

Inaugural Lexus Gran Fondo to Feature Lexus Hotel, Culinary and Cycling Partners at Exclusive Boston-to-the Cape Experience

April 27, 2016

TORRANCE, Calif. (April 27, 2016) — Lexus is hosting its first-ever Lexus Gran Fondo, a culinary and cycling event in Massachusetts taking place May 27–30, 2016. The event will feature three days of challenging bike rides, curated experiences and distinctive food and wine pairings that celebrate the local region and bring together Lexus’ hotel, culinary and cycling partners.

Cycling enthusiasts will have the opportunity to participate in 100-, 50-, and 28-mile rides throughout Boston and Cape Cod on Saturday, May 28. Guests can begin their journey at Lexus hotel partner XV Beacon in Boston with a kickoff dinner on Friday and power breakfast on Saturday before the 100-mile ride to Lexus hotel partner Chatham Bars Inn in Chatham, Mass. 50- and 28-mile rides are also available on professionally designed routes throughout picturesque Cape Cod that start and finish at Chatham Bars Inn. Participants of the 100-mile gran fondo will be joined by Lexus Cycling Master Christian Vande Velde and the legendary George Hincapie.

“Lexus is committed to providing extraordinary experiences for our customers, and our first-ever Lexus Gran Fondo is no exception,” said Brian Smith, Lexus vice president of marketing. “We curated a luxurious food, wine, travel and cycling weekend that showcases our high-caliber hotel partners, talented Culinary Masters and accomplished pro cyclists to provide a remarkable Memorial Day weekend for our guests whether they are cycling aficionados or simply food and wine connoisseurs.”

Upon arrival at the finish line at Chatham Bars Inn, guests will enjoy a barbeque cookout from Dallas-based Lexus Culinary Master Dean Fearing and the latest Belgian-style saison releases from Blackberry Farm Brewery. The day’s culinary adventure will continue with an exclusive wine pairing dinner featuring Lexus Master Sommelier Carlton McCoy from the Little Nell in Aspen and Lexus Culinary Master Carlo Mirarchi, co-owner and chef of two New York-based Michelin Star restaurants.

Culinary events and curated experiences will continue throughout the weekend, including local rides along the Cape, a farm excursion and preserving class, a champagne brunch and demonstration, scenic drives in Lexus vehicles, and a clambake beach party on the Chatham shores.

Lexus will provide complimentary vehicles to transport event attendees not biking from Boston to Cape Cod. In addition, all cyclists and up to two of their guests will receive courtesy transportation back to Boston on Monday.

For a full schedule of events and to purchase individual event tickets or weekend packages for the Lexus Gran Fondo, please visit www.lexusgranfondo.com. Lexus owners will receive a 15 percent discount on all ticket and package purchases. To join the conversation on social media, please search #LexusCulinary or #LexusCycling.