



ALTERNATE ROOTS: BMW ADVANCED DIESEL POWER REINVENTS THE ROAD TRIP

FEWER EMISSIONS. BETTER MILEAGE. GREATER RANGE. BEHIND THE WHEEL OF A BMW 335d SEDAN, THE SEARCH IS ON FOR FORWARD-THINKING ECO-FRIENDLINESS, WHILE DISCOVERING DRIVING JOY ON A SCENIC ROUTE THROUGH THE EASTERN SEABOARD.

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This page, left: preparing to enter Washington, DC's Founding Farmers. Right: Lemaire Head Chef Walter Bundy, in his urban garden. Opposite page: the stunning grand stairway at Richmond's Jefferson Hotel.



Just as BMW's next-generation 335d Sedan has helped rid the word "diesel" of many of its negative connotations, so, too, the destinations on this road trip are redefining locally sourced gourmet dining and sustainable first-rate lodging. The road trip is reborn.

Topping the tank in New York City, we anticipate a range of just under 600 miles. It's refreshing to know even in the heat of summer, with the air conditioner cranked high, the 335d Sedan's Advanced Diesel engine keeps its cool, offering ample miles per gallon compared to many similarly endowed gasoline engines. From the Big Apple, it's a straight shot south, into the heart of the nation's capital for a responsible bite to eat.

Modern yet inviting, one of Washington, DC's newest farm-to-table eateries, Founding Farmers, is supported by some 40,000 "employees." Through a partnership with the North Dakota Farmers Union, Founding Farmers is able to deliver high-quality seasonal dishes, while benefiting a significant number of Midwestern farmers and ingredient suppliers.

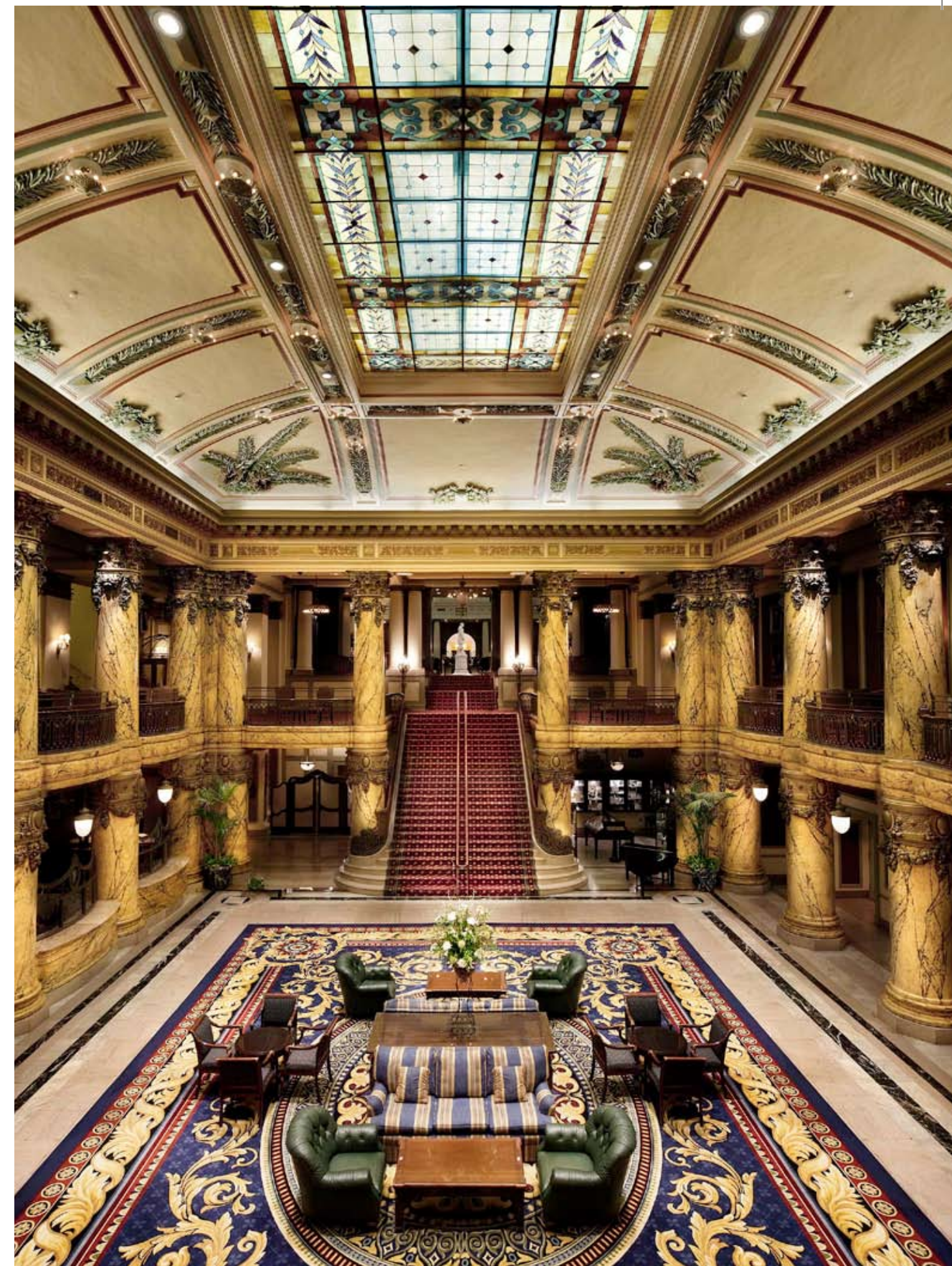
Peruse the menu and you'll find a host of succulent comfort foods and Southern-inspired favorites. All adhere to the twin tenets of sustainability and freshness. Even road trip mainstays are prepared with meticulous attention to freshness and flavor. For example, the classic burger and soda: the blood orange-flavored beverage is made in-house, the beef is ground to order, and the buns are fresh-baked daily. For its signature dish, the ubiquitous Southern-fried chicken and waffles, Founding Farmers has its fowl delivered from a farm in Lancaster, Pennsylvania. The goal is to provide DC-area diners with a more considerate belly-filling alternative. "We're pioneering a brand of restaurant that the DC area hasn't seen before," Chef Al Nappo says.

Back on the road, the 335d tackles I-95 with grace and precision as we delve further into Virginia. Our next destination, Richmond, provides the backdrop for an exquisite dinner and overnight stay. When you think of the old South, perhaps you think of mint juleps on warm, genteel evenings. The beautiful Jefferson Hotel upholds those romantic notions – in fact, the lobby's baroque staircase is rumored to have inspired the grandiose reproduction seen in the movie *Gone With The Wind*. But step into The Jefferson's lobby dining room, Lemaire, and you'll find the times are certainly changing.

Credit Head Chef Walter Bundy with replacing Lemaire's traditional menu with one that reflects the best fresh, sustainable, and local ingredients the Eastern Seaboard has to offer. Exotic cheeses, seasonal oysters, and even fresh bison meat all come from locally sourced vendors. Behind the galley doors, Bundy – trained at the prestigious New England Culinary Institute – oversees the operation and even does his own butchering. Lemaire's urban garden, reclaimed from an area of unused parking lot behind the building, provides the chef with a literal backyard bounty of tomatoes, zucchini, basil, and much more.

In crafting a sublime, mostly locally sourced menu, Bundy draws inspiration from one of his earliest jobs at Thomas Keller's French Laundry in Yountville, California. Keller's unparalleled blend of superior fresh ingredients, cutting-edge preparation techniques, and culinary creativity guide Bundy in Lemaire's rebirth. "This was a very traditional restaurant, but now we're able to attract a younger, more involved clientele with greater interest in where their food comes from," says the chef.

Once again behind the wheel, the shores of North Carolina beckon. An intriguing combination of scenic byways and quiet, pine-



THE WRIGHT BROTHERS NATIONAL MONUMENT
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shaded back roads gives way to the beachfront panorama of the Outer Banks. It was here the Wright Brothers' dreams took flight. Standing in the shadow of the famously steep, sandy bluff of Kill Devil Hill, the Wright Brothers National Monument inspires today's dreamers to develop technology that allows the human race to leave an even lighter footprint.

A 15-minute drive north from Kill Devil Hills, along a grass-lined two-lane road, the town of Duck, NC, is home to yet another ecologically responsible restaurant – this time, with an emphasis on locally farmed and caught seafood.

Sous-chef Matt Estrada fires up the grill at The Blue Point, offering “dynamic Southern cuisine and hospitality.” Like Lemaire, the garden outside the restaurant’s backdoor provides fresh options. Says Estrada, “The menu changes seasonally, too. Spring was a lot of soft-shell crab and asparagus. Now in the summer, we’re shifting to ingredients like tomatoes and trout.” The difference is clear: the hearty flat fish, from nearby Sunburst Trout Farm in Canton, NC, has a buttery flavor and firm yet flaky texture that speak volumes when it comes to freshness.

According to Estrada, The Blue Point is also a member of Outer Banks Catch, a four-county North Carolina program that works with local fishermen to ensure the fish that make it to the dining table were caught on the Outer Banks. By keeping a handle on the source and maintaining the highest freshness standards, Outer Banks Catch benefits local businesses and fishermen alike. The ultimate winners, of course, are the patrons of these dining establishments.

With our hunger sated and the 335d’s tank filled, we pilot the BMW through gently unfolding rural corridors, past stately farms and quiet roadside stands toward the Chesapeake Bay Tunnel and Bridge system. No fewer than 11 rivers feed into the bay, which harbors a tremendous variety of aquatic life. Sadly, the Chesapeake bears the brunt of an inordinate volume of commercial traffic. A debilitating combination of pollution and overfishing gave the bay the dubious distinction of creating one of the first recognized hypoxic “dead zones” in the 1970s. Efforts are underway to clean up and preserve the delicate bay and its flora and fauna, before the damage done becomes irrevocable. Still, the view from one of the mid-transit platforms is spectacular. It’s another reminder that even in her most



Top: the Wright Brothers National Monument in Kill Devil Hills.
Above left: the firm yet flaky trout, served by Chef Estrada at The Blue Point in Duck.
Right: a relaxing view of the inlet from The Blue Point's backyard.



desperate hour, Mother Nature possesses a resilience that goes hand in hand with human intervention.

Once across the bay, the road continues to one of the most ecologically unique places in the U.S.: Chincoteague, VA. Chincoteague's history is intimately tied to nearby Assateague Island, where, as legend has it, wild horses have run free since their ancestors were left marooned by a shipwreck hundreds of years ago. In an exceptional display of adaptation, the Assateague Ponies, as they are known, have mainly subsisted on the wild grasses that grow in the brackish waters of Assateague Island.

These ponies are a national treasure. The captain of our small touring skiff reminds us that long before this was a sight-seeing destination, these waters were the working grounds of oyster farmers, fishermen, and – within the last hundred years – cowboys. As the sun

sets over the waters of Chincoteague, our 335d passes through the tranquil scenery and leads us further north, where a good night's sleep awaits.

Next morning, the summer sun pulls us closer to Delaware's shoreline Route 1, where the myriad bluffs and byways offer some of the most scenic driving yet. Despite a variety of driving surfaces and punishing heat, the 335d responds flawlessly, offering ample cruising power from one beach town to the next: Bethany, Rehoboth, Lewes. The last of the three offers a unique opportunity that proves irresistible. The Lewes-Cape May Ferry makes the nautical crossing in a little less than 90 minutes, with jaw-dropping views the entire way. As the Cape May lighthouse comes into view, the diesel-powered BMW breathes to life once again, ready to disembark toward this scenic Victorian town.

Top left: rural byways wander through lush, rolling corn fields.
 Top right: Assateague Ponies feed near the water's edge.
 Bottom: dusk settles in over Chincoteague.





“YOU WANT TO DO
SOMETHING IN LIFE THAT
YOU CAN BE PROUD OF.”

– MARK KULKOWITZ



Left: the majestic Lewes, Delaware lighthouse.
Right top: Owner Mark Kulkowitz, perched atop
the solar-paneled roof of Cape May's Carroll Villa.
Right bottom: inside The Mad Batter's dining room.



There are many well-preserved sights to delight tourists in Cape May, NJ. As America's oldest beach resort, there's also no shortage of fanciful restaurants, gorgeous Victorian-era architecture, and stunning esplanades. But dig a little deeper into this sandy gem, and you'll discover one of the most charming buildings on the block – that just also happens to be partially solar-powered. Welcome to the Carroll Villa Hotel and Mad Batter Restaurant, owned and operated by Mark Kulkowitz and his wife since 1976.

Kulkowitz has always been passionate about sustainability and eco-friendliness. Because the building stands in Cape May, a National Historic Landmark, modifying the Carroll Villa Hotel from the ground up wasn't feasible. Instead, Kulkowitz has gone to great lengths to modernize the building while maintaining the integrity of the 120-year-old structure.

“You want to do something in life that you can be proud of. With this place, we've married the best of the past with the best of the present,” asserts Kulkowitz. At first glance, the exterior of the hotel –

and much of the interior – remain exquisitely preserved, hearkening back to the beach resort of yesteryear. But look closely: the bar is made of recycled concrete and glass. In the dining room and bar area, the flooring is bamboo – an easily replenished source of wood. In the winter a radiant system harnesses excess heat from the boilers to warm the floors, while many of the plush bedrooms feature recycled corn-fiber carpeting. Special efficient appliances populate the kitchen, from the low-energy oven to the dishwasher that saves up to 25,000 gallons of water per year.

Most recently, Kulkowitz installed 38 solar panels on the roof of the hotel. This move was heavily scrutinized by the Cape May Historic Preservation Commission before it was finally approved. The low-profile system provides more than 10,000 kilowatt hours of solar power per year.

In the restaurant, Kulkowitz shares the same attitude regarding what's on the menu. “We try to use ‘slow foods’ and local sources as often as possible,” he says, adding that several New Jersey farmers

supply The Mad Batter with their seasonal harvests. Judging by the diverse menu on an intentionally linen-free table – another eco-friendly touch – Kulkowitz is working hard to ensure the happy and successful future of this quaint Victorian bed and breakfast. With a satisfied stomach and a clear conscience, we make our way back to New York City.

As the sun sets, Lady Liberty appears on the horizon. After the many joyful discoveries made on this trip, it's clear: The times aren't changing, they've already changed. The Great American Road Trip – like the automobile industry, like the travel industry, and like ourselves – must also change if it is to survive. That's where BMW's commitment to the future of driving efficiency comes in. From our groundbreaking hydrogen-fuel program, to our lineup of ActiveHybrid vehicles, BMW has always pushed the boundaries of power – and joy.

So long as the pioneering spirit still inhabits this country's highways and hotels, so long as there are chefs and proprietors and automobile manufacturers who adapt to the needs of the planet as well as the desires of their customers, then the next true, soul-quenching adventure – one as responsible as it is exhilarating – is only a Start button away.

Total Miles Driven: 952
Gallons Used: 32
Miles Per Gallon: approximately 30
Joy Per Mile: unlimited



1. **Manhattan:**
New York, NY 10014

2. **Founding Farmers:**
1924 Pennsylvania Ave. NW, Washington, DC 20006

3. **The Jefferson Hotel / Lemaire:**
101 W. Franklin St., Richmond, VA 23220

4. **Wright Brothers National Monument:**
mile post 7.5, U.S. Highway 158, Kill Devil Hills, NC 27948

5. **The Blue Point:**
1240 Duck Rd., Ste. 1, Duck, NC 27949

6. **Chincoteague Harbor:**
Curtis Merritt Harbor Rd., Chincoteague, VA 23336

7. **Atlantic Hotel:**
2 N. Main St., Berlin, MD 21811

8. **Lewes-Cape May Ferry:**
43 Cape Henlopen Dr., Lewes, DE 19958

9. **Carroll Villa Hotel / Mad Batter Restaurant:**
19 Jackson St., Cape May, NJ 08204

10. **Manhattan:**
New York, NY 10014



The BMW 335d Sedan in front of Richmond, Virginia, ready to head east toward the coast – and new adventures.



BMW 335d Sedan

Tech spec

Cylinders	6
Capacity (liters)	3.0
Output (hp)	265
Max. torque (lb-ft)	425
Top speed (mph)	130 [150]
Acceleration 0–60 mph (sec)	6.0
Transmission	6-speed Automatic
Drag coefficient (C _d)	0.30
Fuel consumption (city/highway)	23/36

Figure in [] indicates top speed with Sport Package or M Sport Package.

Tips and addresses

Hotels

The Jefferson Hotel

101 West Franklin Street
Richmond, VA
Tel. (800) 424-8014
jeffersonhotel.com

Southern elegance meets modern luxury in this gorgeous antebellum building. Be sure not to miss: The Jefferson's grand staircase, gilded lobby, and many alligator statues, an homage to several real-life reptiles donated to the hotel in the early 20th century.

Atlantic Hotel

2 North Main Street
Berlin, MD
Tel. (410) 641-3589
atlantichotel.com

Opened in 1895, The Atlantic Hotel stands as the stunning centerpiece of Berlin's Historic District. Enjoy cozy Victorian period guest rooms and suites, or stop by Drummer's Café – located on the first floor – for fine dining.

Eating out

Lemaire

101 West Franklin Street
Richmond, VA
Tel. (804) 649-4644
lemairerestaurant.com

Adjacent to the lobby of the stunning Jefferson Hotel, the Virginia Green-certified

Lemaire Restaurant offers a host of sustainable, locally sourced menu options. Chill out at the bar and peruse the inventive cocktail list, or experience the full breadth of Chef Bundy's talent and try a traditional area favorite – like the succulent jumbo lump blue crab cakes.

The Blue Point

1240 Duck Road
Duck, NC
Tel. (252) 261-8090
thebluepoint.com

Owners Sam McGann and John Power share an affinity for fresh, local ingredients.

A sampling of The Blue Point's menu – from fish caught on the Outer Banks, to vegetables grown in the chef's home garden – deliciously underscores this dedication.

Café Papillon

Penny Lane Mall
42 Rehoboth Avenue
Rehoboth Beach, DE
Tel. (302) 227-7568
cafepapillon.com

No trip through – or even near – Rehoboth Beach is complete without a Francophilic "pit stop" at Café Papillon. Nestled in a small alleyway called Penny Lane Mall, this family-owned pâtisserie offers a sublime selection of sweet and savory treats, including nine types of croissants.

The Mad Batter

19 Jackson Street
Cape May, NJ
Tel. (609) 884-5970
madbatter.com

Giant pancakes, crisp waffles, and loaded omelettes: Mark Kulkowitz's Mad Batter specializes in classic, creative breakfasts. But head indoors later for dinner and discover a stained-glass menagerie of fine diners, bar patrons, and beachgoers, all flocking to The Mad Batter for oceanside standbys like fish and chips.

Culture

Wright Brothers National Memorial

1401 National Park Drive
Manteo, NC
Tel. (252) 473-2111
nps.gov/wrbr

Visit the place where the world's vision of powered flight took off. The Wright Brothers National Memorial stands proudly in the shadow of the famous Kill Devil Hills, from which the Wrights launched their masterpiece.

Smithsonian National Air and Space Museum

Independence Avenue SW
Washington, DC
Tel. (202) 633-1000
nasm.si.edu

Prepare for liftoff in this incredible American museum

dedicated to aviation and spaceflight. Located in the heart of the nation's capital, the Air and Space Museum harbors several priceless, history-making and record-setting craft, from the Wright Brothers' first models built in the early 1900s to the space shuttle Enterprise.

Recreation

Carytown

carytownva.org

Home to dozens of boutique shops, cozy restaurants, and a Grand Palace-style movie theater, Carytown is Richmond's "mile of style." A group of historic buildings near The Fan district, this family-friendly shopping area promises something for everyone.

Rehoboth Beach

rehoboth.com

A thrilling vacation destination for millions of tourists every summer, Rehoboth Beach epitomizes the classic American shorefront experience. Catch some rays on the expansive beach during the day; unique area restaurants, shops and bars keep you entertained after sundown.

Tanger Outlet Center

36470 Seaside Outlet Drive
Rehoboth, DE
Tel. (302) 226-9223
tangeroutlet.com/rehoboth

For those whose shore visit isn't complete without a shopping experience, the Tanger Outlet Center near Rehoboth offers dozens of brand-name stores along with big-time savings. Grab some unexpected bargains, and then stop in for a refreshing snack at any of the nearby restaurants and food vendors.

Cape May

capemay.com

With a rich history as America's oldest seaside retreat, Cape May delights tourists with more than just sun and surf. A healthy dose of Victorian-era architecture throughout the city provides idyllic scenery for both pedestrians and drivers; a variety of quaint restaurants, shops and hotels transport you to a simpler, yet ornately decorated, era.

Statue of Liberty

Liberty Island
New York, NY
Tel. (212) 363-3200
nps.gov/stli

As she has for the past 125 years, Lady Liberty towers over New York Harbor, ready to greet travelers and transplants alike. Book in advance for the ferry over to Liberty Island; for those near Liberty State Park, walkable shoreline platforms provide a great view.