

# An American road trip

## WHERE ADVENTURES AND MOTORS MEET



For the car lover, getting behind the wheel evokes many feelings, that feeling may be power, excitement or freedom depending on the individual. One thing that's for certain is that for those passionate about cars the start of a road-trip is a wondrous time. The anticipation, planning and emotions build to a sense of euphoria as unknown adventures and unwritten stories lie ahead.

Where better to spend time on the road than America where the car is king and there are more than four million miles of paths to discover? As well as fantastic routes, varied scenery and a diverse population, America also has some classic cars. They may not have invented the car, but we can all agree that Henry Ford definitely made them popular, starting with his Model T in 1908.

When we heard the theme of this month's issue, we immediately imagined a fascinating American road trip, we hope you are transported to the roads through our story and insight.

Today there are many road-trips you could take in this vast country, whether it is down the famous California State Road 1 with its stunning views of the Pacific Ocean; the East Coast from New York to the Florida Keys or from the Pacific Northwest into the heart of the Rocky Mountains. However the greatest and most famous of them all is Route 66.

Relive a bygone era when life moved more leisurely as you cruise through eight states covering 2,450 miles. The laid-back, stylish traveller could pick a classic convertible Ford, Chevy or Pontiac to speed back through time. Settling back into the sumptuous aged leather, tune the radio into the sounds of Elvis or the Beach Boys and find yourself whisked straight into the 60s. Alternatively we could arrange for you to change vehicles throughout your journey. Embrace your *Easy Rider* side by riding a Harley-Davidson for a couple of days or live the recreational life in an American Winnebago. Or possibly step into your favourite TV show with *The A-Team* van, *Starsky and Hutch's Gran Torino* or even the *Batmobile* as your ride?

If you want to truly understand a country you must spend time there; explore different areas; eat its food and most importantly meet its people. Everyone you meet will have a story to tell, by allowing yourself the luxury of winding through the land at your own pace you'll find out more than you can imagine about your destination and yourself. It is said that the very act of observing something changes it forever, by taking your time to really see a country you begin to feel part of it, that you have helped shape it and in return it will change you.

Route 66 winds from Lake Michigan in Illinois all the way to the "land of milk and honey" – Los Angeles and the shores of the Pacific. You will pass many historic sites, ranging from old-fashioned petrol stations and 60s hotels to museums about cowboys and the America of yesteryear. The highway slices across the continent, revealing the process of historical change that transformed the lives of people, their communities, and the nation. This fabled road connects not only the east and the west, but also the past and the present.

As you weave your way across this mighty nation there is no need to rush, take your time and savour whatever pleases you most. Stop at one of Al Capone's favourite hang-outs, Luna Cafe. It did operate as a café on the main floor, but had a gambling den in the basement and a "house of ill repute" upstairs. The neon sign out front has a cherry which uses ruby glass to enhance its red glow. It is said that if the cherry was lit, the girls were in.

We can arrange the finest hotels to be at your disposal in the cities offering a welcome retreat away from the road. But once you get out into the rural areas of Texas, New Mexico and Arizona you can expect something more unusual. We'll supply your own luxury tented camp. Each day wherever your journey takes you we'll have a pop-up camp waiting. Put your feet up as your own personal chef cooks a meal around the campfire, take in the spectacular night sky as the sun sets revealing a patchwork of stars like nowhere else and feel part of something special – a tradition dating back to the earliest pioneers of the Wild West.

As you travel we'll be sure to throw in a few surprises, just to enhance your experience and make your journey even more memorable. Imagine pulling over for the evening to find a private pop up cinema just for you, or perhaps that all-American tradition of a drive-in. Of course, what other movie would it be showing than *Thelma and Louise*?

As you near the end of your voyage it would be remiss of us not to suggest you take a detour into Utah. Here lies one of America's finest and most intriguing hotels – Amangiri. Tucked away in a protected valley with sweeping views towards the Grand Staircase – Escalante National Monument this temple to tranquility is simply not to be missed. Amidst the starkly beautiful desert scenery of Utah's canyon country, Amangiri offers unprecedented access to the dramatic Four Corners region where Utah, Arizona, New Mexico and Colorado all meet. Stop for a few days to absorb everything that you have seen, all the stories you've been told and the fascinating people you have met on this epic journey through the heart of America.

Once rested it will be time to finish your odyssey and head to California and the Pacific Ocean. Appreciate the change of scenery as you arrive from the desert into the sprawling metropolis that is Los Angeles – the jewel at the end of the road that has lured generations of young Americans to follow their dreams and their



hearts. Cruise to Ocean Boulevard and the famous Santa Monica Pier. Face the vastness of the Pacific Ocean, as you leave behind 2,450 miles of memories, emotions, history, stories, and encounters.

We have taken inspiration from original research and past client trips for this journey.

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