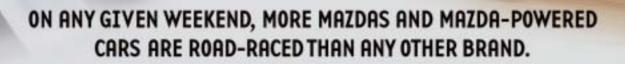
CIAO bella SLICING THROUGH ITALY IN THE HEAD-TURNING MX-5 MIATA SLICING THROUGH ITALY IN THE HEAD-TURNING MX-5 MIATA A RACEWAY LEGEND / INDOOR SURFING / UTAH CANYONEERS PLUS concept cars, great gear and holidays in space

E - FALL 2007

THE EMOTION OF MOTION - MAZDA MAG



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Jim O'Sullivan President and CEO Mazda North American Operations

**Mazda owners** are a little different, aren't we? Perhaps you're enjoying your first Mazda, or are a longtime owner. Maybe you're a motorsports fan, or a big traveler. Maybe you rarely drive your Mazda any farther than to work and back. Whatewer the case, in all of us lives the Zoom-Zoom spirit. Zoom-Zoom is shorthand for a love of exhilaration and imagination. It's that feeling of liberation we enjoy when tapping into the sheer emotion of motion. This magazine is for people like us. It's a celebration of who we are at Mazda, and the unique spirit that lights up every car like build. More importantly, it's a reflection of you, our valued customer. Welcome to zoom-Zoom magazine. We hope it takes you where you want to go.

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When he's not burning up the track on his motorcycle, Edwards is a columnist for Smithsonian and the author of five books.



#### »MARK BRAMLEY

A regular contributor to glossy car mags, London-based Bramley shot the MX-5 in sunny Italy for this issue.



Take a journey along Italy's ultimate driving roads in the world's favorite sports coupe

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»R O B H OW AR D Howard's shots have appeared in Conde Nast Traveler and Men's Journal. Not bad for a guy who got his first camera from a pawn shop.



» JASON BARLOW Nobody does a better job of putting the reader in the driving seat than Barlow, editor-at-large of UK car mag Top Gear.



### EMOTION OF

The best Zoom-Zoom moments from around the world

WHETHER IT'S JUMPING OFF A BIG ROCK OR BEING A BIG ROCK STAR FOR THE NIGHT, MAZDA OWNERS SHOW US HOW TO ZOOM-ZOOM

#### RUSSIA

Jury Tsoy Life imitates art as a budding Beckham goes for goal. He shoots! He scores! The crowd goes wild!



...like soaring through the sky want to know about it. All you Zoom-Zoom photos to zoom-zoommagazine.com







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»JAPAN Akiko Yasuda

Skateboard? Check. Baseball cap? Check. Big air? Check. Congratulations, you're now a skate hero...

## EMOTION





» UK Gabrielle Church

»UK Joanna





»GERMANY Waiter Fogel













» R U S S I A Alex Kurashenko





U.S.



»U.S. Edward Koster











»U.S. Tigran Tovmasyan

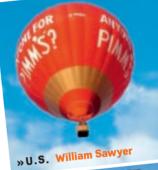


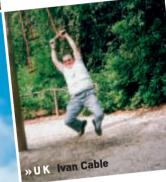






» U K Debs Allan







**»UK Cathy Bart** 









### Send us your Zoom-Zoom moments

Whether it's skiing, a balloon ride or a game of basketball, if you've got a photo you think captures the essence of Zoom-Zoom, we want to see it. Simply upload your digital photos to our website zoom-zoommagazine.com

Visit zoom-zoommagazine.com for additional details and all terms and conditions.

No matter what our age, cool stuff never grows old. We've assembled a few unique items to take you underwater, over ground, down river or into a mind frame that's a little more fun **Pocket-sized skaterbot > Feed your PC > Submersibles for the people** 

#### Skatethis...

He can skateboard, he can roller-skate, he can breakdance, and all on your office desk. Plen, the 9-inch-tall "desktop hobby robot" from Akazawa, may not be big, but he's clever. Plen packs a powerful 33 MHz computer processor and a three-axis accelerometer, giving him perfect balance. You can control him with your Bluetooth cell phone or your PC. And never, ever, get any work done again. **plen.jp** 



#### Divethis...

Explore the undersea world with the C-Quester personal submarine. The Dutch-made electric submersible can dive to 160 feet and has its own air supply, so no scuba experience is necessary.

www.uboatworx.com

uboatworx.com

### Bytethis... This sushi may look pretty

tempting, but the only thing it will feed is your PC. These realistic bites are actually full of bytes—1GB of memory. And they're handmade just like real sushi. Plug them into a USB port to store your data in a deliciously different way.

solidalliance.com

#### Ridethis...

Nothing gets in the way of the amazing Scarpar. You can ride the wild caterpillar-tracked board over sand, snow and absolutely anything in between, thanks to its 80cc engine. There are even plans for a Scarpar-X racing championship.

scarpar.com





Wearthis... Remember the arcade classic Pong, with its single-pixel graphics and "blip" sound effects? If you ever managed a rally of more than four shots, it was a miracle. But with this cool animated T-shirt, the game lasts as long as the batteries. thinkgeek.com

#### Callthis...

Looking at your snapshots and watching videos on a tiny phone screen could soon become a thing of the past. Texas Instruments is working on a phone that has a built-in projector. So now you can beam your photos and movies onto the nearest wall instead.

ti.com

#### Rockthis...

If you're an aspiring guitar hero and frequent international traveler, the DeVillain Centerfold could be just what you're looking for. Its ingenious folding mechanism makes it perfect for overhead lockers. Before you know it, you'll be rocking all over the world...

devillain.com

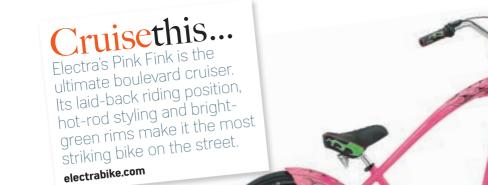
#### Linkthis...

Nabaztag/tag is a WiFi rabbit you'll soon find hard to live without. It talks, it dances, it listens, it even lights up. Like your own personal silicon secretary, it links to your PC to read you your email and sends messages to friends and family. nabaztag.com

#### Splashthis... Possibly the only insectinfluenced extreme sport, river bugging involves sitting

in an inflatable "armchair" that looks like a ladybug, then hurling yourself into rapids. It started, of course, in New Zealand and is now sweeping

the globe. naelimits.com



#### Hearthis...

There's no excuse not to exercise thanks to this innovative device. The Vonia sports headband transmits tunes through the tiny bones in your ears without the help of traditional headphones. The headband absorbs sweat and the built-in pocket holds your iPod shuffle, eliminating tangled wires. Great for running, working out or a good ol' breakdancing headspin.

dowumi.com

Just what you always wanted, even if you never knew it. With this slot-car in a case, you just open and play-anytime, anywhere. proidee.com



## 

NOTES FROM THE EDGE WITH A COUPLE OF UTAH ROCK JUNKIES

STORY MARCUS SAKEY PHOTOGRAPHY ROB HOWARD

#### legs are trembling

This is partly the result of hiking up a 1,400-foot ridge. But it has more to do with the fact that I'm about to step off it. Backwards.

Utah is one of those states most often seen from the window of an airplane. At cruising altitude, mesas splay like shattered knuckles across dusty brown earth, cut by the occasional lonely highway.

But what seems desolate at 30,000 feet is all breadth and majesty on the ground. A land of sheer rock faces, winding canyons and towering ridges, Utah is home to a special breed of outdoor adventurer. And I'm spending a couple of days in their world.

Eric Draper has a better job than you.

A rock climber, he knew what he wanted at 18, when he exchanged the Mormon community he was raised in for his new religion here in the canyons. He's structured his entire life around his passion, dividing his time between guiding visitors into the wild and working as an extreme photographer.

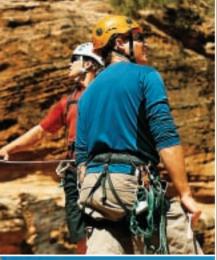
"I don't really need much stuff," he says, tan face flashing a smile. "I'd rather climb for two weeks than buy a couch."

My other guide, Jeremy Draper (no relation), feels the same way. "I tried the domestic thing. I had a house, a 9-to-5, almost a wife. Wasn't for me. This is where I belong."

"This" is Springdale, a liberal little town perched on the edge of Zion National Park. The place is just three hours down the highway from Vegas, but a world apart.









Eric (blue shirt) and Jeremy Draper of Zion Rock and Mountain Guides, in Springdale, Utah, moving through the rock-scapes of Zion National Park

Pito

#### TI'D MUCH RATHER CLIMB FOR CLIMB FOR TWO WEEKS TWO WEEKS THAN BUY A COUCH

Everyone knows each other here. The cute girl behind the coffeeshop counter calls Eric by name, asks what he's taking me out for.

The answer is canyoneering, an increasingly popular sport that combines hiking, rappelling and a dash of climbing. Basically, the idea is to work our way from the top of a ridge to the bottom of the canyon, and out again. Along the way, we'll drop down the face of flash-flood channels, squeeze through two-foot stone slots, and swim pools of icy water.

Which is how I ended up hanging off a cliff.

Properly done, rappelling isn't dangerous. My harness can take up to five thousand pounds. My equipment has been checked by an experienced guide with eagle eyes.

But that's hard to remember when an eight-millimeter rope is all that's between me and a plunge to the rocks below.

What I'm doing is only a small taste of the thrills Zion offers. At the other end of the spectrum is the Streaked Wall. Picture scaling the wrong side of a windshield taller than the Sears Tower.

Eric has climbed it. Twice. And as far as he knows, he's the only person in the world to have photographed an ascent, a feat that required him to, amidst other stunts, spend hours dangling at the end of a 300-foot rope ... 1,500 breathless feet above the ground.

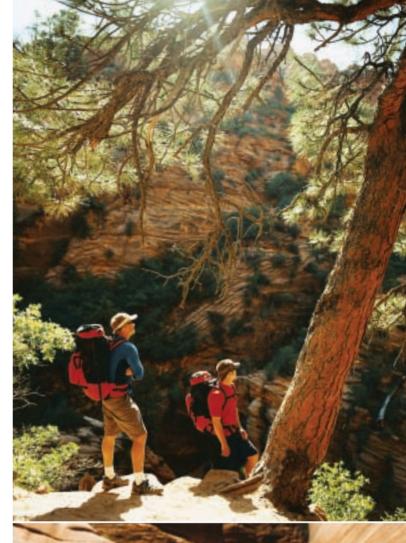
"Was it worth it?"

He smiles.

Most everybody in Springdale climbs. Or mountain bikes, or canyoneers. There aren't many other reasons to live here. This is a whole town of people who chose the path less traveled.

Which makes for an interesting atmosphere. Everyone I meet is friendly, smart and centered. They have that inner ease that comes from doing what they love.

But don't start thinking they're lazy. Maintaining this lifestyle takes fanatical devotion. Eric lived in his truck for six years ("Dirtbag living," he calls it, with a grin) to keep expenses low enough to climb 300 days a year. He and Jeremy spent long days making burritos in order to finance evening climbs. Jeremy's truck has no reverse, and neither of their trucks has air conditioning in a state where the temperature breaks a hundred for four months straight. You gotta want it.



Sandstone cliffs and smooth canyon walls that look as if they've been painted are just part of Zion's stunning landscape

#### I ACHE IN PLACES DIDN'T DIDN'T KNOW HAD HAD MUSCLES

When your guide tells you that you're headed for Prophecy Wall, it's hard not to feel a shiver.

But as it turns out, Prophecy is brilliant: a near-vertical cliff of iron-rich sandstone, isolated enough that in six hours, the only evidence of humanity is a single car's dust cloud on the horizon. The face is pocked with deep handholds and offers routes of all difficulty levels. We're halfway up a 5.10b, climber-speak for notbad-but-you-aren't-wowing-anybody, when Jeremy says, "You hear that bird laughing at you? That's a canyon wren."

The cry really is a lot like laughter—specifically, the laughter of the bully on *The Simpsons*, haA-HAAa! Only a mildly interesting observation, until I realize that the bird is flying below me.

There are moments, in the midst of a canyon or perched on a ledge, when you stop to catch your breath and marvel at the beauty of the world. Pausing in the shade of a towering ponderosa, I watched a bighorn sheep gracefully ascend the opposite canyon face. Later, waist deep in heart-stopping water, the soft play of reflected light against ancient stone hypnotized me completely. In such moments, you inhabit a quiet, a stillness, rarely found in life.

It was during such a pause I asked the million-dollar question. Is this a pit stop on the way to real life? Can you do it forever? Jeremy didn't hesitate. "As long as my body holds out. Figure at least 20 years or so."

"Then what?"

"I'll probably teach."

"Teach what?"

He cocked his head like the answer was painfully obvious. "This." And Eric?

He laughed. "Well, I'd like to start shooting skiing, too."

After a couple of days walking the path less traveled, I'm feeling it. Every step of the hike back to our trailhead sets off aches in places I didn't know I had muscles. I'm starving. My arms are sunburned and my thighs are just burned.

I can't remember when I was last this happy.



STORY JASON BARLOW PHOTOGRAPHY MARK BRAMLEY Give it a challenge and the MX-5 RC takes it on without hesitation. What better place to let it off the leash than in the heart of Italy's supercar country?

demanding roads, it also has the attitude to match. Italian drivers don't make rude gestures at you if you dare to overtake, they make rude gestures at you if you don't.

A whole section of Italian society seems to go everywhere and do everything at 100 mph. At times the Autostrada feels like a latter-day amphitheater. The truck drivers treat the whole business of driving like some kind of gladiatorial contest. There's testosterone in the exhaust fumes. You have no choice but to get in the zone.

Or you could just leave the machismo of the highway behind. Where the flat, industrial plains of the Emilia-Romagna district blend into Tuscany, a funny thing happens. The great tunnels and viaducts that connect modern Italy with the engineering genius of the Romans give way to scenery so perfect it's almost sculpture. Even if you've never visited Tuscany, it seems familiar, its rolling green hills and vistas having supplied the visual fuel for some of history's greatest art.

Today we're using a different sort of fuel. Modena, home to supercar legends like Ferrari, Maserati and, most recently, Pagani, is only 100 miles away, but the Mazda MX-5 is proof that you don't need 500 bhp or \$400,000 to channel the driving spirit that



#### YOU CAN IMMEDIATELY SENSE THE MX-5 IS A CAR WITH A MISSION

haunts these hills. This isn't just a great sports car; on these roads, it's a sublime one. Steer, shift gear, brake, accelerate: this little Mazda has the harmonic balance of a string quartet.

In many ways the MX-5—the best-selling roadster of all time—provides the perfect template for a successful driving machine. It's small, light and efficient. Most modern cars are overweight, bulked out on a diet of airbags, air conditioning and other 21st century accoutrements. But you need more power to go quickly in a heavy car, which is fine and fun, but it can't disguise mass when you get to an obstacle, like a corner. Raw power can only bully physics, it can't defeat it.

Small, lightweight cars don't have that problem. They move with a natural grace and precision. Driving isn't just about blasting as quickly as possible from one corner to the next. It's about maintaining momentum and getting the maximum result from the minimum effort. It's cleaner and more environmentally friendly that way, too. So the purity of the MX-5 has taken on a whole new relevance. But sitting on a mountain pass on a hot, cloudless day, how can you not love the idea of driving for driving's sake? It's impossible in this country. Italy's love affair with the car goes right back to the start, and this is a place where the police will happily pull you over just to get a better look at your *bella machina*. Kids on scooters, old folk sipping coffee and sucking cigarettes, farmers on tractors: the MX-5 wins universal approval.

It always has. The 1989 original, which drew inspiration from a lost generation of affordable British and Italian roadsters, was a delicate, feminine little two-seater. The latest version looks meaner. It has a tougher stance, its wheels fill fatter and its wheel-arches are flared more aggressively. The gorgeous 2003 Ibuki concept car previewed the MX-5's renewed sense of purpose. Mazda's then design boss, Moray Callum, compared it to the latest generation of cell phones. "It's about tactility," he told me.

It sure is. The MX-5 feels absolutely no bigger than it needs to



Cutting through the Italian countryside, breathing in fresh air and history along the way

be. It's a tribute to the people who created it that it delivers everything we expect in terms of equipment and safety, and nothing superfluous.

So when you get into it, climbing over its solid sills, you immediately sense that this is a car with a mission, one that has nothing to do with getting from A to B. The controls and dials are all clear and easy to see and use. The view ahead across the hood is evocative but not intimidating. And your hands move from the steering wheel to the gearshift then back again in a short, easy motion. The basics are immaculate. It's amazing how many cars get them wrong.

So this is about driving. Though context always helps. The road signs are full of amazing-sounding places: Milan, Florence, Vian Piala, Imola, Mugello. The last two point to nearby race circuits, familiar to anyone who loves fast cars or bikes.

We pick up the *Passo della Futa*, then the *Passo della Raticosa*. These are famous, too. They're part of the *Mille Miglia*, Italy's legendary 1,000-mile road race, run between 1927 and 1957. Stirling Moss *averaged* 98 mph across the race distance when he won it in 1955. This remains one of the most mind-boggling motor-racing statistics of all time.

Especially when you drive it yourself (more slowly). With the roof stowed away—it takes just the touch of a button and 12 seconds with the ingenious folding hardtop—and the sun cutting through the trees in vivid celestial beams, time really isn't of the essence. Drive too fast, and you'll miss the detail in the landscape.

But you just can't help it. The roads up to the Raticosa are fantastic. Smoothly surfaced and largely empty, they arc this way and that, ebbing and flowing and undulating through lush forest. Most of these bends are dispatched in third and fourth gear, though you'll need second for the tight, uphill hairpins that seem to pop out of nowhere.

Slicing through the gears, the MX-5's six-speed shifter is a reminder that nothing is more satisfying for an enthusiastic

#### YOUR INPUTS ARE MOSTLY MPERCEPTIBLE. T'S ALMOST TELEPATHY



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#### TAKING THE GRAN TURISMO

HOW TO GET THERE The Raticosa and Futa passes are between the cities of Bologna and Florence. The fastest way is to head out of either town on the E35 and come off at the San Giacomo junction. Visit viamichelin.com for driving directions.

WHAT TO SEE If you're a gearhead, this area of Italy is supercar heaven. Ferrari fans can visit the Galleria Ferrari and the Fiorano test track near Maranello, while Lamborghini lovers should make tracks for the museum at Sant'Agata. Bikers can get their kicks at two-wheeled legend Ducati. Visit galleria. ferrari.com, lamborghini.com and ducati.com to find out more.

WHERE TO EAT Find out what pasta fit for heroes tastes like at the Ristorante Cavallino. With any luck,



you'll even catch a glimpse of Felipe Massa or Kimi Räikkönen—but not on Sundays, when the Cavallino is closed. Visit ristorante-cavallino.it for further information.

WHERE TO STAY The Hotel Terme Salvarola in Modena offers a restful alternative to all the high-octane excitement. If you've had your fill of supercars you can always relax in the hotel's luxury spa instead. Visit hoteltermesalvarola.it.



Gurlet

driver than a really good manual gearbox. Its precise, short action adds to the pure mechanical joy of the experience.

There are no mountains to climb round here. Instead, the road loops gently back and forth, punctuated by a series of tiny villages, until you arrive almost unexpectedly at the top of the pass. The Chalet Raticosa sits at the highest point; when we get there, I count 26 motorcyclists on assorted Ducatis and MV Agustas resting up in the parking lot, metal ticking as it cools. More proof that this is one of the world's great driving roads.

But the best is just coming now, spearing off the Raticosa, and plunging back downhill like a big asphalt ribbon of pasta. The MX-5 is happy to amble along, but that's just not an option on this section. Into second for the first corner, a long, long right-hander. It has a negative camber, and you can feel the car digging in before it settles. Rear-wheel drive in the grand sporting tradition, the MX-5's chassis is beautifully balanced, and there's more grip than you could possibly need. It's rigid, too.

Up into third, letting the revs rise to nearly 7,000 rpm. Another corner. The interplay between steering, brakes and gear change is exceptional. Lean on the car too hard and the tires will start chirping, but it's actually more effective to ease off on the heroics just before you reach that point. This little Mazda encourages you to stay within your limits.

Into fourth now for the straight that's opening up ahead. It's fashionable to have more than 200 bhp these days, but right now the MX-5's 158 bhp feels optimum. Could you really go any faster than this? No need. Great drivers' cars move with a minimum of effort. So even on this twisty Italian road, your inputs are mostly imperceptible. It's almost a form of telepathy.

Driving for driving's sake. When did *you* last do it?



Surfing's all about style. You need the board, the shorts, the shades and, of course, the car

Jedrdrah O

amee

Pure white sand, tropical temperatures and waves on demand. Japan's Seagaia Ocean Dome is the perfect location for the first ever *Zoom-Zoom* indoor surfing championships

STORY NIK BERG PHOTOGRAPHY KATSUO HANZAWA

# SURF'S



icking up trails of sand from their heels as they charge into the ocean, boards at the ready, the five surfers paddle out toward the blue horizon to meet the first wave of the day.

But something's not quite right with this picture. The sand isn't actually sand, it's 600 tons of whitemarble granules imported from China. And the ocean is in fact a huge freshwater pool with waves machine-manufactured on demand. Even the horizon is actually a painted mural and the tropical temperature comes, not from the sun, but from industrial heaters.

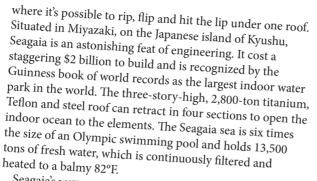
Welcome to the Seagaia Ocean Dome, the world's biggest \* artificial beach and currently the only place on the planet

"Mash" makes a splash as he dives into the artificial ocean for the first time. The real beach is just 1,600 feet away

#### SURF SPEAK

Rip: to execute drastic and radical moves on the wave Flip: a 360° flip, landing on the back of the wave as it breaks Lip: the top edge of the wave that curls forward Tube: the cylindrical vortex created between the wave and the lip Hollow: an extremely concave, curling wave Wahine: an affectionate term for a female surfer Shred: to surf aggressively Find more at riptionary.com





Seagaia's waves are generated by 10 powerful vacuum pumps linked to 40 individual water chambers that are capable of sending waves up to 12 feet high crashing toward the 140 meter-long beach. Unfortunately, all this cost and complexity may have proved too much for the Dome's owners, as we would be saying sayonara to Seagaia at the conclusion of this visit—it was due to close at the end of September.

But it's open now, and that's just as well. Today is the first ever Zoom-Zoom Indoor Surfing Championship. Our judge is Takashi Kato, a prominent member of the Nippon Surfing Association. He's been surfing breaks in Japan and all over the world for many years, but it's his first visit to this plastic surf paradise and he's quickly into his board shorts to join the competitors for a warm-up.

Following Takashi into the artificial ocean are local board shaper (and the firm favorite) Tomokazu Ujihara, *wahine* surfer Sachiko Tamura and—in the spirit of international competition—Matthew "Mash" McCollough, Aarron Edwards and Sean Carey, all from across the water in New Zealand.

A horn sounds and some 1,800 tons of water are released to form the first wave. This wall of water crashes to the concrete bottom of the ocean floor, then rises again to form





#### go head-to-head; Sachiko nd Sean sprint to the sea

# A HORN SOUNDS AND 1800 TONS OF WATER IS RELEASED

**INDOOR BEACH** 

# THE FIRST SURFERS ARE CAUGHT OFF GUARD AND DUNKED

the wave. With only that brief audible warning and no chance to see the wave forming, the first surfers are caught off guard and violently dunked beneath the foaming surface. Surfing Seagaia is not easy, as a soggy Sean explains: "The

fresh water doesn't have the same buoyancy as seawater so it's much harder to stay on top of the surface. And, even though there's that freaky warning sound, the waves still come on all of a sudden."

Correct positioning in the water is absolutely critical to ride Seagaia's surf. There's a sweet spot for every wave, and the riders have to be on it at the precise moment the wave is conjured up. It takes several more dunkings before our surfers get in the groove. Waves are created in sets of three with just a two-minute breathing space between them as thousands of tons of water are pumped and primed. In a standard surfing competition the judges would be

looking for technique, but this is a Zoom-Zoom contest, so Takashi's being more lenient, judging the riders' grins as much as their ability. Two hours of tubes, hollows, rips and flips later we have our winner and, sure enough, it's the local favourite, Tomokazu. Although he's never actually surfed Seagaia before, he's mastered the man-made waves better than the rest. But not only have his shreds wowed the judge, so have his smiles. He's had an ear-to-ear grin the whole time. "Fantastic!" he beams as he thrusts his trophy in the air.

Now that's a Zoom-Zoom moment.

#### ON BOARD WITH THE MAZDA CX-7: Engineered with



the "soul of a sports car", this crossover SUV has a 2.3-litre DISI turbo engine, with 244 bhp, a six-speed auto transmission and seating for five. The perfect machine to transport our surfers around.

From top: contenders ready; Aarron takes his first ride of the day; Tomokazu gets the shredding and smiling prize



Tomokazu hangs ten on one of Seagaia's wide range of waves, all of which can be conjured up at the press of a button

#### WORLD WIDE WAVES

JAPAN The Seagaia Ocean Dome in Miyazaki, Japan, opened in 1993 and cost US\$2 billion to build. With enough capacity to allow up to 10,000 people to relax on the beach and swim or surf in the "ocean" at any one time, it's unfortunate the Dome is set to close in September.

i1



EUROPE The first European indoor surf centre is due to open in the UK in 2008. It will offer 365 days of surfing on an artificial reef.



Find out more at surfdome.com

USA The Ron Jon Surfpark in Orlando, Florida, opened in 2007 with a choice of wave pools. And another surfpark is opening in New York City in 2010.



## FAST FORMARD

AFTER 50 YEARS OF LEGENDARY RACING, MAZDA RACEWAY LAGUNA SECA IS GEARING UP FOR THE FUTURE STORY OWEN EDWARDS PHOTOGRAPHY MISHA GRAVENOR

> etting to know a road course is a lot like making a match with a dance partner. With their particular combinations of turns, chicanes, elevation changes and straightaways, road courses are the real asphalt individualists of motorsports. Those who drive them, especially amateurs driving for love, not money, inevitably feel special affection for a particular course. The pros, of course, have the same feelings, without the luxury to indulge them.

> It's safe to say that among motorsports enthusiasts, from the West Coast all the way back to east of the Hudson, one of those universally loved tracks is Mazda Raceway Laguna Seca in California. Nestled in the hills just outside the coastal resort towns of Monterey and Carmel, the renowned road course is celebrating its 50th birthday this year.

> Some tracks are jittery and tricky, with moves that seem counterintuitive, calculated to bring out the two left feet in their driving "partners." Other tracks have a real grace, with a rhythm that never makes you feel clumsy despite dramatic changes in speed. Mazda Raceway Laguna Seca is the latter and, over the years, it has become a special place for drivers. Paula Baker, a Miata Solo racer from Magna, Utah, works with her crew-chief husband,

Drivers learn the fastest way around the track in their Formula Skip Barber racecars, the best rolling classroom there is



Ron, on a Miata racing team. "Like Road Atlanta or Mid-Ohio," she says, "Laguna is really beautiful to look at, and that is reflected in the track." During practice sessions, performance-measuring stats collected by Baker's team reflect the personality of the track. "There's a fluidity and flow to the data," she says. "It's different from other tracks, where the numbers reveal a kind of choppiness."

In 1957, when Phil Hill, Dan Gurney and Walt Hansgen were beginning to flex American racing muscle, the racetrack was built on scrubland at Fort Ord, a sprawling army base. (The land is now owned by the county, and the track is managed by SCRAMP, the Sports Car Racing Association of Monterey Peninsula.) Before that, from 1950 until 1956, racing took place on a course that ran through the Del Monte Forest in Pebble Beach. Neighbors along its municipal streets would mix a batch of martinis, set up their lawn chairs, and watch Jaguars, Porsches and Ferraris flash past.

But such pastoral pleasures couldn't last. As cars got faster and drivers more competitive, the old course through the trees became too dangerous. Racing promoters then headed for the hills east of town and audaciously built a circuit that incorporated a not-quitedry lake (the *laguna seca*) and what may be the steepest hillside of any racetrack on the planet. Mazda Raceway Laguna Seca's original

#### LEGENDS OF LAGUNA walking through 50 years of racing history



Superstars of racing have been getting their due as part of the raceway's diamond-anniversary celebrations. The first group, including Pete Lovely (above), Dan Gurney (below), Wayne Rainey and Eddie Lawson, was honored during major race weekends this past summer. Each will get a star on the Legends of Laguna Seca walk of fame located at the track's famous Corkscrew turn.



You can make your own mark on the same walk of fame by purchasing a brick engraved with a message or logo of your choice. All of the proceeds will go directly to the Laguna Seca Raceway Fund. For more details, visit laguna-seca-fund.com.

Drivers master the famous Corkscrew in 1958, while spectators at turns eight and nine (opposite) keep an eye on the action. More than 50 years later (above), the climb before the Corkscrew is still one of the track's hot spots

#### IN THE HOT SEAT your turn to race at mazda raceway laguna seca

Feeling the thrill of racing on a pro track is easier than you think, thanks to Skip Barber Race Schools. Their instructors will help you hone your skills behind the wheel of a Mazda RX-8, MX-5, Mazda3 or the open-wheel Formula Skip Barber racecar—all in one amazing day or as part of a more advanced program. On average, a third of the drivers in the Indy 500 and Nextel Cup are Skip Barber grads, so you'll be learning what the pros know in a curriculum that's been developed over 30 years. You can also test your mettle against racers of your skill level in the Skip Barber Race Series Powered By Mazda. Everything from car maintenance to the suits and helmets are provided. Find out how to get involved at mazdausa.com.



Skip Barber Race Schools give speed freaks throughout the U.S. a chance to shine design was a 1.9-mile more-or-less circular track with a couple of tight turns and dramatic elevation changes.

The winner of the first race a half a century ago was Pete Lovely. While a who's who of West Coast motorsports looked on, Lovely "turned on a couple of really hot laps" to snatch the lead from Johnny Von Neumann. "That day was very exciting for us," says Lovely, adding that he liked the track "because it took a lot of skill to hold your foot down through the old Turn Two. You had to be really on your toes or you would miss that corner."

Over the years, alterations to the track have brought it to its current configuration: 2.2 miles, 11 turns, two (and maybe three) blind entrances and elevation changes that are nothing less than alpine. Enhancements to the track continue today, thanks in no small part to Mazda. Since 2001, the course has become ingrained in Mazda's culture, where it's not just the cars that have the soul of a sports car. Employees get behind the wheels and race at special events throughout the year. **"Mazda has** motorsports coursing through its veins," says Gill Campbell, CEO/General Manager of Mazda Raceway Laguna Seca. "We simply go together like gasoline and motor racing."

Like many drivers who appreciate a challenge, Barry Winfield, an editor at *Car and Driver* magazine, is a fan of the track. "It's a really cool track, particularly in a car," he says. "Turns Two, Three, Four and Five are challenging to get just right, since they each change character the faster you go."

All tracks have a signature turn; great tracks have signatures that push the envelope. At Mazda Raceway Laguna Seca, the most memorable moments are supplied by Turn Eight, a.k.a. the Corkscrew, an amazing downhill chicane that can leave your stomach somewhere aft of the rest of you. You come into the turn at a good pace at the end of the Rahal straight, at the highest point on the track, and make a sharp left without being able to see what's next: a hard right. Then comes an increasingly fast downhill left, ending at Turn 10—a nicely banked fast right. What makes this section of the track such a rush, literally, is the fact that between the entrance to Eight and the return to earth at 10 you've lost more than 300 feet in altitude and picked up, courtesy of gravity, gobs of extra horsepower whether you want it or not.

Anyone who's experienced a race at Mazda Raceway Laguna Seca knows that the long uphill trek to sit under the oaks next to the Corkscrew always pays off. There may be nowhere on any American track where skill and daring are so nakedly displayed. And most would agree that no matter how much time they've spent on the track, they're always raring to get back there for more. It may be 50, but today's Mazda Raceway Laguna Seca is, without doubt, sharper, flashier and faster than ever.

# SKILL AND DARING ARE NAKEDLY DISPLAYED

HANGING BY ANDRENE

RUSH HOUR TRAFFIC. SIDEWALK CROWDS. CALLS ANSWERED IN PRIORITY SEQUENCE. IT'S TIME TO FIGHT BACK. IT'S TIME TO FEED THE NEED TO LIVE IN THE MOMENT, IF ONLY FOR A FEW GLORIOUS SECONDS AT A TIME

#### SHOULDERS OF GIANTS

In this corner, weighing in at 1,300 pounds, equipped with haunches that will buck and spin you at the speed of a rocket—Express Lane, the bucking bronco. Sitting atop the mighty beast, holding on to nothing but a rope—you. Or maybe Bad Dreams the bull is more your speed. He clocks in at just under two tons and is possessed of the raw power to rock your world with three Gs of force and a disposition that compels him to use it. Admit it, you've always assumed that if push came to shove, you could stay on board a wild animal for eight seconds like the pros. Good luck with that.

WHAT: Riding bulls or horses rodeo-style WHERE: Sankey Rodeo Schools have locations across the U.S. (sankeyrodeo.com) HOW MUCH: \$390 (three-day session), \$415 (four-day session)



Kingda Ka. It even sounds big. Towering 45 stories into the sky, this monster coaster earns its King Kong-like name by breaking all the world records that matter. After blasting you from 0 to 128 mph in 3.5 seconds, through the spine-crushing G-forces of a 90-degree turn, then 456 feet straight up into the sky, you'll snake around a 270-degree spiral, swoop down a drop and over a massive, gut-wrenching camel hump. What the heck just happened? You won't be sure, but you'll want to do it again.

WHAT: Riding the tallest, fastest roller WHALL Riding the tallest, fastest roller coaster in the world WHERE Six Flags Great Adventure, Jackson, New Jersey (sixflags.com/ greatadventure). For other big coasters that may be closer to home, visit americasbestonline.net/roller.html HOW MUCH: \$59.99 general admission, plus ride fees

# SUNGSHOT

The whirring blades of a Bell 205 Helicopter at 1,300 feet. You in a free fall nearing terminal velocity, strapped to the business end of a bungee cord stretching to the limit. The mouth of Costa Rica's most active volcano rushing toward you at 100 mph. A limb-punishing recoil and slingshot into the air. If you don't see this as a fantastic scenario, then you just don't get the crew at Idaho-based Over the Edge, purveyors of some of the most turbocharged bungee jumping in the U.S. and beyond. These guys are all about bringing the next bungee innovation to gravity-challenged people who've always wanted to soar like a bird.

WHAR Jumping toward the mouth of a volcano from a helicopter WHERE: Heli-Bungee 2007 in Costa Rica; other jumps throughout the U.S. (overtheedgebungee.com) NUM MUCH: \$1,000 for a heli-bungee jump; less for bridge jumps



"I remember when I was a kid, reading about the Tokyo auto show in a car magazine, and the Mazda Cosmo had just come out. It had everything. It was a five-speed, it had air conditioning and what were considered cool accessories of the day—like the map light on the dashboard that you could move around. The styling was uniquely Japanese. But most importantly the Mazda was a rotary. It was the only new engine in the 20th century, really.

Anyway, a while ago I went to see a guy about another car. He had a bunch of cars in his garage ,and I saw this thing in the corner and I asked, 'What's that?' and he said it was a Cosmo. He'd had it for 20 years. The engine was pretty much ruined, but the car was otherwise OK. So we took it back to my garage and, not having a lot of experience with rotary motors, we sent it to Mazdatrix and decided to swap out a 12A motor, put a custom Weber carburetor on it and now it's about 220 horsepower, up from 110 hp. It revs at 9,000 rpm and is a fantastic car to drive. It makes a sort of motorboat sound at idle, and you actually sense the firing impulses going in a circle rather than up and down.

It's a real sports car—so far ahead of MGs and TR4s and all those types of cars from that time. It's unbelievable. It's a real piece of Japanese heritage.

I have a Miata and an RX-8, too, and with the RX-8, the engine is basically the same. The Cosmo's a little more unrefined, but in a good way. It's a little bit louder and the suspension's a little tighter, and with the skinny little tires on it you can slide around, but you can tell that they're related."

ROTARY AT 40

Mazda first wowed the world with the Cosmo and its rotary engine four decades ago. Today Mazda is still the only car company with the passion and ingenuity to evolve this unique technology. To celebrate rotary's 40th birthday, we speak to fans of its past, present and environmentally friendly future

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**DICK JOHNSON** 

"During my 40 years racing in Australia, I guess I have mainly driven big V8-engined saloons [sedans], but I've also had a close association with Mazda rotaries for one reason or another, and I must admit to having a soft spot for them. In the early days I had a garage, and we did a lot of rotary rebuilds for road cars. I couldn't believe how much power they delivered from such a small package, and how they seemed to rev to infinity. It was really impressive. I really admire Mazda's commitment to developing the rotary engine, and they won an awful lot of races in Australia.

I only raced a rotary once, but what a race it was. My old mate John Bowe and I won the 1995 Eastern Creek 12-Hour Production Car race driving a twin-turbo RX-7 SP in a real grudge match with the Porsche team that has gone into Australian motor-racing folklore.

The Porsche 911s were actually faster, so we played tortoise and hare, with us in the role of the tortoise. We wound the rotary's turbo boost back from 1.2 bar to about 0.8 bar to improve fuel economy and relied on the RX-7's superior brake wear to further reduce the time that we spent in the pits. It worked like a charm.

JB and I drove the wheels off that car for the full 12 hours, as if it was a 10-lap sprint race, and the RX-7 never missed a beat during the whole time. We only made seven pit stops. But it was still a close-run thing. Jim Richards' Porsche was closing in at the finish, and we were delighted to see the chequered flag waved for us. There was a big celebration in old Sydney town that night, let me tell you."

A BRIEF HISTORY OF ROTARY

THE SHAFT TURNS THREE TIMES FOR EACH ROTATION OF THE ROTOR AROUND THE LOBE AND ONCE FOR EACH ORBITAL REVOLUTION AROUND THE ECCENTRIC SHAFT.

#### 195

Engineer Dr. Felix Wankel builds a prototype of the rotary engine

The Cosmo hits showroomshand-built at a rate of one a day

968 The Familia Coupe (R100) is an instant hit in the U.S.

969 The R130 Luce Coupe takes the style capitals of Europe by storm

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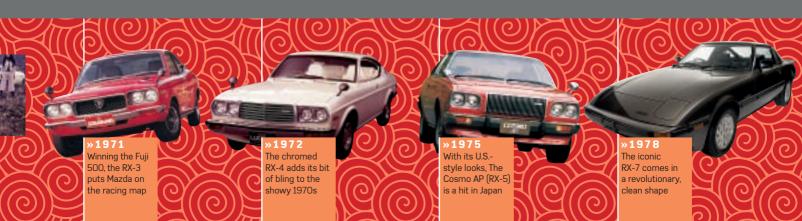
1970 With a 130 bhp rotary engine, the RX-2 hits the spot in America

#### KOICHI IWATA Dne of Mazda's *takumi*, who hend-build every rotary engine

"When I started my career here I have to say I felt privileged. My first impression was what a special place I was working in. We're the only plant in the world making the world's orly commercial rotary engine. I couldn't help but feel proud about my new company. I'm a Hiroshima boy. As a kid I'd pass Mazda on the way to school every day. So I was always aware of the company and what it stands for. Later, I studied automotive engineering. After completing my courses, I decided that I didn't want to leave my hometown, and so Mazda seemed the right company for me to approach. By working for such a great firm, I feel like I'm giving something back to my community.

I love the rotary engine. It's small and powerful—really amazing. The first time I put my foot on the accelerator of an RX-8 ... well, I can't describe the feeling in words. I just don't think you can. It was so smooth and powerful—very exciting. I'm trying to save money so that I can buy an RX-8 someday.

My co-workers and I all feel like craftsmen. I've never felt like an operator. I'll never forget the first time I put a rotary together. The feeling at my fingertips as I assembled it was really something. Obviously, putting any engine together is dexterous work, but with the rotary you're working closely with your fingertips and hands. You can, literally, feel that it's very high-precision work. And only my co-workers and I can do it."



DTOR WANKEL EPITROCHOID - SHAL HREE- SIDED ROTOR

ROTARY AT-40

DAN AND MARCO DI LEO Canadian sibling rivals in the Star Mazda Championship

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**Dan Di Leo (left).** "This is my return season in the Star Mazda series. My first was in 2004. This series is the first to use Mazda's rotary engine in an open-wheel racing formula and the engine's strengths make it a key element. I love the engine because it's consistent and utterly reliable. And the feel is amazing—it's really responsive. The power is always there for you. In Virginia I started 27th on the grid because of gearbox problems but managed to work my way up to finish in sixth place. Because everyone has the same engine and the same power, it's really down to driver skill and how you set up the car. We drive for Ross Smith Racing, which is a great team and I hope that success in Star Mazda will get me into Champ Cars through Mazda's driver-development program."

NP

**Marco Di Leo (far right).** "This engine is fun to drive, the revs really build up quickly, redlining at 8,200 rpm. It comes from an RX-8, but it makes the race car feel almost like a Formula One car. When you hear one out on the track, you can definitely tell what it is by the way it revs and where the gearshifts happen. This is my first season with Star Mazda, and when you just get into motorsport, reliability is always an issue. But we've had no engine problems whatsoever. Because of the power, the car has a really good top speed compared to other similar series. I hit 160 mph on Sebring's main straight. I only got into the car two days before the Sebring race and I won that, which was an amazing feeling."

ONE POWER STROKE PER ORBITAL REVOLUTION AND THREE POWER STROKES PER ROTOR ROTATION

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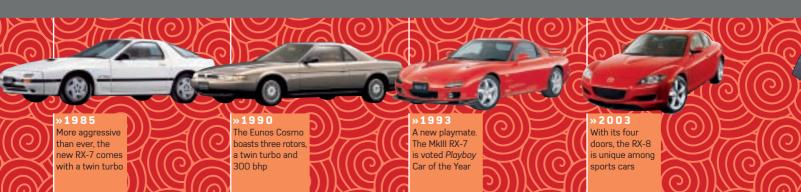
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AKIHIRO KASHIWAGI Program Manager, Hydrogen Rotary Engine Vehicle Development

"I'm very honored to be a part of the team that is advancing the hydrogen rotary engine. My history with the rotary goes way back. I used to be involved in the development of mass-production rotary-engine vehicles. As it happens, I also have a background in the development of alternative-fuel vehicles, including electric vehicles. So it's been really exciting to work with the people who've been evolving this unique hydrogen technology.

What I love about the RX-8 Hydrogen RE is that it doesn't use fossil fuels and emits only water as exhaust. The exhaust is really neat—it's just steam. It's so pure. So, obviously there's no generation of greenhouse gases such as CO2, or other noxious substances. This is the company's 'Ultimate Eco-Car', but it's still been developed in the true Mazda spirit of building fun-to-drive vehicles.

HYDROGENORE

I feel hydrogen is the key when we look for the best application of the rotary enginein the future. We've already made a highperformance vehicle that's environmentally friendly without having to sacrifice the steering or the acceleration. This is a vehicle that you can just drive and drive to your heart's desire without leaving any emissions behind. And what, I wonder, could be more *Zoom-Zoom* than that?"

THE ROTARY'S FINEST HOUR "The Le Mans win in 1991 was one of the highlights of my career. I have fond memories of the brilliant noise made by the rotary engine and of driving at night and seeing two-meter flames shooting out of the side exhausts—fantastic! The Mazda's best asset was her reliability. We drove the car at 110 percent and she was rock solid. After the race, the engine was dismantled, and the engineers discovered the rotors could have done another 24-hour race."

LEARN MORE ABOUT / mazdausa.com

JOHNNY HERBERT Le Mans champion

RENOWAL

SPARAGRA<br/>SPARAGRA<br/>SPARAGRA<br/>SPARAGRA<br/>SPARAGRA<br/>SPARAGRA<br/>SPARAGRA<br/>SPARAGRASPARAGRA<br/>SPARAGRA<br/>SPARAGRASPARAGRA<br/>SPARAGRA<br/>SPARAGRA<br/>SPARAGRA<br/>SPARAGRA<br/>SPARAGRA<br/>SPARAGRASPARAGRA<br/>SPARAGRA<br/>SPARAGRA

# Ever since Neil Armstrong's giant leap for mankind, we've been dreaming of our own personal shot

giant leap for mankind, we've been dreaming of our own personal shot to the stars. Today, after decades of news stories painting vague pictures of a cosmic future for the rest of us, the abstract is turning tangible. Science fiction is becoming commercial reality and, all around us, popular culture is obsessed with our need to get rocket-ready.

Right now, you can wear a couture dress designed for zero gravity. You can get your hands on a space tourism handbook. You can count the days until the Spaceport America groundbreaking in New Mexico. And you can even book your space flight with a travel agent. If you have the cash, in a few months you could swap St. Lucia for space.

According to New York-based Accredited Space Agent Jack Ezon, space is an easy sell. "Everyone wants to find the next great place to go," he says, "and they may have thought it was Antarctica or somewhere like that. But no, it's up there in the sky." Ezon is one of an elite band of Virtuoso travel network agents selected by Virgin Galactic to sell seats aboard SpaceShipTwo. All 47 consultants have a proven passion for space travel. "One of my dad's best friends was an engineer for NASA," says Ezon, "so you can imagine how exciting it was when he'd show us the most incredible photos." The chosen consultants were trained in all aspects of the space-flight experience, including G-Forces, weightlessness and the layout of the ship.

Despite several other companies working on passenger spacecraft, Virgin Galactic is still the leader of the pack. Flights will begin in late 2008, and for \$200,000 you can be one of first civilians in space. More



Virgin Galactic's SpaceShipOne (pictured here with its launcher White Knight) made history with this 2004 spaceflight. Below: the company's training for space tourists will include zero-gravity exercises

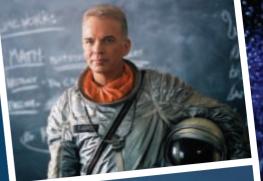
than 18 seats on SpaceShipTwo have already been sold in the U.S.—pretty impressive for a vessel that's not built yet. So what's the appeal? "Whether it's having watched the shuttle launch or even just Star Wars," says Ezon, "there are so many people who've always dreamed of going into space." That dream became a reality for billionaire software programmer

Charles Simonyi. In April, he paid \$25 million to spend 14 days at the International Space Station. Simonyi, who is the world's fifth space tourist, kept a record of his observations in a daily blog. "The view from here is incredible," he wrote as he gazed at the Earth. "The blue of the sea is beautiful ... the stars come out but I still get a glimpse of the blue arc of the atmosphere ... In the darkness I see lights from some metropolitan

During his mission, Simonyi received more than 4,000 messages from areas surrounded by bright dots."

adults and children in over 50 different countries. "I especially looked forward to receiving questions from kids while in orbit," he said. "They were genuinely curious about space and science, and asked some very intelligent things." After traveling 5.5 million miles and witnessing 213 sunsets, his space odyssey came to an end. It was a profound experience for Simonyi, who won a junior cosmonaut contest as a child in Hungary. Big bucks aside, what does it take to become an astronaut-for-a-day?

"You must be in good physical shape," says Gwynne Shotwell, VP of Business Development at space-transportation company SpaceX, "and possess a mind-set similar to that of a fighter pilot. You're someone who's willing to take that risk to have a real achievement." One such adventurer, she says, is SpaceX founder Elon Musk, who has signed up for one of the first SpaceShipTwo flights. Musk and the team are currently working on









# **"IT'S EXTREMELY IMPORTANT FOR US, AS HUMANS, TO EXPAND OUR HORIZONS"**

From top: Billy Bob Thornton stars in The Astronaut Farmer, one of many recent space-themed movies; SpaceX's Falcon rocket blasting off in 2006; Charles Simonyi training at the Star City center in Moscow; a selection of designs by finalists in the HyperSpace Couture contest; the Kennedy Space Center's Shuttle Launch Experience Dragon, a space capsule that will carry up to seven people. The first crew demonstrations are scheduled for 2010. "I think it's extremely important for us, as humans, to expand our horizons," says Shotwell. "I believe that someday we'll all be going to space on vacation."

That's great, you might be thinking, but what do you *wear* on an intergalactic vacation? Bikinis and shorts surely won't cut it in zero gravity. Luckily, Japanese designer Eri Matsui is one step ahead. Her casual-chic spacewear is worlds away from bulky pressure suits and helmets. The winner of her Hyper Space Couture Contest—to be announced later this year—will collaborate with Matsui on designs for the official catalog of space-services company Rocketplane.

And just in case you're planning an extraterrestrial wedding, Matsui has designed a bridal gown. To ensure it would work in zero-G conditions, she photographed models on parabolic flights, where weightlessness occurs for a few seconds. This fall, Matsui's wedding dress—plus the top 10 space-couture designs—will appear at the first-ever space fashion show in Germany. Clad in their own outfits, the designers will float in weightlessness on a Russian aircraft.

But space couture, like space travel, doesn't come cheap. So if you think you've got what it takes but not the bucks to back you up, don't despair. NASA has come up with the next best thing: the Shuttle Launch Experience at the Kennedy Space Center in Florida. The \$60million simulator was developed in collaboration with 27 astronauts to make it as realistic as possible. It doesn't blast off, but it comes close.

No amount of special effects, though, are a substitute for the real thing. According to Ezon, the benefits of a trip to space are as infinite as the galaxy itself. "Space travel broadens people's minds," he says. "Everyone who has gone has come back a new person. Why shouldn't ordinary people have such an amazing inspiration? It changes lives."

IF YOU WANT TO KNOW WHAT MAZDA'S FUTURE LOOKS LIKE, YOU'D BETTER ASK THE COMPANY'S DESIGN BOSS, LAURENS VAN DEN ACKER

# EN CARRY HAYDEN S

STORY **GAVIN GREEN** PHOTOGRAPHY **BARRY HAYDEN** 

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#### »HAKAZE

What happens when the MX-5 and CX-7 get together

» N A G A R E Lets it all hang out, in a very cool California fashion

oncept cars—at least the good ones—are time machines. Look and see the future. The delicate frond-like headlights and tail lights, the swoopy flying-saucer profiles, the elegant up-and-over doors, the reverse-rake aero tails—each car gives a taste of the Mazdas of tomorrow.

Mazda's design chief, Laurens van den Acker, wants to make "the world's most beautiful cars," and he's hoping his show cars prove that his multinational team of designers, with studios in Japan, California and Germany, have the talent to deliver. Though very different, all three share a design language. Laurens talks about "being inspired by nature," and he describes "flowing" design and "beauty and elegance".

"Reverence of nature is a very Japanese thing," he says. "There are a million things in nature to inspire you and every single one is beautiful." The concept cars are also rooted in the DNA of the MX-5, the world's most popular roadster.

"We don't have a long heritage. We're a young company. We will only succeed by looking ahead and designing the most attractive cars. We need to seduce people. Mazda must be the prettiest girl in town." Note the use of the feminine. Laurens does not see Mazda as an aggressive or muscular brand, all bulging biceps and puffed-up pecs. It's about being toned not bulky—more Angelina than Arnie. He wants eye-pleasing rather than eye-catching.

Almost as important as the concept cars—the Nagare, the Ryuga, the Hakaze and episode four which will follow at the Tokyo show in October—are the cities of their unveiling. The journey begins at the Los Angeles Auto Show with the Nagare, a long, graceful 1+3 seater (single central driver's seat for optimal driving control and Mazda's diamond-pattern seating for three abreast in the rear). "It's the most emotional, the most

» RYUGA Sophisticated and tailored with the funkiest doors on the planet

artistic. It's a burst of energy. A bit loud and 'let it all hang out'. That's quite Californian."

Next up in Detroit, the Ryuga: a more delicate sports car featuring giant gullwing doors for superb cabin access. "It has a more Japanese spirit. It comes off the same branch of the same tree as the Nagare, but it's more sophisticated, more tailored, more realistic, tighter—like it's shrink-wrapped around its wheels. It's nimble, light and compact. Though small, it's also practical."

A few months later in Barcelona came the Hakaze. "This is the most realistic of the quartet. I see it as an MX-5 crossed with a CX-7. It has an open roadster feeling (the roof is removable) and spirit, but it also has great utility and space."

Finally, in October in the futuristic Makuhari Messe in Chiba (near Tokyo), the quartet of concepts will be complete with the unveiling of a new two-seater sports car. Tokyo is not only the trend capital of the Far East, it's home to the world's most innovative motor show, where today's top cars meet 22nd-century dreaming.

There's a pattern here. Note the move east. "It's not just a physical journey from west to east," says Laurens. "It's how the world is developing. There is a shift of power moving east. It is symbolic for Mazda, too. In the past, Mazda and other Japanese makers have copied the West. Now we're searching for our own identity. We're going from west to east to discover ourselves."

"It's ironic," he adds, "because we start in California, one of the youngest parts of the world, and head to one of the oldest civilizations, Japan—but an old civilization where it's all happening right now."

Laurens comes from Holland, another old artistic civilization. "My father and brother are architects, so I've always been into design. I remember my dad taking me to Scandinavia to show me every single Alvar Aalto building."

Laurens rode a bicycle—rather than drive a car—until he was 24. He studied

industrial design at Delft University (located just south of Amsterdam), then worked for a couple of Turin coachbuilders before joining Audi in Germany and then Ford.

Like his concept cars, Laurens has also journeyed east to further his career. He now lives in a modern apartment in Hiroshima and documents his experiences in a Moleskine notebook, annotations in his copperplate script mixed with sketches and photos of the objects and buildings that stimulate him.

"I love living in Japan. It's so inspiring. It's one of the oldest cultures in the world, yet one that changes all the time. It's the one country where they embrace the past and the future with equal enthusiasm."

## HOT SPOTS Van Den Acker's picks in the car show cities...



» L A The Lab. "It's an eclectic counterculture shopping mall. It's ironic that in the heart of the capitalist West, there is this little chunk of anarchy."



» DETROIT The Michigan Theatre. "On this site Henry Ford created his first car. Then they made a beautiful theater on the spot. Now it's a parking lot."



» BARCELONA "Go from the Pavilion by Mies van der Rohe to Gaudi's Sagrada Familia and on to Calatrava's tower. Barcelona is a city of inspiration."



» TOKYO The Claska Hotel. "Probably the hippest place to stay. You've got the Tokyo skyline, a little Zen rooftop garden and there are only nine rooms. And the Tokyo International Forum is a brilliant piece of hightech architecture by Rafael Viñoly. It has a graceful curving ship shape and marvellous open public spaces:



### ...and in his new home, Hiroshima

Hiroshima is also Mazda's hometown, of course. The city has plenty to offer visitors, from ancient architecture to trendy stores and fine restaurants, as the designer has discovered



» MY RX-8 "This is the car that's enabled me to really explore Hiroshima. The first thing I did when I got it was drive up to the Toshogu Shrine.'



»TOSHOGU SHRINE "The shrine is very modest, very humble—typically Japanese—but it gives you the most incredible views of Hiroshima."



**»FUTABAYAMA HILL PAGODA** "Whenever I visit a new city, I like to get up as high as possible to get a sense of scale.



» PARCO "This is a large department store that sells cool clothes. Every time you go everything changes. It is ever moving, like Japanese life."



» Y - 3 "Everything in here is by Yohji Yamamoto, one of my favourite designers. Shoes, clothes, pretty much a one-stop shop for cool."



»CATERPILLAR ROLL "Nobu's chef lived in the U.S. for 20 years. The food's Californian-style Japanese. I love the caterpillar roll (eel and cucumber)."

TAKE A LOOK AT SOME OF THESE PLACES FOR YOURSELF



» P U M A "The Puma shop in Hiroshima seems to get shoes you can't buy anywhere else. I like Puma. I think Puma is to sneakers what Mazda is to cars.



I always go in there but never buy anything. I'm obviously not hip enough."





thelab.com; miesbcn.com; t-i-forum.co.jp; claska.com; parco.co.jp; adidas.com/Y-3;

puma.jp; bape.com; www.ootasou.jp; muji.net; www.stevies.jp

» 0 0 T A S 0 U "It's modern inside but with very traditional food. A perfect example of Japanese culture-the ever-changing synthesis of old and new."



» MUJI SHOP "It's so refined, so minimalist. Their whole notion of 'no brands' is also very clever. And very Japanese.



»NOBU CREATIVE SUSHI "It's mv favourite place to eat in Hiroshima. It's a small. modern, simple restaurant that has awesome food."



»STEVIE'S WUNDER BAR "The owner has a huge afro and an even bigger record collection, most of which is-you guessed it-Stevie Wonder."

mazdausa.com



Club racer Jim Holloway

# 3 RACERS HIT THE BIG TIME

Mazda's philosophy of equipping every car it builds with the soul of a sports car is more than a slogan; it's a reflection of the company's racing DNA. Mazda has been making its mark on the motorsports world stage since 1967, winning some of the toughest circuits in the world with famed cars like the Cosmo, RX-7 and Miata. A recent Mazda TV ad shines the spotlight on the company's

Hoosier

commitment to grassroots motorsports by featuring SCCA club racers, including **Jim Holloway** of Huntington Beach, CA, **Dick** Johnsen of Santa Monica, CA, and Paul Baker and Prat Cole of Salt Lake City, UT. Shot this summer, the spot shows that Mazda's racing success is borne of engineering found in all its street cars.

Mazda has been supporting grassroots racing programs since the early 1990s. Today, MazdaSpeed is the banner that flies over the company's motorsports support programs, as well as its lines of high-performance parts and accessories. MazdaSpeed Motorsports Development programs move race enthusiasts to the starting grid and support them every step of the way as they climb to the top of the ladder in both closed- and open-wheel racing. There isn't another car company that gives more support to U.S. racing at the club level. That's just one of the reasons why, as the ad points out, more people road race Mazdas than any other cars. To get involved, visit mazdaspeedmotorsports.com.















American Revolution. Apollo 13 landed safely in the Pacific and The Beatles were on their last legs. The year was 1970, and Mazda had its own landmark moment: the U.S. debut of the sleek and sporty R100 Coupe featuring the world's first mass-produced rotary engine. Boasting a reported top speed of 11 was capable of polishing off a quarter m 16.4 seconds. Today Mazda's commi novation lives on in the RX-8's REI rotary engine. Learn more about Mazda's revolutionary rotary engine and some of its biggest fans in our feature on page 44.

# **POINTS OF**

Thanks to Google Maps, you can now stroll the streets of a city without leaving home. Its new Street View feature lets you experience the excitement of Times Square, the grandeur of the Golden Gate Bridge or the sizzle of Miami Beach with the click of a mouse. By driving down streets with rooftop panoramic cameras snapping photos every few feet. Google has captured a surprisingly realistic slice of city life, and the easv-to-use interface lets virtual tourists navigate



unknown cities with confidence. Right now these digital tours are only available in New York, Miami, San Francisco, Las Vegas and Denver, but Google plans to offer more destinations soon.

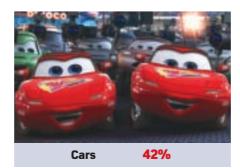
For more info, including a web tutorial, visit maps.google.com/ help/maps/streetview.

# We asked... What is your favorite Mazda cameo?

The votes are in. Mazda lovers have chosen *Cars* as their favorite movie co-starring a Mazda. In this animated feature, the design, as well as the names of the characters Mia and Tia, are based on the MX-5. The car also makes an appearance in the weirdly wonderful **A Scanner Darkly**. The RX-8 starred in the X-Men sequel, and a souped-up RX-7 speeds through the third installment of The Fast and the Furious.



X2: X-Men United





The Fast and the Furious: Tokyo Drift 20%



**A Scanner Darkly** 

13%



# SUPERMODELS

What you see is clearly not your everyday mode of transport—it's an art car. Art cars range from from kitschy to classy, with everything in between, and now have a new home at Art Car World. The museum in Douglas, AZ, features a diverse collection of wacky vehicles, including a couple of Mazdas. Founder Harrod Blank stumbled into car decoration by chance at the age of 16. "I got a little, plain white car that just didn't

represent who I was," he says, "so I painted a rooster on the door and people started identifying the car with me." Almost 20 years later, Blank is now the proud owner of 14 pieces of wacky auto art, with plans to expand his collection to 42. "Individual expression can take many forms," he says, "but in this case, the car is the canvas." To book a tour of Art Car World and find Art Car events near you. visit artcarworld.org.



# **CHANGING GEAR**

Want to get even more in touch with the road? Then driving a manual transmission is the only way to go. Being able to select exactly which gear you want through any type of corner gives you the flexibility to truly embrace your Zoom-Zoom. Since its introduction in 1989, and through three separate

generations, the Mazda MX-5 has been lauded by journalists, owners and racers for setting the bar when it comes to manual transmissions. Ergonomically perfect and rifle-bolt accurate, the MX-5's gearshift is like an old friend. And if you need more than two seats, don't worry; that same flawless feel and fingertip control can be found hroughout Mazda's lineup. So how does it work? Friction-reducing technologies are used

to reinforce the gears where shift loads are highest, ensuring that the transmission keeps its feel for years. Teflon-coated bushings and other techniques result in a shifting experience that is light in effort and accurate in placement.

# THE WHITE STUFF

Boarders take note: Last winter pro riders rated Tamarack's epic "superpipe" the best competition halfpipe. The Idaho resort is the first new U.S. resort in 25 years. It offers 34 runs on 1,100 acres, guided access to advanced acres, guided access to advanced backcountry slopes and two terrain parks totaling 1,600 vertical feet. This February, it will host the nation's premier snowboarding series for the second consecutive year. To see it for yourself, check out tamarackidaho.com.

# GEAR

#### CX-9 REAR CAMERA SYSTEM

Give yourself eyes in the back of your head with this easy-to-install camera. Shifting into reverse illuminates the mirror's LCD screen, showing you what's behind your car in real time.

#### MAZDA3 MANUAL SHIFT KNOBS

Celebrate the thrill of driving vour manual Mazda3 with a new gearshift knob in chrome and leather. The stylish design is available in red or blue.

#### MAZDA6 WHEELS

Whoever said looks don't matter wasn't a Mazda6 owner Specially designed to fit your vehicle, these sporty 17-inch allov wheels will set you apart from the crowd.

#### CX-7 SNOWBOARD ROOF RACK

Keep your equipment safe and secure on the way to the mountain with this convenient rack, which holds two snowboards or up to fou pairs of skis.

# MYMAZDA

<sup>66</sup> Like many parents, I need plenty of space but still want something that's fun to drive. The CX-9 gives me big vehicle convenience in a smaller, sportier car<sup>99</sup> – John Cassidy, Texas

#### **CX-9** Grand Touring

Engineered with the soul of a sports car, this crossover combines impressive utility with Mazda's signature handling. So what are you waiting for?

PRICE RANGE	\$33,270-\$34,470
TYPE	front-engine, FWD or AWD, 7-passenger, 5-door crossover
ENGINE	3.7-liter V6 DOHC 24 valve
TRANSMISSION	6-speed Sport AT automatic
PERFORMANCE	273 bhp @ 6,250 rpm

CHECK OUT THE COMPLETE / mazdausa.com

#### MAZDA3 GT Sedan

Who knew that a compact car had so much to offer? Reliability, safety and, of course, exceptional performance are all wrapped up in a surprisingly affordable package.

PRICE RANGE	\$20,490-\$21,440
TYPE	front-engine, front-wheel-drive 5-passenger, 4-door sedan
ENGINE	2.3-liter DOHC 16-valve inline 4-cylinder with VVT
TRANSMISSION	5-speed manual or Sport AT
PERFORMANCE	156 bhp @ 6,500 rpm

<sup>66</sup> I bought my Mazda3 for its good mileage, and I have to say that I am impressed with it in a big way! Very fun to drive, and the options list and build quality are great <sup>99</sup>

-Valerie Thompson, Florida



# **MAKING** WAVES

JEFF BRIDGES, a four-time Oscar nominee and avid surfer, has made a career of playing characters who possess bold individualism and a lust for life.

"IT'S A GOOD METAPHOR, catching a wave, for how you can look at other challenges in your life. But it's a wonderful feeling whether you catch a wave or not. You're out there, you're part of nature, sitting in the ocean, looking at the land. Most other times it's the other way around. There's something about it that gives you a different perspective on life.

I used to surf in high school all the time, and it was pretty great. I've taken it up again in the last five years, but I'm going one step at a time these days to make sure I can surf tomorrow."

## ACTIVE LIFESTYLE ACCESSORIES

Front Under Guard

**Rear Under Guard** 

**Door Sill Trim Plate** 







ADD MORE ZOOM-ZOOM.

#### Exciting new CX-7 accessories are now available for Dealer or Port Installation.







#### Makes you re-evaluate the whole SUV thing, doesn't it?

#### \*\*\*\*\* 5-STAR CRASH TEST RATING / FRONT & SIDE --- NHTSA\* MAZDA CX-7 STARTING AT \$24,345\*\*

\*Conventional state nations are part of the National Highway Traffic Saleny Administration's (NHTSA) New Car Assessment Program (NCAP) \*\*2008 MAZDA CX 7 FWD Speet statisting at (24,341). CX 7 Seniel Statisting FWD with optional Technology Package as shown \$35,900. MMM\* escludin bas, title and komine line. Actual shown prior stage says See shown to complete statab. Plasme remember to property second all larges. C2009 Marble Netro of America, Inc.

200m-200m



THE MAZDA CX-7 CROSSOVER SUV. Your perception of how an SUV should look, act and feel is about to get a turbocharged jolt. CX-7 merges sports-car-inspired design with 5-passenger room in a shape that makes everything else look obsolete. Think SUVs can't be refined? CX-7's available leather-trimmed seating, one-touch fold-flat seats and smart use of space will change your thinking. There's even a lockable storage bin that can hold your laptop. Available voice-activated navigation with rearview camera and Bose" Centerpoint" Surround System with AudioPilot" are further proof that this is not your typical SUV. Need more evidence? Go to MazdaUSA.com.