

# MOMENTS on the road

*by On the Road Experiences*





## ON THE ROAD EXPERIENCES

BACK ROADS | HIDDEN GEMS

---

We love road journeys. They are by far our favourite way of traveling, no matter where in the world, be it through the national parks of the United States, along the charming roads of Tasmania, or amidst the rugged, windswept landscapes of Scotland.

Two regions of the world have found a special place in our heart. When we're in the mood for spoiling ourselves with fine food and delightful hotels besides the sheer pleasure of being on some of the world's best roads, we turn to Europe.

On the other hand, when we're in the mood for adventure, we turn to South-West China - including regions such as Tibet, Yunnan, Sichuan - and some of its neighbouring countries such as Lao, Thailand, Vietnam and Myanmar.

Wherever we drive, we look for back roads, far away from the crowds, and aim to discover hidden gems of cultural and scenic beauty.

Now turn the page and find out what we've come to love ourselves...

---



## It all goes back a long, long time...

Europe is the cradle of the motorcar and private motoring. Ever since Karl Benz's 1886 Motorwagen, people have taken pride in owning a car and being in its driver's seat. Driving in a beautiful car bespeaks privilege, freedom, privacy, and, especially in a cabriolet, allows one to be in communion with the elements and natural beauty: soak up the sunshine, feel the wind in your hair, smell the fresh air and the scents of freshly cut grass. Besides, there is the sheer pleasure of being in control, of directing the course of travel: to turn, to go, to stop where and when you feel like it.

These are pleasures that Europeans were the first to enjoy. Most evidently, these are pleasures that can be shared by couples. While it is often the gentleman who takes the driving seat, it was in fact Bertha Benz who undertook the first driving journey (with their two children) in the world. Driving journeys in a cabriolet are something that women have enjoyed ever since, whether as companion or driver.

Discovering the world by means of a driving journey, whether in Europe or Asia, is a unique pleasure that we would like to share with you!



## Regions We Cover



In Asia, we focus on a region that includes South-West China - provinces such as Tibet, Yunnan, Sichuan, Qinghai, and Gansu - and neighbouring countries such as Lao, Thailand, Vietnam and Myanmar. Why? Because they offer the greatest variety of cultures - hundreds of different minorities live here - and scenery and terroir. This means that our routes there will not only include great drives, but also turn your holiday into journeys of culinary discovery.



In Europe, we focus, for now, on the Alps and the regions connected to them in some way. Many of you will have been to Paris, London, Madrid, Rome, Vienna. Yet these offer nothing but a tiny glimpse of Europe. Only a journey into Europe's countryside affords one a view of the depth and breadth of its cultures, traditions, cuisines and wines, and landscapes. South Tyrol, Istria, Triglav, Bavaria, Corsica, Alpes Maritimes, Ticino, Berner Oberland - these are examples of regions of Europe that you will want to discover by a road journey.

*Asia*





Lake Yamdrok, Tibet



The Yuanyang Rice Terraces, Yunnan, China



Rubber trees in Xishuangbanna, Yunnan, China



On the Road in Northern Lao



On the Road to Mt. Everest, Tibet



The Himalayas as seen from Tibet



Buddhist monk, Xishuangbanna, Yunnan, China



Making new friends, Chiang Mai, Thailand

**EUROPE**





Oberalp Pass, Switzerland



Riding in a Fiaker, a horse-drawn carriage in Salzburg, Austria



South Tyrol, Italy, is famous for almost-lost handicraft traditions...



View of Salzburg, Austria, at dusk



On the Seiseralm, South Tyrol, Italy



In the Carinthian Alps, Austria

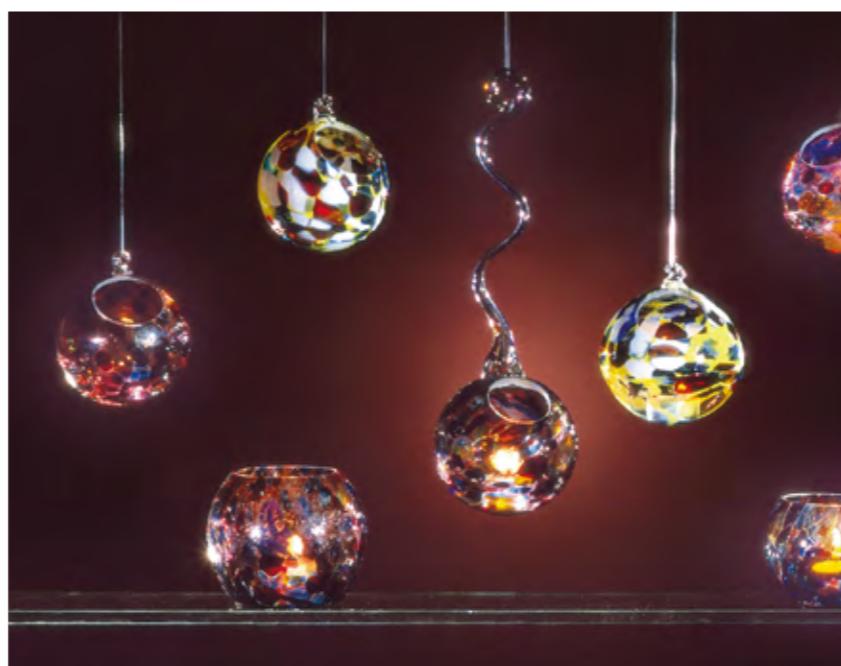


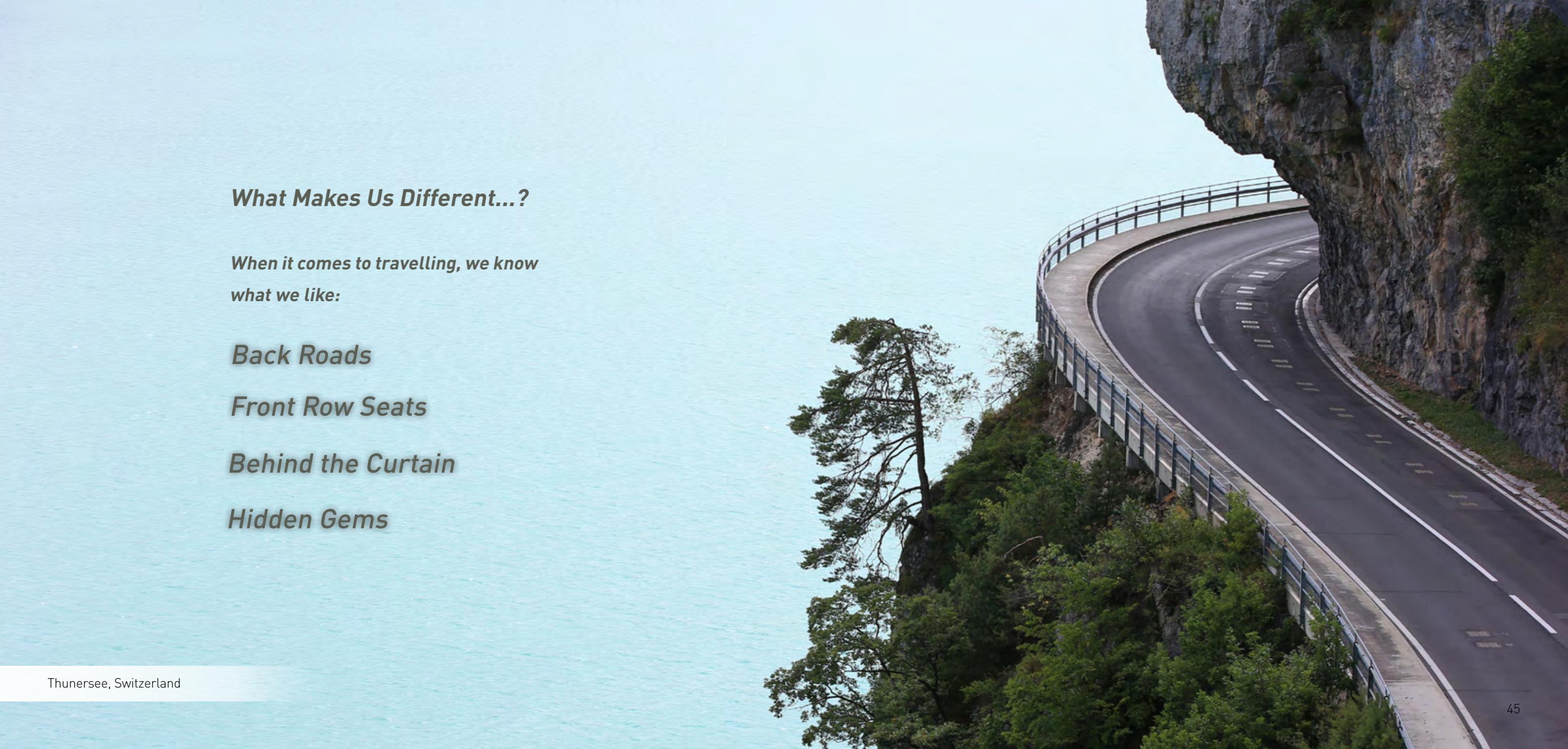
In Innervillgraten, Osttirol, Austria





Kisslinger Glass, Austria





***What Makes Us Different...?***

***When it comes to travelling, we know  
what we like:***

***Back Roads***

***Front Row Seats***

***Behind the Curtain***

***Hidden Gems***



## Back Roads

We seek out back roads to get away from the crowds

We avoid big cities and highways where we can, preferring to drive on back roads, some of them not even on the map. By doing this, we can experience the unspoiled and authentic face of the destination, and get far away from the tourist trail.

Styria, Austria



On the S304, Tibet, China

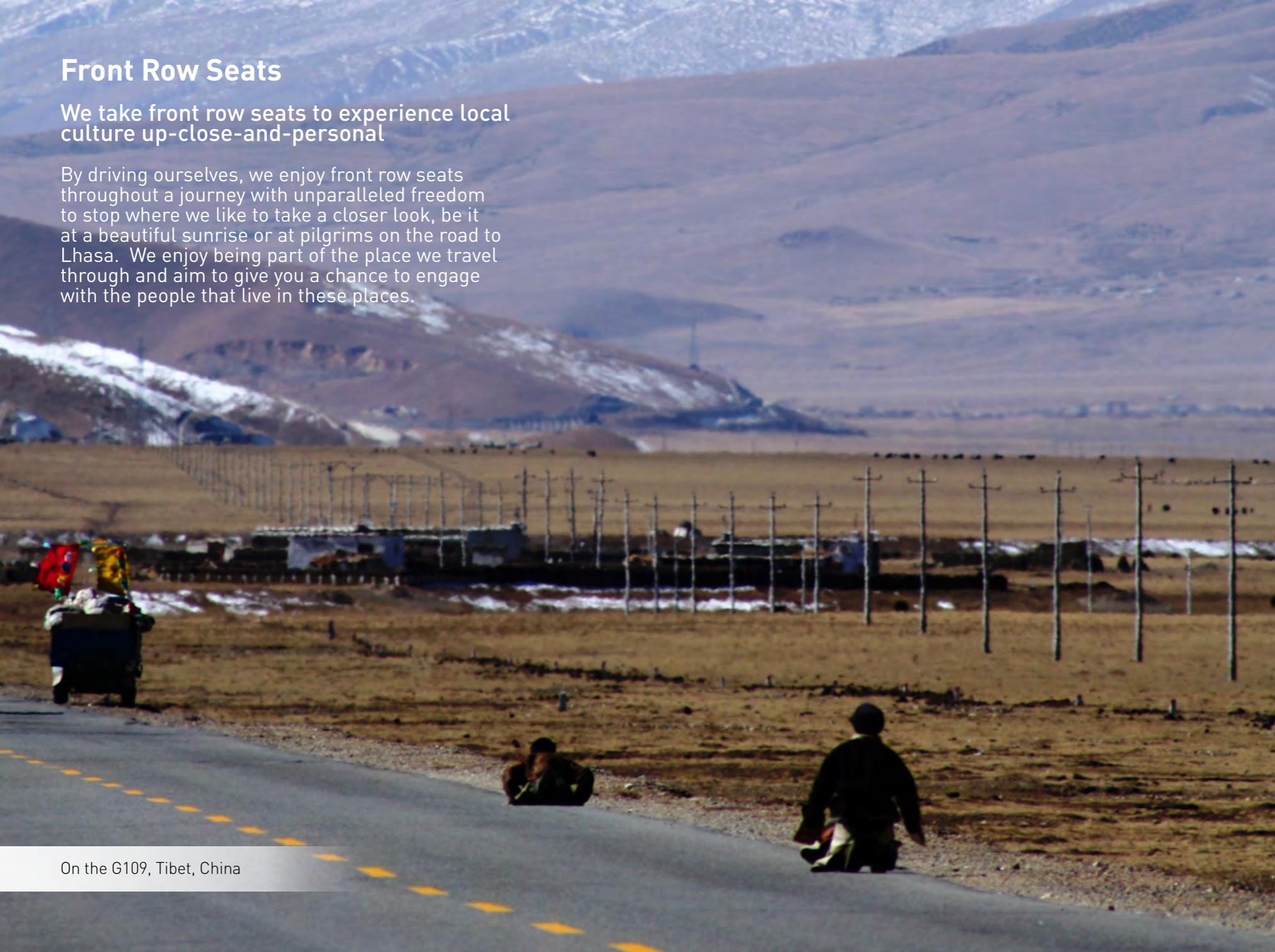


Near the Four Sisters, Sichuan, China

## Front Row Seats

We take front row seats to experience local culture up-close-and-personal

By driving ourselves, we enjoy front row seats throughout a journey with unparalleled freedom to stop where we like to take a closer look, be it at a beautiful sunrise or at pilgrims on the road to Lhasa. We enjoy being part of the place we travel through and aim to give you a chance to engage with the people that live in these places.



On the G109, Tibet, China



In Shangri-La, Yunnan, China



In Lauenen, Switzerland



## Behind the Curtain

We venture behind the curtain to see things as they really are

In the places we travel to, inhabitants often wear traditional clothing - not because they've done it for us to take pictures of - but because that's simply what they wear. In some places we visit a local home or peek into a tent to learn first-hand about lives very different from our own. And, whenever possible we invite you to visit one of our friends who's willing to open up his life for the pleasure of sharing, not commercial gain.

Near Lake Nam-tso, Tibet, China



In Shaxi, Yunnan, China

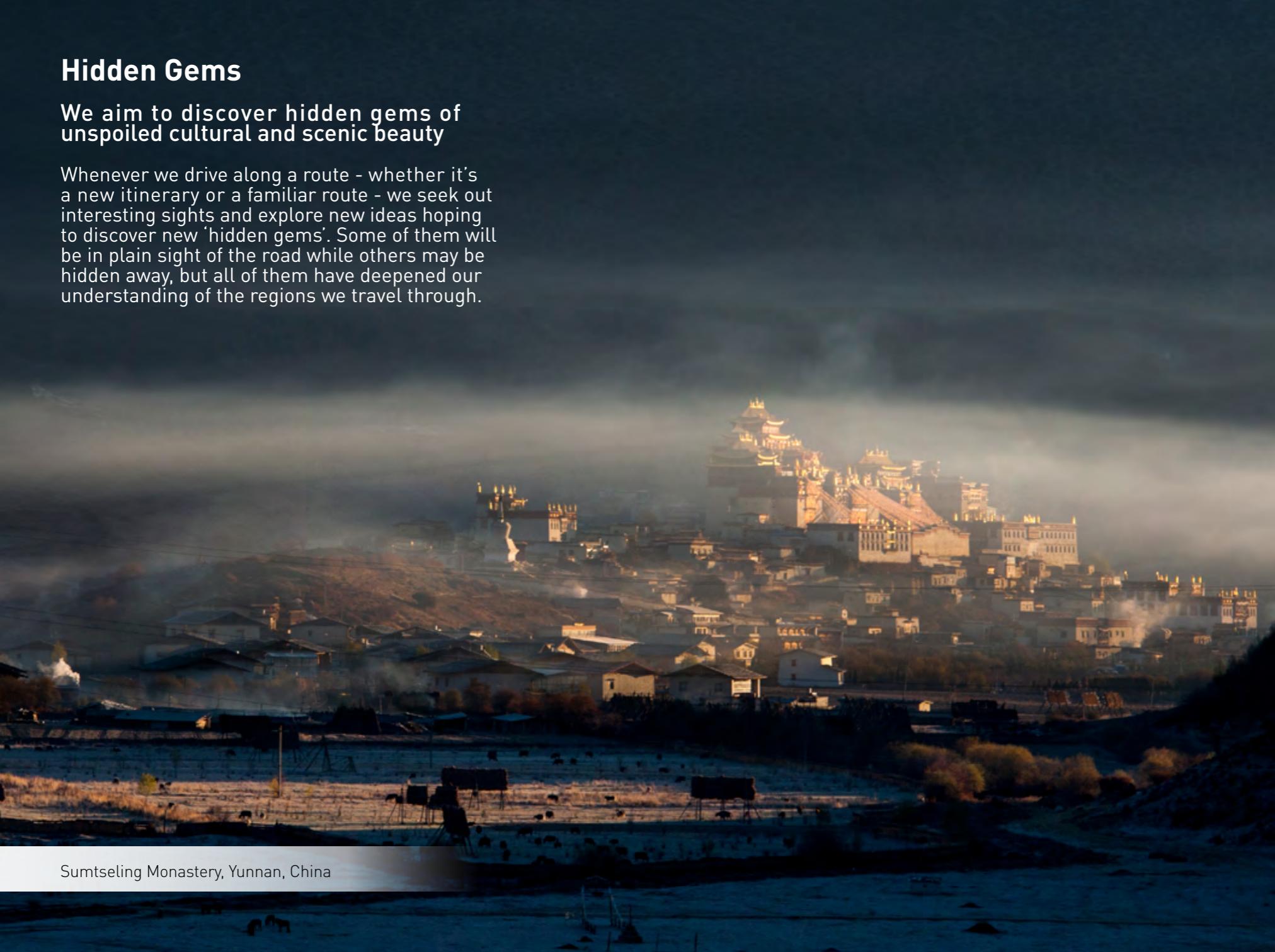


Roast chestnuts, South Tyrol, Italy

## Hidden Gems

We aim to discover hidden gems of unspoiled cultural and scenic beauty

Whenever we drive along a route - whether it's a new itinerary or a familiar route - we seek out interesting sights and explore new ideas hoping to discover new 'hidden gems'. Some of them will be in plain sight of the road while others may be hidden away, but all of them have deepened our understanding of the regions we travel through.



Sumtseling Monastery, Yunnan, China



Grand St. Bernard Pass, Switzerland



Gstaad, Switzerland

## Scheduled Journeys

Every year, we publish a calendar of small-group journey departures.

Most of our customers never join group tours, they tell us, yet they love our journeys. Why? Because you will travel in your own car: this means not only freedom, but also privacy most of the time each day. And when you're not in your car, there will be many times when you can opt out to do your own thing, if you so choose. On the other hand, if you prefer to meet other, like-minded travelers who have journeyed around the world and who, like you, value individual service, privacy and freedom, we're sure you'll make many new friends when traveling with us!

A back road near Shangri-La, Yunnan, China

## Private Journeys

We believe that an experience shared is an experience 'squared'! Driving holidays are a fantastic way to spend quality time with friends and family.

For important events – birthdays, anniversaries and reunions, for example – it is also a wonderful way to celebrate.

If you want to enjoy the privacy of your group of friends or family, let us design a beautiful journey for you!

Especially in Europe, where the choice of cars we can rent for you is nearly unlimited, you can opt for something affordable and yet great fun like a Fiat 500 Abarth or a BMW 2 Series Cabriolet or, budget permitting, well, the sky's the limit!

In Salzburg, Austria

# Adventures and Discoveries in Local Cuisines

While some of our journeys are aimed specifically at “foodies” and wine lovers (such as our upcoming “The Wines of the Alps” journeys), we believe that each one of our journeys should introduce you not only to hidden gems of cultural and scenic beauty, but that sampling local cuisines is also a must.

We will therefore arrange for you ‘tasting menus’ such that you can try out a variety of specialties during each meal.

In Asia the culture of “sharing and tasting” is deeply engrained: witness the predominant use of round tables with a “lazy susan”. In other words, every meal is as a matter of course a “tasting menu”.

In Europe, too, we work with chefs to create meal experiences that allow you to share and taste as great a variety of local and seasonal dishes during every meal such that you can be more closely connected to the culinary customs and the terroir of the regions you travel through.

For private journeys, we can, of course, tailor the meal experience to your taste (and budget).





## Sharing...

By thoughtfully crafting itineraries that are based on our belief that *less is more*, on our *knowledge* of the region, and our own *point of view*, we want to share with you what we ourselves love!



Authentic Experiences

In the Sarentino valley, Italy, making merry...



Lasting Moments and Memories  
to reflect upon

## *Our Story*

It all goes back to this: I have always loved driving. If it had been possible to drive out of my mother's womb, I would have, so long-standing is my passion. As a young man, this desire to be behind the wheel found expression in a brief but sparkling motor-racing career - speed was all that counted then. It was pedal-to-the-metal in my first car, a Renault 5 of forty-three horse-power. In the dead of winter of the first days after I passed my driving test the bright-green car (named Kermit) and I managed a top speed of 139km/h. With the heater off, we got to 140km/h - such bliss!

Over the years, speed has come to mean less and less to me, but I've not lost one ounce of my passion for driving. Put me behind the wheel of a car, any car, and my breath deepens, my pulse quickens and I feel alive. Today, I love the thrill of sunshine in my face and wind in my hair, the freedom to turn left or right, or to go straight when I want, the excitement of discovery, and the ability to cover lots of ground swiftly. Most importantly, however, I now appreciate the freedom to slow down and immerse myself in a beautiful moment.

On the Road Experiences is my humble attempt at sharing with others not only how enjoyable road journeys can be, but also the intriguing and beautiful discoveries my team and I have made travelling on the highways and byways of Europe, China, South-East Asia and many other places around the world.



*Peter Schindler*  
Founder of *On the Road Experiences*



Inner Mongolia, China



Xishuangbanna, Yunnan, China

## Photo Credits

- © Almdorf Seinerzeit - page 38
- © Alvin Lee - page 51(top)
- © Amelia Ng - page 59(bottom left)
- © Anatara Golden Triangle - page 24
- © Gery Wolf - page 46
- © Joanna James - page 48
- © Kisslinger Glas - pages 44-43
- © Liam Wynn-Williams - Cover, page 12
- © Mark J. McCourt, Hemmings Sports & Exotic Car magazine - page 4
- © Peter M. - pages 30, 32, 40, 41, 44, 49(bottom), 53(top), 56, 60, 62
- © Peter Schindler - pages 2, 6, 16, 20, 29, 47(top), 54, 59 right all
- © Ron Yue - pages 10, 14, 18, 22, 47(bottom), 49(top), 50, 52, 58, 64, 66, 67, 68
- © Salzburg Stadt - page 34
- © South Tyrol Tourism - 36, 51(bottom)
- © Swiss Tourism - 7, 53(bottom), 71
- © Wien Bild - pages 59(top left), 59(middle)

## Contact

E-mail:  
contact@ontheroadexperiences.com

Headquarter:

Address: ***Luxury Driving Experience Limited***  
Unit2205, Tung Che Commercial Centre  
246 Des Voeux Road West, Hong Kong

Telephone: +852 3106 4839

Fax: +852 3012 1251

Overseas:

Taiwan: +886 978 317 465

Australia: +61 2 8003 5317

Switzerland: +41 (44) 586 58 43

UK: +44 121 288 6879

Germany: +49 160 9622 2506

+49 170 839 0616

“A picture is worth a thousand words. True,  
but when it comes to a road journey, moving  
images are priceless. Please visit :



<http://www.ontheroadexperiences.com/experience/videos/>”





## ON THE ROAD EXPERIENCES

BACK ROADS | HIDDEN GEMS

“Do not go where the path may lead, go instead where there is no path and leave a trail.”

Ralph Waldo Emerson

