A quick shift is a shift that's quick.

The term "quick shift" carries pretty much as literal a meaning as you can imagine. There are, naturally, two basic kinds of shifts: an up shift and a down shift. These also are quite literal in meaning. An up shift is from a lower gear to a higher gear (e.g. shifting from 2nd to 3rd) while a down shift is from a higher gear to a lower gear (e.g. shifting from 5th to 2nd). Higher RPMs (Revolutions Per Minute, i.e. the speed of the engine) give you more power while driving. Thus, low gears are useful for acceleration while high gears are good for cruising. As a result, to accelerate from a stop, it is wise to start in 1st gear (the lowest) and progress to higher gears. Engines are only built to withstand a certain, specified maximum RPM. When accelerating, it thus becomes necessary to up shift before you reach that maximum RPM. When you are trying to accelerate as quickly as possible, you want as much power as possible, so you want to remain in low gears as long as possible—letting the RPMs rise all the way to the maximum RPM (called red-lining because the tachometer indicates the above maximum RPM region with a red line).

The term "quick shift" usually refers to a quick up shift while accelerating quickly. A quick shift is performed by removing the right foot fully from the throttle, pressing the clutch quickly with the left foot, shifting to the next highest gear, and releasing the clutch while resuming the throttle. All of this occurs quickly, seemingly in one fluent motion. This is the same pattern as a normal shift, just quicker.

Thus, "quick shift" doesn't really mean anything too interesting to an ordinary hearer. But, to a driving enthusiast, it carries along with it an adrenaline rush and an increased heart rate; a feeling of exuberance and freedom on a beautiful driving road with a car. Hence my website's name.