affordable that only the rich will own a car.”

The self-driving car that Google and others have been successfully testing? Of course, Sixt wants to be the first car rental company to offer it. After all, it was the first to offer all-electric cars and it was the first to allow cars to be booked on smartphones. Maybe the self-driving car will even one day make its way directly to the renter’s location, saving a trip to the rental counter. Technically that would already be possible today; all that is lacking is the legal framework to make it happen. Augmented reality, such as GPS with helpful information directly displayed in your data spectacles, is already available at Sixt. An application for Google Glass allows employees at stations to receive, check, and inspect vehicles for damage. And new services are continually being added to make life more convenient. Currently, direct 24-hour roadside assistance is available that will immediately displays the location of the vehicle, which can be in case of a breakdown or an accident can be crucial. The Sixt app now offers an accident checklist to help drivers know what to do, step by step, in case of an accident. And online damage reports identify which parts of the car were damaged. Another example: leasing customers have their own app that helps them find the nearest authorised garage or tyre retailer.

And Sixt develops the software it needs for these projects in-house. “IT is playing a crucial role in our business today because we have always been pioneers,” says Alexander Sixt. The aim is always to be one (or two) steps ahead with every digital assistance system. To ensure this, right outside their doors is a large office where the best programmers and business strategists collaborate. New ideas and the technology to realise them are developed side-by-side. The understanding of digital possibilities has long been tradition at Sixt. Just as IT was beginning to be relevant for business, Erich Sixt did not settle for

highly dependent on his performance.

When spending time with the brothers, you get the feeling that you’re in the control room of a massive power plant where everyone’s pushing to generate even more energy and enthusiasm in Sixt. This obsession to strive for the big goal is contagious. Konstantin Sixt speaks of “orange blood flowing in our veins”. The biggest challenge has just begun: the con-



Grand entrance of the Sixt brothers: getting the employees at the Sixt World Conference in Davos to buy into the company’s strategy.

one of the existing solutions. They were not fine-tuned enough to his company’s needs. So he taught himself how to program in Linux. To this day, he remains a fan of the open-source solution, proving again Sixt’s independence and freedom from cookie-cutter solutions.

PAY-PER-USE IS THE KEYWORD

Freedom. The word keeps on coming up in conversation and it seems to be in the DNA of the Sixt family. The freedom of the entrepreneur to act on his own terms has been the foundation of Sixt’s success that continues to grow year in, year out. The family’s creativity has no limits, which is why Sixt rolls out innovations like an assembly line. The company already introduced the new service *fastlane* that allows you to unlock your rental car with your smartphone.

DriveNow car sharing, the joint venture between Sixt and BMW, has exceeded all expectations. More than 400,000 registered users and a global demand are driving continued expansion. Vienna, London, and San Francisco have recently joined the cities in Germany where DriveNow was first offered. But that is only the beginning. The next generation is providing a further boost to these visions of the future where mobility is no longer about ownership, but about use. Pay-per-use is the big idea. The Sixt brothers also know that demographic trends and the growth of cities require more intelligent solutions such as car sharing.

Being fast to act and realising new ideas is one of the Sixt brothers’ secrets. Alexander Sixt’s office contains a poster that read: “Culture eats strategy for breakfast,” by which he means that strategies from the executive suite can only be implemented if the corporate culture buys into it. And they work on that constantly. Consciously or unconsciously, the two brothers sometimes find themselves playing “Good cop, bad cop.” Konstantin, always smiling, convincing, winning. Alexander,

tough and quick with his words. All the figures, data, and facts in his head. The two are revving the company’s engines so that every bit of the collective horsepower at Sixt headquarters is put on the road. Sometimes a clear message also helps. The Sixt forum where executives explain their line and answer questions, Alexander has put it bluntly: “F*** innovation!” What he means: he does not believe in innovation departments that excuse the rest of the company from responsibility. Instead, read: “Together everybody achieves more.” Innovation has to be the duty of every employee, from mechanics to accountants. The Sixt brothers believe that the little ideas are the ones that when put together allow the big step forward. Dreams are not realised by dreaming, but instead through commitment and hard work, each and every day.

Even so, if they could get a wish granted from a fairy godmother, what would they wish for? Both were quick to answer. For Alexander it would be even more really great staff. Because he wants to develop his vision with people who like to see themselves as entrepreneurs and perform their duties with freedom and accountability. Konstantin’s wish: “To be honest, when I was young, I did not want to work for Sixt. Today, my wish is to be able to work here until the end of my life.” How might the company look by then? What will it be like when Sixt is the world’s market leader? And that probably will not take forever to achieve, given the pace that the two are setting.

MORE!

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

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

By Berndt List and Christina Körte (Photos)

Listening to the ocean's heartbeat.

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

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

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



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

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

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

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

Hiking trails make the National Park accessible; they are also ideal for biking. Pine groves speckle the gentle hills which become steeper toward the interior of the land. It can only be José’s herd of sheep crossing. “I am 82,” he proclaims, both proudly and reticently. “I’ve always tended sheep,” he grins, casually hailing his two dogs and continuing along leisurely. He is not an isolated case. The Portuguese people have a relaxed way of life that is contagious. The island’s most famous monument is the Fortaleza, which sits enthroned over the harbor of Sagres. It was destroyed during the devastating earthquake of 1755. It was rebuilt later, but only a stone circle, 43 meters in diameter with 43 stones in the courtyard of the fortress has remained from its most important period, the 15th century – perhaps a compass dial or a sundial. Portugal’s



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



Costa-Vicente-shepherd José, 89: „I have always tended sheep,” he grins mischievously, casually hailing his dogs and moving on.



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



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

1st national hero, Infante Henrique, known to us as Henry the Navigator, founded a seafarers' academy here. That was in the year 1415. Portugal was poor, sandwiched between Spain and the Atlantic Ocean. Henry developed a vision. He wanted to gain control of the lucrative spice trade and eliminate the Arab, Persian, Turkish and Venetian middlemen. Spices, and especially much-coveted pepper, were fetching exorbitant prices through them.

While accompanying his father on one of his conquests in North Africa that Henry came into contact with the knowledge of the ancient Greeks – the astronomical calculations of Ptolemy. The latter's observations had led him to believe in a spherical earth. In the Christian Occident, however, the earth was still considered to be flat. And all-consuming monsters were believed to be lurking behind the endless expanses of the Mare Tenebroso, the dark sea, as the Atlantic Ocean was called. Henry the Navigator, however, believed the Jewish and Arab scholars and decided that there must be a sea route to the remote Spice Islands. However, this was by no means to be made public. The location of Sagres was ideal. Under the greatest secrecy, he brought together the most experienced navigators, astronomers and cartographers to the Fortaleza in order to impart his nautical expertise for high-risk voyages of discovery to the seafarers. But Henry's vision was fulfilled only 70 years later, when it was possible to cruise against the wind with a new type of ship, the caravel. Portugal became the richest country in Europe by importing spices directly from the producers. The voyages of discovery of Vasco da Gama and Ferdinand Magellan made it possible. To this day, the Portuguese are grateful to the initiator of these voyages. All over Portugal, the most beautiful streets are called “Infante Henrique.”

A visit to the peninsula of Sagres would be incomplete without a visit to the southwesternmost point of Europe. There is a lighthouse, 75 meters high on the Cabo de São Vicente, surrounded by sheer endless ocean. The beams of the light reach 90 kilometers out to sea. The location conjures up longing and visions; it is a magical place where the sun sinks into the sea, indeed a holy place. The Celts worshipped their

gods here, the Phoenicians consecrated the plateau to the god Melkart; for the Romans it was Saturn. The Christians finally named the cape after Saint Vincent, whose body is said to have been washed up in a neighboring cove. The present day is more profane. The sign at a concession stand proclaims: „Last Bratwurst from America.“ One can also obtain a certificate for it.

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

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

HOTELS

Memmo Baleeira Hotel

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



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

Memmo Baleeira Hotel
Sítio de Baleeira
8650-357 Sagres - Portugal
Tel +351 282 624 212
Fax +351 282 624 425
www.memmohotels.com/memmo-hotels.html

Sheraton Lissabon

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

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





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

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

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

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



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

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

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

BERNDT LIST

Martinhal Beach Resort & Hotel, Quinta do Martinhal, Apartado 54, 8650-908 Sagres – Portugal; T. +351 218 507 788; www.martinhal.com



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

LISBON – METROPOLIS OF SERENITY



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

Weekend Trip

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

Pure Nostalgia

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

Shopping

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

Elevator to the Revolution

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

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

The Scene

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

Nightlife

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

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

LuxFrágil. The very thing with the international jet set. Choosy doormen. Cool design with glamour and sophistication. From jazz and house to electro – also concerts. Rua Gustavo Matos Sequeira 42 (Santa Apolónia); T. +351 21 882 0890; Wed.-Sat. 10:00 pm. – 6:00 am.

ALGARVE HINTS

Pizza

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

Kart

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

Golf

The picturesque Parque da Floresta golf course is only 10 minutes from Sagres. Embed-

ded in gentle hills, the greens are lined by eucalyptus, pines and olive trees.

Tel. +351 282 690 054
www.saresorts.com

SIXT

HOTLINE FOR RESERVATIONS:

+ 49 (0) 180 6 66 66 66*
www.sixt.de

*ct. 20/min. German landline

Mr. Evergreen

Sir Cliff Richard. The pop/rock singer celebrates a never ending story of success and a lifetime audience. Sir, thank you for the moments!

By Wolfgang Timpe and
Sebastian Widmann (Photos)



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



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



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

W e're all goin on a summer holiday / No more workin' for a week or two / Fun and laughter on our summer holiday / No more worries for me and you / For a week or two." Admit it: you were shaking your hips and singing along when you read those lyrics just then! This ever fresh and catchy song "Summer Holiday" by Sir Cliff Richard from 1963 also burned in the human hard drive like "Lucky lips" from the same year, "Congratulations" from 1968 or "We don't talk anymore" from 1979 as well as "Some People" from 1987. Stop! We are not in a golden oldie chart, but on Youtube. The video Summer Holiday, for example, is a click hit. True pop giants carry personality and no expiry date. It seems to be this genuinely light desire for a summer holiday in Cliff Richard's voice that gives the song its aura. And while in the video the young Cliff with Elvis pompadour drives a red double-decker bus through the summer countryside, Cliff Richard's secret is uncovered. Cliff is entering his years fit, gorgeous and confident, and he will proudly turn 68 in October, but like an angel the Londoner, still like an Adonis of pop and rock, surfs into the hearts of mature and self-assured women as well as into the souls of young girls browsing Youtube. However, 52



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



“I was named the British answer to Elvis. But you can’t replicate a career.”

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

“I was five years ahead of the Beatles.”

How do you actually address the knighted superstar? By his full name? “People call me Sir Cliff. I am no longer a mister – not on my passport or credit card, but for this conversation please call me Cliff.” For such a heartbreaker the encounter with Sir Cliff Richard can only be fascinating and relaxed. Cliff leads us through a small archway into this Mediterranean paradise. Turkish blue doses the pool with lilos ahead, a wild nature arranged garden ensnares the 350 year old main building. We sit on the blue and yellow lounge sofa projecting out on the terrace, blue and yellow tiling decorate the whitewashed walls. Why a vineyard? “I really wanted an active farm, one which is lived and worked on. Not a sterile summer show home of a well-know person”, explains Cliff. Likeable, down-to-earth, direct, laid-back. The ice is broken. We have Mr. Nice Guy before us. Don’t take anything for granted in the pop business

for, we have Sir Cliff Richard superstar before us. The man holds countless all-time records: so he has sold more albums than Elvis Presley and the Beatles. ...you don’t have to be amazed”, he smiles charmingly, “when the Beatles became famous, I had already been in the business for five years“ he says and smiles pleased with himself. No marketing firm has claimed that with the albums by the way, yet the British equivalent to RTL’s “Ultimate chart show” worked out precisely. “No one can take that from me, I’m really proud of that“, says the charmer with a deeply moved voice - honest recognition of success and a tremendous effort..

Holding record attendances with Elton John.

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

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

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

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

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

“I was never a true hippy.”

As he never encountered drugs and other pop addictions through his strict parents, he also never missed them. He swears that he “has still never smoked a joint to this day” His father was indeed strict, but never beat him: „He never beat me but he hit me, pushed me.” He inherits the discipline, another brand mark of Sir Cliff Richard, from his father. He is therefore not content to do silly revival concerts, but always presents new songs to his fans. “I’m a singer and a singer is a tryer, have to be a tryer!” And as if driven by magical self-assertion he says dramatically: “Try, try, try”. He is right though. No pain no gain. “I never had a problem with energy”, explains Cliff. Well that is a brand of Cliff Richards: the clean, upright show singer, the dream of mother-in-laws in their 60’s and 70’s years. Clean? Cliff frowns? “Why do people have to be dirty?” That is not a value in itself. “It is important to me that I am credible with my music and my songs. And I always try to be different. That is my brand mark. My music only comes once.”

„Have a browse! Enjoy!“

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



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

What does it mean being so in with the times on his website on which fans blog and he places small accounts on his everyday life: “Have a browse! Enjoy!” Cliff Richard 2016. An experienced, grown-up boy of pop, whose only aim is to entertain and have lots of people simply take part in his happiness via music, that he made it from poverty into the pop heaven – over five decades. That’s entertainment. A likeable, down-to-earth superstar (“I never wanted to be any more than I am”) which draws out three characteristics. He is laid-back, not tactical and has preserved his boyish charm.

And how does the soon to be 76 year old stay fit? “I play on my own tennis court three times a week on Monday, Wednesday and Friday at 2 pm in the searing heat. That’s enough, I don’t need a fitness centre“, and smiles “Have a good ride“, he calls out on leaving, while In we slowly cruise down the olive tree-lined driveway of his Quinta do Moinho. The contours of Cliff in a blue linen shirt become blurred in the distance, blending with the blue Portuguese Mediterranean sky and slowly Sir Cliff Richard steps on the stage again: An elegant, smart smile, a slightly opened white linen shirt in front of an elegiac blue sky, charming receding hairline – the everlasting sound of romantic youth comes casually from his current single cover: “Thank You For A Lifetime”. The constant chart chaser and ambitious discipline fanatic pop-rocks onto the web airwaves with his sentimental tour lead song more energetically and younger than ever. If Sir Cliff Richard sings his unrivalled “Summer Holiday” again incredibly twinkle-toed in special concerts in front of fans after some new songs. Certainly we hear ourselves in the next decade – maybe with a new chart breaker. And if not? That’s not bad, Sir. You are still Mr. Evergreen, Sir. Bye, bye, Cliff.

PALMS, POP & POWER

He can't let go. Sir Cliff Richard 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 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 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 was 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. The latest tours in Great Britain and then on stage in Las Vegas were a wonderful experience.

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 younger past, 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



Lead the way.

(Rent the BMW 5 Series 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."



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 SE is interviewed by GoSIXT author Wolfgang Timpe about yield, jazz, and trust.

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

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

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

SO WHAT WERE YOU INTERESTED IN IN THE 60s?

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

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

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

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

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

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

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 200,000 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. In order to lead a

sensible and happy life, you need enough money, but not that much as most people think.

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

I admit, it is easy to talk when you have enough money. But it's true. When I started in 1968, I had almost 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 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 the German technology company 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 dare-devil 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, I stand on a bridge over the Autobahn 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 PICKED IT UP 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. GIVEN THAT CLOSE CONNECTION TO AMERICA IT IS VERY EXITING FOR ME TO SEE THAT SIXT HAS BEEN EXPANDING ON THE U.S. MARKET, THE BIGGEST CAR RENTAL MARKET WORLDWIDE, SINCE 2011 WITH SUCH AN INCREDIBLE SUCCESS.

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

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



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 worldwide 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, more than 200,000 vehicles are being run under the Sixt brand. The Sixt Group is one of the leading mobility service providers worldwide offering a wide range of services from car rental, car sharing (DriveNow), chauffeur services to full service leasing. Group revenues

amounted to EUR 2.2 billion in 2015.

The company is well-known for its legendary cheeky advertising campaigns featuring politicians like Angela Merkel or the French president Francois Hollande.

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 more than 100 countries. Erich Sixt and Regine have two sons: Alexander and Konstantin, who have become members of the Management Board of Sixt SE in February 2015.

.

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

AN EARLY FORM OF A ONE-PERSON COMPANY.

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

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

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

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

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

INGENIOUS TRICK FOR STAYING YOUNG?

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

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

Of course, loyalty and partnership. Ethics play a part in business. I once clinched a DM 500 million deal with the former



FINISH THE SENTENCE

Erich Sixt

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!

chairman of Daimler, Werner Niefer, by shaking his hand. Trust 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, 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.

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.



Adrenaline fuelled driving.

(Rent the BMW 4 Series Coupé now at sixt.com)



**Follow your instinct,
not the road.**
(Rent now the Mercedes-Benz GLS at sixt.com)



THE BEAUTIFUL WORLD OF NATASHA POLY

Russian supermodel Natasha Poly (30) was born Natalia Sergeyevna Polevshchikova in Perm, Russia in 1985. She got her start modelling at age 15 in her homeland, but it was just a side job. It was much more important for her to get good grades in school. Once there was a modelling contest in Moscow and Natasha asked her cousin to take to the city about two hours away from her hometown. She was too shy to audition on her own. Despite her low self-confidence, Natasha Poly won the contest and that marked the start of her career. In early 2004, she did a total of 54 fashion shows in Milan, Paris, London and New York. She models for Louis Vuitton and has twice been on cover of French „Vogue“. In 2005, Mario Testino photographed her for Gucci and she has also modelled for Chanel, Givenchy, Jean Paul Gaultier, Victoria's Secret, Ralph Lauren, Dolce & Gabbana, and many other world-famous brands. She also appeared in the 2011 Pirelli calendar, photographed by Karl Lagerfeld. On the catwalk, Poly is usually booked as a „highlight“ to open or close a show. She lives with her husband and daughter in New York, but her favourite city is Paris.

What does your wardrobe look like?
I've got everything hanging in there from mini dresses to evening wear. I literally collect clothing, but I usually wear jeans or leggings.

Which pieces are your fashion favourites?
I love heels. But also my trainers.

Comfortable shoes are practical if you have a two-year-old, aren't they?
Absolutely. Whenever I'm with Aleksandra, style goes on the back burner. The main thing is that we can play, paint, and make a mess while eating.

You were last seen in a stunning dress at Fashion Week in Berlin and in the current Mercedes-Benz campaign you're wrapped in latex. How do you keep so fit and trim?
I eat vegetarian twice a week. That's good for me. And I do kickboxing.

What are your dreams for the future?
I've never been to New Zealand. I'd like to go there once my daughter is a little older. And I would like to live for a while in Paris.



- 1 Foundation: L'Oréal "Indefectible"
- 2 Babywear from Mini Rodini
- 3 Out on the town with husband Peter Baker
- 4 Natasha would like to holiday on Bondi Beach in Sydney
- 5 In the Mercedes-Benz campaign at Fashion Week Berlin

The SCENT of a WOMAN

TEXT: ROSALIE RESCH
PHOTOS: KLAUITTER / PRODUCT MAKERS



Recognising a beautiful woman is the art of opening your senses and breathing in her special scent, i.e. her perfume. He has mastered this art like no other: Al Pacino as blind former Colonel Frank Slade, for whom life seems to consist only of alcohol and memories. Before taking life into his own hands, the cynic Slade wants to live life to the fullest one last time by savouring luxury and women. Unwilling companion on his weekend trip to New York is young Charlie, played by Chris O'Donnell, a shy and inexperienced boarding school pupil. The two men embark on an exhilarating odyssey through New York driven by memories which, as Al Pacino explains to his young friend, are based on scents.

We perceive the scent of a perfume and suddenly memories of a place or a person from the distant past deep and buried deep in our memories are awakened. There are fragrances that we all have encountered that contain many secrets and show the power of a perfume and how it can influence our daily

lives and our emotions. Fragrances are more potent at storing our emotions and feelings than our memory alone. And because the sense of smell is directly linked to the limbic

Scent as captivating as an exciting novel, as sensual as a romantic poem.

system, which is the weak spot in our emotional lives, fragrances can wield an incredible power of attraction. And so much magic that we will want to experience it again and again. We at GO Sixt have tried out these exclusive perfume creations and find that they are all definitely worth this story.



- | | | | |
|--|---|---|---|
| 1 GÉRANIUM ODORATA
Eau de toilette roll-on
from DIPTYQUE | 3 OXFORD
Perfume spray from
the BOADICEA THE
VICTORIOUS
Gold Collection | 5 GRADUATE 1954
Perfume from ROADS | 7 FLOWERHEAD
Eau de parfum
from BYREDO |
| 2 EAU DE LAVANDE
Eau de toilette
from DIPTYQUE | 4 ISIS
Perfume spray
from AGONIST | 6 VERBENA ABSOLUTA
Eau de parfum from
ACQUA DI STRESA | 8 COVEN
Eau de parfum from
ANDREA MAACK |



Together with her son Alexander, Board of Directors of Organization and Strategy of Sixt SE, Regine Sixt accepts the special prize at the **Entrepreneur of the Year Awards** in Berlin. As a family-run enterprise, Sixt was honored for grow-

ing from a local car rental operation into a globally active mobility provider. *Regine Sixt with son Alexander and Steffen Klusmann, Editor in Chief of Manager Magazine, (left) and Peter Englisch, Lead Partner of Ernst & Young Germany (right).*



Sixt received the World Travel Awards in three categories. At a glittering gala in Morocco, the mobility provider was recognized as the **World's Leading Business Car Rental Company**, the **World's Leading Luxury Car Rental Company**, and the **World's Leading Luxury Chauffeur Service**. The World Travel Awards are considered the Oscars of the

travel and tourism industry and have been awarded for more than 20 years. *Between the stage assistants: Chris Frost, Vice President, World Travel Awards, Abderrahim Tahiri, General Manager of Sixt Morocco, and Omar Tahiri, Co-Manager of Sixt Morocco (from left to right).*

HONOURS

EXCELLENT!

Quality pays off. Every year, Sixt receives various prizes and awards. Here are just a few of them.

Here we present prizes and awards, which we were particularly pleased recently. The second time at the top: On the website of “Business Traveler” magazine, well over 1000 business travelers have chosen Sixt as the best service provider in the travel industry. Each year, the editorial team awards the Business Traveller Awards. This year, Sixt was named Best Car Rental Company in Germany and Best Car Rental Company Worldwide.

Valuable brands: Every year, Interbrand, the leading brand consultancy firm, publishes the ranking of the 50 most valuable brands in Germany, Interbrand's Best German Brands. Sixt is one of the three recent additions. Nina Oswald, Managing Director of Interbrand Germany, praised the success through the continuously strong presence and the consistent brand experience.



ACOLADES FOR THE WHOLE FAMILY: This had never happened before in the history of the German Media Prize: In 2015, for the first time, not a single person but rather a whole family was named **Media Personality of the Year**: Together with their sons Konstantin and Alexander, who were recently appointed to the board, Regine and Erich Sixt received the award in this category. *Regine and Erich Sixt with son Konstantin.*



Regine Sixt received the Victress Award for **Lifetime Achievement** for her corporate and charitable contributions. For ten years, the Victress Initiative has awarded the prize to outstanding women who successfully combine business and personal life, thus serving as special role models. *Regine Sixt with Nena and Vicky Leandros (left photo).*



Day care center on Barbados: During one of Mrs. Sixt's regular visits to Barbados the Reverend Peter Haynes was able to show Mrs. Sixt the successful realization of the project.



Regine Sixt, Barbados: "I'm travelling a lot and I see those big questioning eyes of children who just don't understand why they have to suffer so much. I'm always touched by their little tears."



Playing and learning in the day care center: More children can be taken care of and the mothers have the opportunity to work full-time on a regularly basis to increase the families income.

A DAY CARE CENTER FOR BARBADOS

The Regine Sixt Children's Aid Foundation supports the construction of a day care center on the Caribbean island.

The Regine Sixt Children's Aid Foundation supports in cooperation with the Reverend Peter Haynes and his parish the St. Peter Church in Speightstown (Barbados) a Day Care Center. Mrs. Regine Sixt keeps a deep bond with Barbados. Not only is Mrs. Sixt the honorary consul of Barbados, she also has a strong personal relationship with the island and its residents are particularly dear to her.

Because of the increased space requirements of the Day Care Center the building structure had to be extended and an extra level has been added. This is where the Regine Sixt Children's Aid Foundation stepped in and supported the expansion which helps to take care of more children in need. During one of Mrs. Sixt's regular visits to Barbados the Reverend Peter Haynes was

able to show Mrs. Sixt the successful realization of the project.

Due to the fact that the Day Care Center was enlarged, more children can be taken care of and the mothers have the opportunity to work full-time on a regularly basis to increase the families income.

THE HISTORY OF THE REGINE SIXT CHILDREN'S AID FOUNDATION:

Isn't a laughing child the most wonderful experience? And isn't a weeping child just earthbreaking? As Sixt is present in 105 countries worldwide, I'm travelling a lot. And I see those big questioning eyes of children who just don't understand why they have to suffer so much. I'm always touched by their little tears. Being an entrepreneur, I am used to take things in my own

hands, to change them for the better. That's the reason why I founded the Regine Sixt Children's Aid Foundation in 2000 in Munich. It supports various projects for ill and cancer-suffering children, for children's hospitals, aid and education projects. Being highly efficient in our Sixt's logistics, we tend to support children who suffer from natural disasters like floods and earthquakes which we had in Japan, China, Turkey, Pakistan and Nepal or for now unaccompanied refugee minors especially from Syria which ones need our support. All donations directly support aid projects without deductions and all aid workers help voluntarily. In the countries where Sixt is present we work on building up local activities. It's our way to take over social responsibility in the global society.

To even improve and extend our activities, our Children's Aid became an official foundation in 2011. That helps us drawing even more attention to our projects which spread over the planet: We support "Doctors for Developing Countries" with „Rolling Clinics": Vehicles are made available and converted into mobile medical offices.

In Africa, South America and Asia we help building up hospitals, schools and kindergartens like the project „Little Lambs" in South Africa. And we support the largest children's clinic in

Jerusalem in the Hadassah Medical Relief Association. Israeli and Arab children are sent here from the northern districts of Jerusalem, the towns and villages nearby and the Palestinian autonomous region. So this clinic became a place where Israelis and Arabs can freely mingle and this daily contact is accepted as completely normal by everyone. The project has been nominated for the Nobel

“We know how rewarding it is to conjure a smile in the face of a child. So let's stand together to transform our world into a place where there is more laughing then tears and more love than suffering. It is in our hands.”

REGINE SIXT

Peace Prize and my obligation towards this outstanding project even increased since I'm rewarded with the Hadassah's „Citizens of the World Award" together with Shimon

Peres, Richard Gere, Zubin Mehta und Harry Belafonte. We understand that as an obligation to share our success with the little ones who are underprivileged. I do believe that it is our human duty to help others who suffer and who have to face pain and fear. Children are nothing less then our future. They are our hope, our reason to be, our joy and our destiny. Children are the greatest blessing of our existence. And every single child is a sign of hope to our world.

We know how rewarding it is to conjure a smile in the face of a child. So let's stand together to transform our world into a place where there is more laughing then tears and more love than suffering. We have it in our hands.

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Sheltered childhood on Barbados: To even improve and extend our activities, our Children's Aid became an official foundation in 2011. That helps us drawing even more attention to our projects which spread over the planet.



**Show how
well you handle
money.**

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