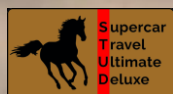


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Q&A

with

Johannes Kaut

CEO & Founder
Supercar Travel Ultimate Deluxe



FERDINAND ← 1753 → BERTHOUD



1768. IN THE CONQUEST
OF THE OCEANS, EVERY
MINUTE COUNTS.

Tossed about on the waves of the Atlantic Ocean a corvette sailing ship belonging to the King of France, heads for Santo Domingo. On board are two marine chronometers created by Swiss watchmaking genius, Ferdinand Berthoud. Helping to calculate longitude to the nearest half-degree, these timepieces would guarantee the success of this 12-month expedition on the high seas. The era of great scientific exploration is born. Two and a half centuries after this feat, the timepieces of Chronométrie FERDINAND BERTHOUD live on, in a contemporary interpretation of these extraordinarily precise measuring instruments. The Chronometre FERDINAND BERTHOUD FB1 in white gold was awarded the "Aiguille d'Or" by the Grand Prix d'Horlogerie de Genève 2016.



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Sixty

second
interview
with

Johannes Kaut



1. What sparked your company's vision, and how did you step into luxury travel and automotive?

In 2015, a friend of mine got married and asked me to plan their honeymoon - a four-week trip to the USA - because he remembered how well I had planned all the trips we'd done together before, and how stress-free everything had been for him. I realized how much I enjoy planning trips, even when they're not for me.

At the wedding, some of their friends asked if I could plan their next trip to the US since they didn't have the time to do it themselves. Inspired by these experiences, I founded Travel Planner Deluxe in 2016, focusing on bespoke trip planning and luxury travel. After establishing many connections within the travel industry, I gained access to a special trip offered by a German tour operator.

It was a supercar group tour from Barcelona, through the Pyrenees and France, all the way to Monza, Italy. I found clients for this trip, and they enjoyed it immensely.

However, being a creative person with many exciting ideas, I thought to myself, "Wouldn't it be great to create my driving tours rather than just selling someone else's product?"

After thoroughly considering everything and coming up with several spectacular tours, I created a new brand:

Supercar Travel Ultimate Deluxe (STUD).

2. Your approach goes far beyond simply arranging supercar tours - you curate routes, highlight must-see attractions, and stay available to your clients every step of the way. How would you describe a typical day for guests experiencing one of your bespoke supercar journeys?

Let's imagine we are in Merano, Italy. After a restful night's sleep in their comfortable beds, the guests start their day with a delicious breakfast.

They can then choose whether they want to visit the famous thermal spa, in case they haven't already been there the previous day or hit the road right after breakfast. If they choose the latter, they'll drive through South Tyrol, Italy, and then up the switchbacks of the famous Timmelsjoch mountain pass. At the summit, they'll cross the border into Austria.

There, they'll take in the magnificent view of the snow-capped Alps and the valleys below. They can also visit a motorcycle museum with an impressive collection of two-wheelers and even enjoy some food at the summit restaurant. Afterwards, they'll continue their drive down into the valley and proceed until they reach a chocolate museum. During an interactive exhibition, the guests can immerse themselves in the sweet world of chocolate, learn more about the bean-to-bar concept, savor lots of high-quality chocolate, and even buy bars and pralines as souvenirs from their trip.

After that, they'll arrive at their next hotel and choose from a variety of restaurant options for dinner. Finally, they can head up to the hotel's rooftop terrace, which offers a breathtaking view of both the Swiss and Austrian Alps and is the perfect spot to watch a beautiful sunset.

Now, that's what happens on the surface, but what you don't see is the following: before the clients left the hotel, I had already checked their travel route from my office.

This way, if there had been a mudslide going down into the valley the following day blocking the road to Sölden, or an unexpected snowstorm on top of the Timmelsjoch making a crossing with supercars unsafe or even impossible, I would have warned the clients so they wouldn't get stuck on their route. Instead, I would have suggested one or two possible detours to make sure they still had a great day.

But let's imagine it had been a sunny day with good driving conditions. Why were they still able to experience their day the way I just described it?

It's because the clients come prepared. Before their trip, they receive a personalized route booklet for their tour, both in printed and digital form. It includes detailed descriptions of the driving route, photos, safety tips, restaurant recommendations, suggestions for exciting activities, directions, and all the other information they need to enjoy an unforgettable supercar tour in Europe.

3. Many of our international readers admire the discipline of Germany's "Autobahn". When guests book your sports-car tours, how do you prepare them for the unique driving culture - especially if they're used to strict speed limits. Are there specific guidelines or advice you share before they head out?

The most important guideline I can give them is this: drive safely by paying attention to the traffic around you. As a rule of thumb, the more cars there are in front of you and around you, the slower you should drive, and the more space you have, the faster you can go.

It's also important to stay in the right lane when you're driving slowly and to overtake only on the left. Also, the German Autobahn does have speed limits on about 50% of its total length, usually in areas where it would be too dangerous to drive faster than the posted limit.

Besides that, the German Autobahn is very safe. For example, it is generally considered safer than U.S. highways when comparing fatality rates per vehicle-kilometer.

Despite the higher speeds, this is due to stricter driver training, rigorous vehicle inspections (TÜV), and superior road design and maintenance.

Autobahn road surfaces are constructed with multiple layers of concrete and are inspected regularly for irregularities or damage. If anything is found during these inspections, the entire section surrounding the damaged area is replaced.

In addition, robust median barriers help prevent head-on collisions. There is also a strong culture of lane discipline, with left-lane passing strictly enforced and traffic behaving more cooperatively.

At the end of the day, the Autobahn is a great road, not a racetrack.



4. Is there any particular project you are currently working you wish to share with our audience?

I've been planning a new supercar tour that takes guests from Munich, through spectacular mountain roads in Austria, Slovenia, and Italy, all the way to Venice.

In addition to scenic roads and breathtaking mountains, our guests will also have the opportunity to visit two exciting cities and spend as much time as they like there, both before and after their driving tour. Next summer, there will be a test drive of the tour, including site inspections of various hotels, which will also be featured on our Instagram channel.

Once everything is meticulously planned and finalized, the tour will be available for the 2027 season. This is the procedure for every tour before it becomes part of the STUD portfolio: a test drive of the route is conducted to ensure a great driving experience and the hotels for each tour are personally vetted to meet the high standards our clients expect.

For the years to come, I already have several exciting ideas in mind, so I encourage everyone to follow our Instagram channel and check the website from time to time.

5. Finally: What would you like to do that you have never done?

Go on an expedition to Antarctica.

Johannes, we thank you for the interview.



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