

EXAMPLE 1 EXAMPLE 1 EXAMP

THE EMOTION OF MOTION - MAZDA - SUMMER 2008

PLUS ART OF GLASS/ALL-AMERICAN DINER DRIVE/CX-7 CROSSES NAMIBIA

For car lovers, it doesn't get more exciting than this. What you just saw on the cover of this magazine is a customer-only sneak peek of the all-new MAZDA6.

I consider this car to be the ultimate embodiment of emotion of motion. From the beginning, we wanted to create an exciting **connection between driver and car**; a oneness between man and machine. In Japanese, this experience is conveyed by the word *kizuna*. As you gaze upon the **gorgeous**, **muscular lines** of the new MAZDA6's **sporty**, **sophisticated design** (By Design,

of the new MAZDAG has been developed from the ground up by The new MAZDAG has been developed from the ground up by **hundreds of people over years and across borders.** Take a look at just some of the miles of that trip (Proving Grounds, page 20). It's a journey that culminated in world-class quality and exceptional engineering that's more than a car; it's a work of art. From our hands, hearts and minds to you.

> Hiroshi Kajiyama **Program Manager**

Mazda Motor Corporation

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The new RX-8 is the latest embodiment of an extraordinary father-and-son design legacy responsible for a couple of Mazda icons

REGULARS **06** EMOTION OF MOTION

Mazda owners just like you show us how to *Zoom-Zoom* as stars of their own digital pics

CONTRIBUTORS



»MICHAEL TUREK "I thought about trying the

"I thought about trying who BMX course, but quickly reconsidered," recalls photog Michael. A New Yorker for four years, he spends much of his time traveling on assignment. Recently, he has been shooting a book about fashion designer Daniel Vosovic.



»MICHAEL STERN With his wife, Jane, Michael travels along America's highways and back roads in search of great flavors to savor and memorable, off-the-beaten-path eateries. A new edition of the Sterns' classic guidebook, *Roadfood*, will be published by Broadway Books this year.



get

CX-7's African desert adventure; Team USA's dusty track to BMX gold

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SAND

Blowkarts, pocket kites and smart surfboards are just some of our latest obsessions

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The RX-8 wins Daytona and new concept cars capture the imagination. Plus, the best hidden beaches in America and great gas-saving tips

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The new MAZDA6 takes its place in the sun and the MX-5 remains the ultimate summer ride

66 MY GREATEST THRILL

Jason Lee may be best known for his work on TV, but for him it all starts on a skateboard

BILL CASH Bill's stack of international awards are a testament to his passion for all things automotive. He's used to rubbing elbows with the most jaw-dropping cars in the world, and says he couldn't help but be blown away by the all-new MAZDAG'S style and sophistication.



»MINORU OTA

Sitting down with the father-son design team father-son design team of Matasaburo and Ikuo Maeda, Minoru got a chance to feel like part of the family. When he isn't chatting with design legends, Minoru indulges his passion for French film and cuisine.



The best Zoom-Zoom moments from around the world

WHETHER IT'S FREESTYLING OR FLYING, SURFING OR DOGSLEDDING, DIVING OR DRIVING, MAZDA OWNERS REALLY KNOW HOW TO KEEP IT MOVING

»U.S. Harrison Frazier His pedals are a blur as he ramps up the volume and takes to the sky. But even the king of the concrete jungle has to land

Upload your pics at zoom-zoommagazine.com

...your experiences with



» B E L G I U M José Magalhães This guy's not your average road warrior. As the sun goes down, one false move along the wall could turn this little run into a swim

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REPUBLIC

Jaroslav Málek

»CZECH

» BRAZIL Mario Guidoux Gonzaga » G E R M A N Y Uli Schneider Tree-hugging gets a whole new meaning. As he approaches the top, you can't help but wonder if he'll grab the magic beans.

















» C O L O M B I A Juan Velásquez



Send us your Zoom-Zoom moments

People all over the world, join in! If you've captured the spirit of Zoom-Zoom on film, share your experiences with us at zoom-zoommagazine.com

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



We've searched high and low to find the latest products and pastimes to help get you into shape, take better photos, go green, make music or even catch a ride on the wind > Poseidon Inn > Mini chopper > Blokarting > Solar satchel

Ridethis...

Blokarting is the latest hybrid sport blowing up. A fusion of go-karting and sailing, blokarts are custom built in New Zealand. At a trim 64 lb, these land boats fold up small enough to fit in your trunk, take just five minutes to assemble and can top 56 mph. blokart.com

0 100

lythis...

assiston.co.jp

ute, compact and available in a multitude of colors, the Flokk Earth Kite is small enough to store in your back pocket, leaving you free to whip it out and watch it soar whenever the wind blows in.

Chopthis... More sparrow than Black Hawk, the Heli-Q is the world's smallest radio-controlled helicopter. It promises to stay in flight for five minutes at a time and allows the pilot total control over the chopper's altitude and direction, thanks to its lightweight design and a stabilizer bar built into the top of the main rotor. takaratomy.co.jp

Scalethis...

Like a vertical treadmill, Skywall is the rock-climbing machine that fits in your living room. The adjustable speed and incline settings of the conveyor belt make it excellent for beginners and skilled cliffhangers alike. www.ideaocean.com.tw

1



Bookthis...

Sleeping with the fishes is no longer something to be afraid of. Opening in 2009, Poseidon is the world's first five-star underwater hotel. Set in a Fijian lagoon, ocean creatures will watch as you dine, sleep or even get married in the submerged sea chapel.

The service of the se

poseidonresorts.com

Sportthis...

Imagine the convenience of juicing up your cell phone or iPod as you stroll along the sidewalk. Noon Solar's satchels and handbags have built-in solar panels to bring you portable, renewable power. Green has never looked so good. noonsolar.com

Bendthis...

Budding photographers with unsteady hands and self-directing filmmakers rejoice! The Joby Gorillapod firmly secures your camera or camcorder to any surface, anywhere, with the help of its articulating ball-and-socket joints. No hands means you can attach your camera to the nearest tree and monkey around in front of the flash. joby.com

Shredthis... Nighttime is the right time for catching waves now that Santa Cruz Light Wells has produced the Light Wave Surfboard. With headlights to clue you into the

approaching wave and fin, rail and tube lights for added effect, all you have to do is customize your colors and let the light

show begin. sclw.net

Scanthis...

FUJITSU

Remembering your PIN numbers is difficult enough, let alone all those pesky passwords for your PC. Fujitsu has taken technology to a new level with its palm vein biometric authentication sensor mouse, which gives you the green light after reading your palm. fujitsu.com

Courtesy of Fujitsu.

Strapthis...

With one revolution every 24 hours, the wn-2 Earth Watch simulates the view of our planet from space. Choose your time zone and, as the globe turns, check the time against the outer ring. You've got the whole world at hand.

thinktheearth.net



20

01

A SNEAK PREVIEW OF THE SOPHISTICATED LINES OF THE NEW MAZDAG

STORY GRAHAM VERDON PHOTOGRAPHY BILL CASH





AN INSTANT CLASSIC. You just know it when you see it.

Beautiful form speaks for itself. It doesn't scream for attention, but watches confidently as we approach, knowing the wait won't be long.

IN BROME

With great car design, as with great architecture, exciting interplay between man and form must follow that initial flirtation. If this isn't the goal from the inception, then there's no point in moving the idea into three dimensions.

The development team behind the new MAZDAG understood this.

"Creating a oneness with the car, a powerful emotional connection, was our focus from the start," says Hiroshi Kajiyama, MAZDA6 Program Manager. "In Japanese, the word for it is *kizuna*."

The car has a substantial posture, with youthful, muscular lines, but this is balanced by an unprecedented level of sexy sophistication that will satisfy the grownup tastes of those who don't compromise style.

RIN ~Japanese for presence, assertion, dignity, tension, definition



"What might be most exciting of all are the latest principles of Japanese industrial design we have brought to it," says Kajiyama. "There's a premium feel and a sense of hospitality and comfort that North Americans haven't experienced before in this class."

And yet, while it's borne of Eastern aesthetics, the new MAZDAG has been completely re-engineered for the North American driver (for more on this, page 20), offering the confidence that comes with Mazda's highest levels of performance and dynamic handling.

"We not only made a beautiful work of art, but we took the first-generation MAZDAG

and thoroughly raised the level of quality across the board," says Kajiyama.

We'll know more about the car soon, including all the details on a powerful V6 engine, a welcoming cabin—Mazda's quietest to date—and a list of available features, from advanced keyless entry to a cutting-edge blind-spot monitoring system.

For now, the new MAZDA6's irresistible beauty is doing all the talking, and people are instantly responding. But let's give Kajiyama the last word: "We built this car with a unique attitude," he says. "We really wanted to see how far we could go with style and flow and exquisite craftsmanship. It's a dramatic *Zoom-Zoom* evolution."



Testing the MAZDA6 at the Mazda Miyoshi Proving Ground, Miyoshi, Japan

1 THE ALL-NEW MAZDA6 PROVES ITS METTLE ON A GRAND TOUR OF TESTING

The new MAZDA6 has gone through much more than a facelift. The development team worked for years with the mindset that they were creating a 100 percent original work of art, designed to far exceed North American customer expectations—and the reach of the competition. They raised the game of the car on all levels, then tested the heck out of it.

SIX FEATURES OF THE MAZDAG 4 BLIND-SPOT QUIETEST CABIN High-tech sensors monitor cars in your blind spots.

Road and wind noise in the cockpit have been subdued quite substantially.

BIGGER, MORE COMFORTABLE Z Large enough to seat five adults easily, it's also roomier than Camry and Accord.

KEYLESS ENTRY AND IGNITION* 3 A keyless lock system and push-button ignition make for a smooth start to any drive.

BAPTISM BY FIRE AND ICE

When the MAZDA6 hits showrooms in the fall, it'll be the culmination of an epic journey of more than a million miles, testing drivability, durability—every aspect of performance. Engineers put the car through its paces on test tracks and road trips along the most challenging routes and under the most extreme conditions North America has to offer. "We traveled all through the U.S.—you name it, a MAZDA6

prototype has probably been there," says Hiroshi Kajiyama, MAZDA6 Program Manager. "Trips to Canada and Mexico, too." For engineers who want to feel the heat (or high ambient

temperatures, as they might say), there's no better place than Death Valley, California, where the car's performance was put to the test at 122°F. At the other end of the spectrum is Thompson, Manitoba; the engineers felt the need to prove the car's extreme cold mettle by burning through this unforgiving land of ice and snow at temperatures of –13°F and below.

GOING INCOGNITO

The MAZDA6 prototypes ran in packs of three during these top-secret test drives, with around 10 engineer handlers. The engineers left their white lab coats at the office to be inconspicuous, but the cars, taped up with camouflage, still garnered unwanted attention wherever they went. "We had to hide the instrument panel when we stopped

for gas," Kajiyama tells us. To solve the problem, the high-tech team employed a decidedly low-tech solution: "We placed a

What did you say when people asked you about the car? bath towel over it," he says. "We're all Japanese, so we just kind of pretended we didn't

understand English," Kajiyama says with a smile.

*optional feature

BETTER CLIMATE

CONTROL

Dual compression system

IMPROVED

HANDLING More powerful performance

and better steering offer a

superior driving experience.

creates highly intuitive

temperature control.

TESTING THE MAZDA6

A MAZDA6 prototype outside the Auto Alliance International Facility in Flat Rock, MI



It looks like a crash test dummy, but it's actually an "aachen head," equipment that collects cabin noise data



Before pen hit paper, the engineering team listened carefully to North American drivers, Mazda dealers, engineers and designers After extensive interviews, a clear picture of the needs of

We do much more driving on highways than Mazda owners in American drivers emerged.

many other countries, and we demand a smoother, quieter drive. "American drivers want to be enveloped in a cocoon," says Greg

Brown, Auto Alliance General Manager, New Model Programs & Launch Coordination. "We have not only created the quietest cabin yet, both in terms of road noise and wind noise, but the driver interaction in the cockpit is amazing." As for the interior, Kajiyama adds that "with gradual illumination of the instruments,

With the longer distances American drivers tend to travel, we it's like the dawn of a new day." encounter more varied terrain, so we also demand better handling.

"The MAZDA6 has the Zoom-Zoom responsiveness, and the sense of security and safety that Americans demand," says Kajiyama. "Add to that the available blind-spot detection system, and it's an unprecedented package."

Some of the routes the MAZDA6 took on dozens of test drives across North America and around the world.



FOR MUCH MORE ON THE MAZDAG, CHECK OUT OUR FALL '08 ISSUE AND OUR WEBSITE / MAZDAUSA.COM

The team of engineers with camouflaged cars on a test drive somewhere near Las Vegas, NV



The handling of the new Mezdab was greatly improved through extensive testing and fine tuning

A prototype in a cold weather performance test A prototype in a cour wearver per in man of Japan. at the Mazda Proving Ground in Hokkaido, Japan. re numera in more an more and a cost facilities It's one of several Mazda test facilities



A Mazda prototype is tested on a four-poster shaker. The machine simulates actual road conditions from data collected during test drives

WORLD TOUR

Just some of the places the MAZDA6 has already been around the world

Hiroshima, Hokkkaido, Mine & Miyoshi, Japan

Phoenix, Arizona San Antonio, Texas Acapulco, Mexico Detroit, Michigan Naples, Florida

Denver, Colorado Las Vegas, Nevada Thompson & Winnipeg, Manitoba Bemidji, Minnesota Mexico City, Mexico Chicago, Illinois

WELCOME TO THE JUNGLE

OVER 300 FEET UP IN THE RAINFOREST CANOPY OF COSTA RICA, ECOTOURISM GETS A SHOT OF ADRENALINE STORY GAVIN GREEN (& FAMILY) PHOTOGRAPHY ROB HOWARD

Tree-mendous fun in the rainforest canopy

OU'RE

JUMP. NOT SO EASY WHENYOU'Re almost 300 feet up a tree and there's nothing below but dense forest, lush undergrowth, snakes, ants, and spiders. All around is the cacophony of the rainforest: monkeys howling, birds rainforest: monkeys howling, birds screaming, big insects chirping. We're surrounded by thick, steamy walls of dense green jungle. Some of it we'll soon spear through, at breakneck speed. It's hot and humid and the sweat is already powing down our faces stinging our pouring down our faces, stinging our

all a .

5.1

YOU BRUSH THE DENSE FOLIAGE, NARROWLY MISSING VAST REE TRUNKS

eyes. It's been raining (it does a lot of that in Costa Rica) and the air is moist. But the man says jump. So jump we do. The harness grips our waists and groins tight, and the technique, we are told, is legs first, lean back, and try to keep your body from spinning under the pulley connecting you to the overhead zip wires that criss-cross the rainforest canopy. Keep your right hand, with its thick leatherpalmed glove, cupping the zip wire. We are told this is your braking hand. To slow down—essential as you approach the next platform—just squeeze the wire with that big glove that acts like a human brake pad. Your left hand holds the cable from the pulley to the harness. It helps you to balance, to avoid doing mid-air pirouettes. But just after you jump from your wooden platform, high up in the forest, you can feel your body start to rotate, so keep

your legs pointing forward. There can be few sensations quite so exhilarating as flying down a 900-foot zip wire strung between platforms high up in the canopy of a lush tropical rainforest, gravity powering you forward like a champion downhill skier. The whir of the pulley on the wires and the breeze



Trekking, swinging and splashing, the Green boys did it all in Costa Rica. With Edsart (bottom left) and Sheyka (right) they found new friends as well





tugging at your face. You brush the dense foliage, narrowly missing vast trunks and branches of ancient trees, whizzing past toucans with oversized, colorful beaks, dozy sloths and butterflies. Look below—if you dare and the drops are sometimes 300 feet deep. Way below is the dense, moist foliage of the rainforest floor that rarely sees the sun. The view is different from up here in the trees, where the howler monkeys swing and the hummingbirds hover. We sleep in a tree too, deep in the rainforest. It's a big sangrillo, about 100 years old according to Edsart Besier, who built this tree house. Edsart is one of Costa Rica's leading conservationists and founder of the on-site Green Iguana Foundation. Our jungle dwelling is made from salvaged trees_ "no live trees were damaged in its construction." The roof is simply a giant piece of canvas, stretched tent-like among the foliage and over the furniture. Only the two bedrooms have walls and doors. Everything else is open. There is no glass to isolate you from nature—you're part of the wild. Sit back and watch the birds and butterflies and, at night, the bats float by. There's electricity, a fridge, a gas stove and solar-powered hot water, so it's not so basic. "But don't leave any food out at night," warns Edsart. "The raccoons will take it." Most of the tree house is, in fact, built on ground level. But then you walk up the wooden cable footbridge to the upper

UNITED STATES

COSTA RICA TRAVEL **CUBA** MEXICO Liberia BELIZE GUATEMALA HONDURAS San José SALVADOR NICARAGUA COSTA CUSIA **RICA** PANAMA

Punta Uva

WHERE IS IT?

Costa Rica is a republic in **Central America bordering** Nicaragua and Panama.

GETTING THERE

International flights arrive at Aeropuerto Internacional Juan Santamaría, just north of the capital, San José, and the Daniel Oduber airport in Liberia. There are regular flights leaving from most major U.S. cities.

WHERE TO STAY

There are hundreds of places to choose from, for all budgets and tastes. Gavin and his family stayed at the Tree House Lodge on the beach at Punta Uva in the Gandoca-Manzanillo Wildlife Refuge, where iguanas and sloths mingle with the guests in the safety of this hurricane-free zone. For more info, go to costaricatreehouse.com

level that swings in rhythm with your steps. Here, you're face-to-face with the monkeys and other tree dwellers.

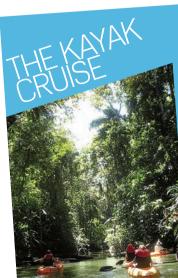
Edsart lives in a tree house right next to ours, with his two dogs, Ziggy and Tyra, and a bunch of iguanas. A Dutchman, he fell in love with Costa Rica while on holiday in his early 20s. Visit this amazing country with its astonishing biodiversity, lush jungles and peace-loving people (it's one of the few countries in the world with no army)—whose motto is *pura vida* (the "pure life")—and you'll understand why Edsart fell in love.

This small Central American nation is a nature lover's paradise and an ecotourist nirvana, a country where 27 percent of the land area is protected. Costa Rica packs in more species per square mile than anywhere else on the planet and has amazingly varied topography and weather. It's squeezed between the Pacific and the Caribbean and neatly split by a series of volcanic mountain chains that run the length of the country.

Our tree house is a five-hour drive southeast of the capital, San José, on the southern Caribbean coast. There are no major hotel chains, no multi-story buildings, no sign of the countryside being bulldozed for speed. Instead, the pace is slow, the road (the only one) is broken and the architecture is more colorful shack than concrete-and-glass.

Behind the buildings the rainforest looms—high, omnipresent, noisy, majestic. The forest, where we sleep and where we play. The forest, where you are Tarzan one moment and a National Geographic reporter the next. The forest, Costa Rica's perennial backdrop.





Our lazy voyage was mainly spent on our backs, not just to catch a glimpse of sloths and touca but to avoid the trees that block



a glimpse of sloths and toucans but to avoid the felled trees that blocked our path. Electricblue butterflies floated around us like flapping kites, and I could almost feel the atmosphere soothing our weary city-dwelling

By Henry, age 1/



At 5 am every day, the jungle would shake with the mighty roar of the howler monkeys.



sounded as vicious as a dogfight. When I saw them I couldn't believe my eyes, as before me were cute, fluffy, little black creatures hanging by their tails from a magnificent tree.



RAINFOREST Experience monkeystyle living in the rainforest with the increasingly popular canopy tours. They're a thrilling way to learn about the jungle, as you swing and slide from tree to tree. Just don't forget your insect repellent. Be the king of the swingers at terraventuras.com or visit canopytour.com



VOLCANOES Hear the mighty mountain roar and watch the glowing red lava slither its way down into the jungle at Arenal, one of the world's most active volcanoes. The best time to see its spectacular fireworks-like display is usually just before dawn breaks. Go to arenal.net or anywherecostarica.com

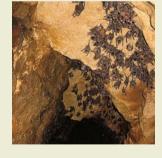


WATER SPORTS Costa Rica is a paradise for those who like to get wet. On the coast there's plenty of scuba diving and snorkeling, while out at sea, anglers battle with deep-sea giants, such as sailfish. Inland, Lake Arenal's strong winds attract kite and windsurfers from all over the world. Visit sabalito.com or trycostarica.com



VENADO CAVES Be prepared to get drenched as you wade and sometimes even crawl through the flowing streams in the Venado caves. While the stalactites and mites are beautiful, the really awesome sights are the hundreds of bats, lizards and other creepy crawlies. For more, go to monteverdeinfo.com

TREKKING You don't just throw on your backpack and walk in Costa Rica. With such vast tropical rainforests to explore, it's best to have a guide. Most tours combine adrenaline-fueled activities like whitewater rafting and cycling, but gentler treks, including horseback riding, are available. Go to adventureincostarica.com





Zoom-Zoom 27

PHOTOGRAPHY: ANTHONY LANDIS, AUGUSTINUS LINSSEN, ANYWHERECOSTARICA.COM

gave enormous cries and felt the wind brushing past my face as I flew through the leaves and past colorful birds and noisy monkeys. I felt nervous on the highest platform but I knew I



was marvelous. We hiked in the rainforest huge valleys on a zip wire.

was completely safe.

A regular guy with super-sized dreams makes it happen with hard work and a little help from his friends

> STORY SARAH O'CONNOR PHOTOGRAPHY DOUG ADESKO

BRAD RAMPELBERG HAS A KNACK FOR BEATING THE ODDS. This year, the 39-year-old father of two is making his debut as a pro racecar driver on the Playboy Mazda MX-5 Cup circuit. "I'm old enough to know better," Rampelberg jokes, "but I guess I'm a pretty competitive person."

I'm a pretty competitive person. Back in college, he worked full-time at Nordstrom's to fund his love of racing. "I didn't come from any money," explains Rampelberg. "I went to school full-time, worked full-time, and raced part-time. I just kind of shoestringed it together." The young racer won a scholarship to the Skip Barber Racing

The young racer won a scholarship to the only part School, where he quickly made his mark. In 1994 he was Top Rookie, and his future was looking bright. But real life was calling. "I didn't have the sponsorship to move forward," says Rampelberg, "so I stopped racing and got married and found myself a job." It wasn't until 2002 that he climbed behind the wheel again to take part in the fast-growing and competitive Spec Miata amateur series. After finishing 20th out of about 75 entries in his first race, Rampelberg was encouraged enough to buy an old Miata and set to work modifying it with the help of his father, a former autocross racer.

tather, a former autocross factor Over the next few years he honed his skills, eventually setting his sights on the 2007 SCCA National Championship and the Shootout. "Those were seriously lofty goals and I knew it was crazy, but you've got to shoot for something, right?" The Mazda MX-5 Cup Shootout gives talented racers a shot

The Mazda MX-5 Cup Snoorout gives tablet and a transfer at the big time. Open to any SCCA or NASA club racing national champion who races a Mazda (there were nine eligible racers in 2007), the Shootout tests candidates both inside and outside the car, in order to find the one with the best chance of succeeding on the professional circuit.

of succeeding on the professional circuit. After a grueling competition, Rampelberg was announced the winner. His prize: a new MX-5, the MAZDASPEED parts





to modify it into a Cup car and the entry fees for the series. "It's an unbelievable opportunity," says Rampelberg. "Spending up to 70 thousand dollars a year to race is just—it's a lot of money. I couldn't afford to do it without Mazda's help." Juggling training, traveling and taking out the garbage will be

no easy task, but his family and colleagues are right behind him. "One of the gals at work, every time there's a newspaper or magazine article about me, she cuts it out and makes me sign it and hangs it up," he confesses. "Now there's a wall that's got all of my photos and magazine clippings on it. It's fun." So what can we expect from Brad this season?

"I want to win every race," he laughs. "Coming from behind and being a rookie, I know that aiming for the championship is kind of ridiculous. But I didn't get here by settling for second, or settling for being a rookie, or having excuses."

The man's got a point.











THE ROADSIDE WARNING SIGN HAS

just one word on it, "Sand." All I can see from here to the horizon are high golden dunes on either side of the asphalt. I think I could have figured that out for myself. This is, after all, the Namib Desert.

I'm here to drive across the center of Namibia from capital to coast to take in some of the wild life. And by that I don't mean the oryx or ostrich, I mean the truly wild, adrenaline-fueling activities Namibia has to offer: skydiving, quad biking, kayaking and more. In my case, it's sandboarding on the Namib Desert's dunes. My destination is Dune Seven, one of the tallest sand dunes in the world, just outside the town of Walvis Bay. Once there, I'll strap a board to my feet and carve down the steep slopes, experiencing a sport that has crossed over from sea to snow to sand.

My transport is itself a crossover. With the practicality of an SUV and the driving dynamics of a sports car, the Mazda CX-7 has the long legs to cover the distance and the space to carry my gear, while providing its own jolt of adrenaline, thanks to its invigorating performance. Both the car and I are ready to hit the road now. Windhoek, Namibia's capital, is my starting point. Cruising through the city's business district, I catch the occasional glimpse of the CX-7's reflection in mirrored office buildings. From inside I appreciate a commanding driving position, yet those reflections show the CX-7 as hunkered down over its big wheels, appearing lowslung and athletic. I can clearly see echoes of the RX-8 in the broad wheel arches, and the locals also appear to appreciate the CX-7's sporting intent. Stopping in the Katutura township, crowds of smiling children emerge from vividly painted



We travel across Namibia to try out the ultimate crossover sport. Our ride? The ultimate crossover vehicle

STORY NIK BERG PHOTOGRAPHY PHILIP LEE HARVEY

THE SUSPENSION ABSORBS THE WORST OF THE ROAD

houses to quiz me on the car's top speed.

Leaving the city behind, I have a choice of routes to the coast. There's the Trans Kalahari Highway, which sweeps in from Botswana in the east and skims the top of the Namib, or there are two less-traveled roads that go over the Khomas Highland and then cut through the desert. Opting for one of these, route C28, I'm soon weaving my way through the hills on pristine asphalt, enjoying the punch of the 2.3-liter DISI turbocharged engine



as it pulls me from bend to bend. Not for long, though. Barely seven miles out of Windhoek, the tarred road ends and is suddenly replaced by well-graded dirt.

Now I'm grateful for the CX-7's active torque split all-wheel drive. Once in a while, mid-corner, I'm called to correct the beginnings of a tail slide. But as soon as I think about it, so too does the CX-7. The dynamic stability control and traction control selectively apply power or brakes to help prevent mishaps.

The hills eventually give way to scrubland and the road straightens. I see the occasional ostrich, but otherwise there's nothing out here. As the outside temperature rises to 86°F, I turn the climate control down to stay cool inside. The miles pass quickly thanks to the soothing sounds from the Bose hi-fi and a suspension that absorbs the worst of the road without a fuss.

Soon, the landscape changes again. On the horizon I see the first of the big dunes silhouetted against the sky. Beyond them





TRAVEL TIPS

HOW TO GET THERE

Air Namibia operates direct flights to Windhoek from London and Frankfurt. South African Airways and Air Namibia both fly from Johannesburg, with its many international connections.

WHERE WE STAYED

Windhoek: Safari Court Hotel safarihotel.com.na Walvis Bay: Langholm Hotel langholmhotel.com Swakopmund: Atlantic Villa Guesthouse www.atlanticvilla.iway.na



lies the former German colonial town of Swakopmund. The official language of Namibia is English, but in Swakopmund you're more likely to hear German spoken. Not surprisingly, the architecture and culture from the colonial days have remained, right down to the street names.

From Swakopmund the road is smooth tar again, weaving hypnotically along the Skeleton Coast, passing the shipwrecks that helped name it. I keep heading south toward Walvis Bay and Dune Seven.

Waiting for me there is Wayne Hull, who has been running his sandboarding

THE BIG DUNES ARE SILHOUETTED AGAINST THE SKY

business for nine years. Also with him are students Max and Moritz Rieger, twins from Germany. Seasoned snowboarders, Wayne has hired them as guides.

Max climbs behind Wayne on his quad bike and disappears around the back of the towering dune before reappearing 400 feet above us and scything down the slope, sending up a huge plume of mica.

My turn. I squeeze my feet into a pair of hefty snowboard boots. It's strange doing this in my shorts and T-shirt, not layers of ski wear. Wayne presents me with one of his specially modified snowboards; a layer of Formica is glued to the base and liberally slathered with furniture polish. I clamber onto the quad bike—Wayne's ski lift—and we're off. Engine racing, wheels spinning and bike twisting as it makes a near vertical ascent of the dune's other face, this certainly beats a cable car for excitement.

At the summit I climb off, strap on the board and look down the dune. It's not a long drop compared to a snow-covered mountain, but it is steep.

"It's a bit like powder snow," assures Wayne. "Although it does vary depending on the temperature quite a bit."



I'M STARTING TO ENJOY THE RUSH OF THE DESCENT

It takes me a moment to muster the courage, but I take a deep breath and shuffle over the edge. I grind to an immediate halt, board buried under several inches of sand. A bolder approach is required. So I jump. With more speed, more aggression, no fear.

A cruel wind blows straight across the dune, blasting sand into my face, exaggerated by my increased velocity. When, inevitably, I lose control and tumble, the fine sand finds its way into my mouth, ears and eyes. With gritted teeth (quite literally), I decide to give it another go.



SANDBOARDING

For a gravity-defying ride near Swakopmund, try Daredevil Adventures (+264 81 1284492). For Dune Seven Sandboarding, visit duneseven.com

QUAD BIKING

Daredevil Adventures in Swakopmund (see left) also offers beginners and old hands alike a chance to charge up the dunes by quad bike.

SKY DIVING

At the Swakopmund Adventure Centre (+264 64 406096) you can view the desert from up high before leaping out of a plane in tandem with an instructor.

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THE REAL WILD LIFE Etosha National Park in the north is the largest in the country and home to all of Africa's Big Five—the elephant, rhino, leopard, lion and buffalo. In the Okavango Delta, near the Botswana border, there are hippos, crocodiles, water monitors, and a wide variety of birds, including the fish eagle, crested crane and sacred ibis, to name but a few.

With each run I become more proficient, and I start to enjoy the rush of the ride. Sand is harder to carve than snow, and the thrill of the descent is enhanced by the need to avoid a cluster of palm trees.

After a dozen runs, my feet are feeling decidedly heavy. At first I think it's just tired legs, but then, perched on the open tailgate of the CX-7, I pull off my boots and tip out enough sand to make a large castle.

Days later, I'm still washing the stuff out of my eyes and ears. I probably should have paid more attention to that sign, after all.



rucker lore says that if you're cruising easy on the Hartford Pike as you cross the Rhode Island line heading west into Connecticut, you can coast into Dayville with nary a downshift. If it's dawn on a clear day, wear sunglasses, because even though the sun's at your back, you'll soon need to contend with its blinding reflection bouncing off Zip's Dining Car, a vision of gleaming silver chrome and neon from the halcyon days of streamliner diners.

The word "Eat" towers high above, a big neon imperative that proves unnecessary after a mouthwatering waft of sizzling onions, frying bacon, mashed potatoes and gravy floats through the parking lot. Looking for a formal gourmet banquet? Drive on. If a not-really-all-that-happy meal on the main thoroughfare is more your speed, you're in the wrong place. But if you seek satisfying food served with a heaping side order of character and characters—then this is heaven on toast. Vintage pop tunes drift from chrome-banded booths with individual jukeboxes. Talk flows easy at the busy bar, where half the customers are regulars—from locals to long-haul travelers—and the other half are welcome to join the club. This is culinary democracy in action, fast and cheerful since 1949. It's hotcakes and sausage in the morning, big openface sandwiches smothered with gravy for lunch, meat loaf, milkshakes and hot fudge sundaes for dinner. And coffee, always coffee. Take a few sips and your cup will be refiled. Don't sip and it's likely the waitress will be crestfallen next time she comes around, pot in hand, to find you need no more.

We get chatting with fellow eaters about a favorite subject where to eat next?—and suggestions come chiming in from waitresses and eaters alike: the steak house in the nearby casino, the famous pizzerias in New Haven, a clam shack along the shore. But with classic diners on our mind and our sights

> A MAZDA3 arrives at Zip's Dining Car, a beacon for hungry travelers since 1949

pointed north, it's unanimous: The Chelsea Royal in West Brattleboro, Vermont.

"For French toast—with real maple syrup!" calls out a couple in their 20s who have spent the last three months driving cross-country looking for nothing more than adventure.

"For its classical monitor roof, you know it is Worcester Dining Car #736," proclaims a tweedjacketed gent who looks like a professor of roadside architecture. He tells us most of the pristine diners from the American road's golden age were built in Massachusetts or New Jersey and call the Northeast home. A guy at the counter appears from behind a newspaper to inform us that we have to try the homemade blueberry ice cream. Diners makes strange boothfellows, we think as we head north.

There was a time when these eateries were downright disreputable. Appearing on the landscape over 100 years ago when cities began abandoning trolley cars, they were late-night snack wagons that attracted such a dubious clientele that Buffalo and Atlantic City actually banned them. In the '20s a manufacturer named Patrick J. "Pop" Tierney improved their social standing by adding booths and indoor bathrooms, making them fit for women as well as men. It was around this time the old trolley-car shape morphed into the art deco silver streamliner now considered the classic diner.

Nestled at the foot of the Green Mountains, the Chelsea Royal dates back to 1938 and is like a culinary yacht: booths and a gracefully arched ceiling of polished pine, tiny-checkered tile floor, everything old, but oh-so-ship-shape. (A more modern dining area was added later.)

"What can we eat that's real Vermont?" we ask our waitress, who wears a "Good Food Fast" T-shirt.

"Blue Plate Special!" she shoots back.

Lucky us, it's chicken pot pie—comfort food supreme. We get macaroni and (Vermont) cheese and Yankee baked beans on the side. We top it off with maple walnut pie and a bowl of that Northern stalwart, Indian pudding, a luxurious hot cornmealand-molasses samp that arrives under a crown of fast-melting vanilla ice cream. As much as we want to stick around for a royal Chelsea breakfast the next morning—crunch-crusted corned beef hash, please!—it's too beautiful not to spend an afternoon driving through the Berkshires toward the setting sun. Besides, New York State's West Taghkanic Diner is in striking distance for dinner.

You've got to like a place with the motto, "Home of Home Cooking". If you're a devoted hash house hunter, you'll fall in love with the West Taghkanic, 



IT'S FAST AND CHEERFUL CULINARY DEMOCRACY



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LONDRE CROAT PLAT

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Zip's has everything you want in a diner: jukeboxes, a bustling food counter and chrome—lots of chrome



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SEAL FROM A ROS

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a definitive diner with baby blue upholstery and boomerang-pattern Formica that's been cooking up goodness along this stretch of blacktop for 55 years. As we enter the silver vestibule, we encounter a pair of women dressed in business suits. They stop, blocking our way, and one furtively whispers to us a single word: "jitterbug." Then they pass.

We peruse the menu. "Is the turkey on the hot turkey sandwich real or from a loaf?" we ask our waitress.

Her brow clouds with the insult. "We roast 'em every day," she says.

"Um, er, 'jitterbug'?" We say the secret password, having no idea if it is a clue or the ranting of a crazy woman.

"Fine," she says. "You want your bread toasted?" We say no, wondering what, exactly, we've ordered. Turns out the jitterbug's a mid-Hudson Valley specialty that consists of a hamburger between two pieces of toast sided by potatoes, smothered in gravy. The burger is juice laden, the gravy is thick and homey, the mashed potatoes are lumpy-good and tinged with garlic. On the side, we drink chocolate egg creams, made as well as any in the Bronx.

It's dark by the time we hit the road, so very well fed. The rearview mirror sparkles with the West Taghkanic's giant neon sign, a multicolored image of a Native American chief in feathered headdress, a bright red arrow pointing down to the open door. It's a beacon of iconic Americana still glowing bright for the traveler willing to venture off the beaten path.



COUNTER CULTURE

Diners have a language all their own. While it's rare to hear a waitress call out "wrecked cackleberries on a whiskey raft!" to get the cook going on scrambled eggs on rye toast, occasionally you'll still hear vestiges of some old-school diner speak.

A FEW BASICS

dog soup water birdseed cold cereal through the garden add lettuce and tomato sinker donut throw it in the mud add chocolate syrup hound and hay hot dog with sauerkraut cow paste butter eve with a lid apple pie 40-weight coffee down a quart need a coffee refill on the hoof meat done rare blowout patch pancake clean the kitchen hash georgia Coca-Cola





STORY CARLOS WEIGLE PHOTOGRAPHY MICHAEL TUREK

AS BMX JUMPS FROM FRINGE X-GAME TO BEIJING CENTERPIECE, OUR TEAM PLANS TO LEAVE ITS TRACKS IN OLYMPIC HISTORY

44 Zoom-Zoom

CONTRARY TO WHAT PHYSICS MIGHT DICTATE,

bikes can fly. And spin in the air. And do things that would drown most mothers in a sea of concern. Kids have known this all along.

Mike King, for instance, found out about it at the tender age of 5. His older brother got a cool bike, raced it and loved it. It was only natural that he would want to give it a try, too. "Soon after, I got the urge," says King. That need for speed took young Mike places. At 12, he realized he was pretty competitive. By the time he was 15, he was touring the country and getting paid to make his bike fly: "They were giving me \$400 expense money every month!" It didn't take long before he became a world champion in a little sport called BMX.

Since then, a lot has happened. BMX has gone from being the cool kids' favorite pastime to one of the latest disciplines to join the Olympic Games. And King has been charged with helping the American team bring home the gold.

For BMX it all started back in '63 when, tapping into the muscle car frenzy, bicycle giant Schwinn launched its Sting-Ray model. Kids fell in love with it instantly. Soon they were riding them and imitating motorbike moves on improvised dirt tracks. It was California in the early '70s, and a new passion was born. Thanks to speed-hungry, thrill-seeking people, it spread like wildfire. Then, in 1995, ESPN hosted the first Extreme Games event (which later became the X Games) and suddenly made the sport popular everywhere.

Ironically, everything moves slower in the Olympic world. The Games were beginning to smell musty and young sports fans were choosing snowboarding over synchronized swimming. Jacques Rogge, president of the International Olympic Committee, was clearly worried. "We must adapt to meet the taste of today's young generation," he said then. Finally, in an effort to get with the times, the IOC declared BMX an Olympic sport in 2003, and it's now ready to make its debut in Beijing. The quest for gold is officially on.

King was the perfect choice to become Team USA's BMX Progam Director. The guy was not only a world

Mike King (above) takes a break while Olympic hopeful Donny Robinson (below) gets ready for action





When races last less than a minute, a split-second error is all it takes to kill an Olympic dream



champion, but he also understood all the aspects of creating a successful enterprise. Plus, he was around when the sport was young and evolving: "When I raced, we didn't have the Olympic format, which is called supercross. The adrenaline was there, don't get me wrong, but it's multiplied by 10 when you race at the supercross level. What they're doing now is mindboggling. It's pure guts and glory."

To be able to get your athletes to the podium you also need money, and lots of it. In that sense, King was instrumental in getting a new BMX training facility built in Chula Vista, CA, his old hangout. The monster track, an exact replica of the one the athletes will face in Beijing, cost over half a million dollars to build. Riders get up there and launch themselves down the 30-plus-foot ramp. The race only lasts between 30 and 45 seconds, but it will be enough to keep American hearts pumping fast as we watch our boys and girls compete. BMX has become such a big deal that the main event will get primetime air in the U.S. King feels the pressure, but he is confident his athletes will deliver (especially the men, who are favorites to win in Beijing): "On the men's side, not only do we have a good number one guy, but an equivalent number two and even a number three not far behind. So, based on numbers, I'd like to think we have the best shot."

I'd like to think we have the boat shot: We'll be glued to the tube, hoping King is right. But he also cautions that "it's a 30-second race, so anything can happen." And, as opposed to some other Olympic sports, winner takes all. "It's not a judged event; there's a winner and a loser," he adds. So hold your breath, 'cause our bikers are ready to fly, all the way to the podium. ■









Over half a million dollars were spent to create this replica of the Beijing track in Chula Vista, CA, so that riders can get used to the mind-boggling Olympic ramps

"IT'S PURE GUTS AND GLORY"



Meet America's top male contenders for gold in Beijing. With Team USA favored to win, all eyes will be on them.



NAME Donny Robinson AGE 24 HOMETOWN Napa, CA CLAIM TO FAME 2007 U.S. National champion, Beijing test-event winner NAME Kyle Bennett AGE 28 HOMETOWN Conroe, TX CLAIM TO FAME Three-time world champion

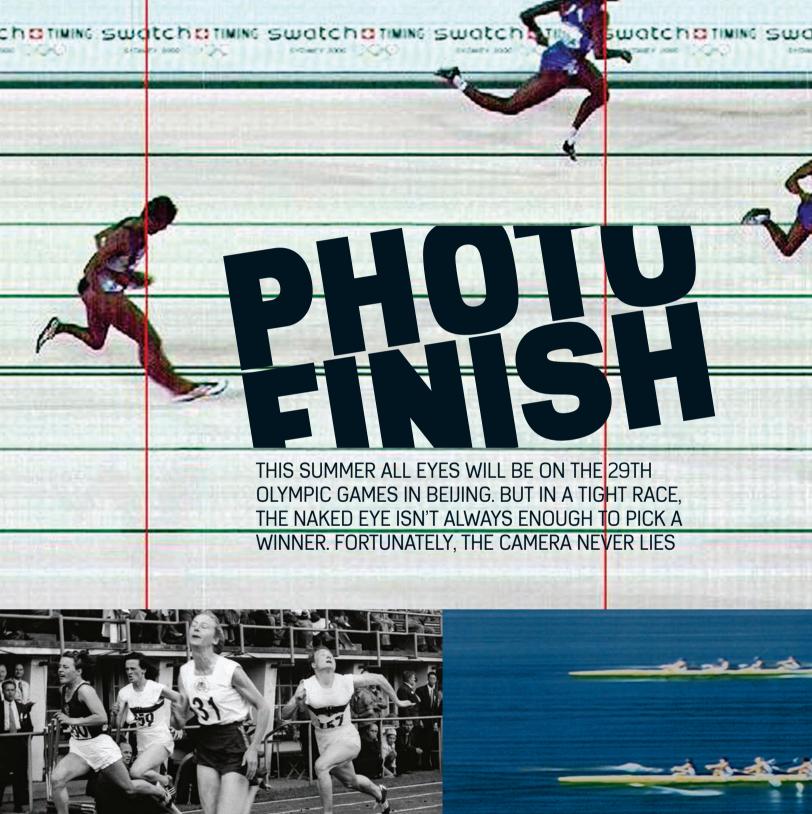




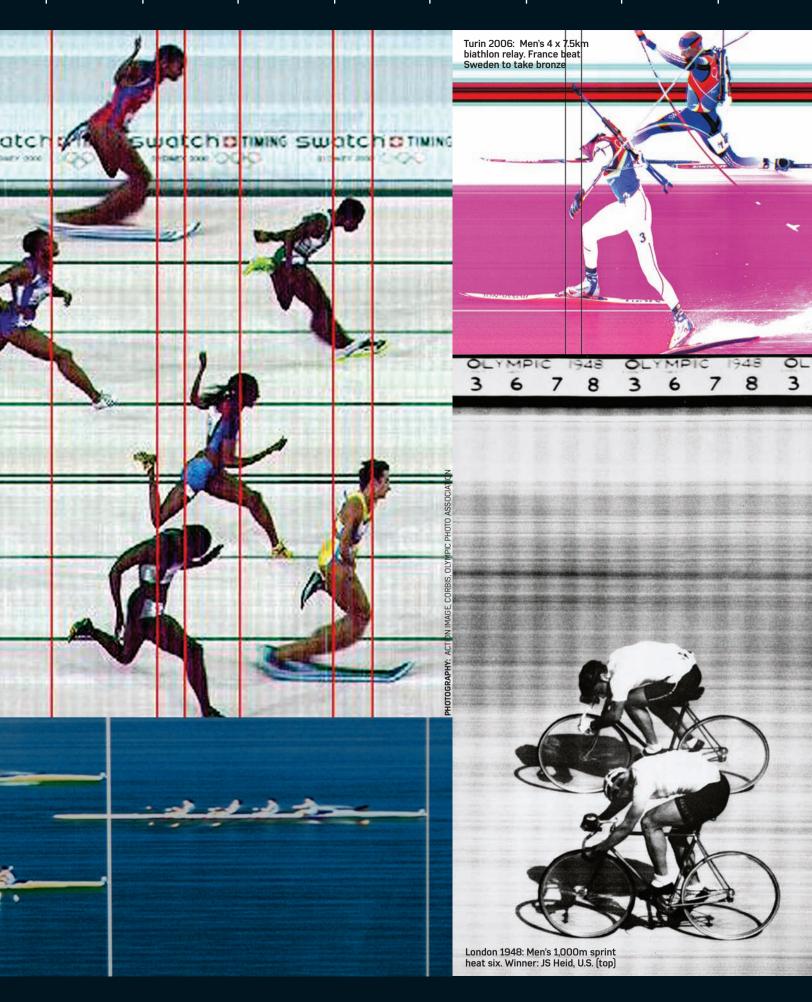
NAME Mike Day AGE 23 HOMETOWN Santa Clarita, CA CLAIM TO FAME UCI Salt Lake Supercross winner NAME Steven Cisar AGE 21 HOMETOWN Altadena, CA CLAIM TO FAME UCI Supercross timetrial winner



Sydney 2000: Women's 100m hurdles final. Winner: Olga Shishigina, Kazakhstan



Helsinki 1952: Women's 80m hurdles final. Winner: Shirley Strickland, Australia Sydney 2000: Women's quadruple sculls final. Winner: Germany (middle), second place: Great Britain (bottom)



ART OF GLASS

USING JUST A FEW BRUSHES, THE ODD TWIG AND HIS WIFE'S MAZDA3 HATCHBACK, SCOTT WADE HAS TRAILBLAZED A UNIQUE CAR-BASED ART FORM

STORY LUKE PONSFORD PHOTOGRAPHY ANDREW NENQUE AND SCOTT WADE

Think of the traditional tools of the artist. A car an easel, brushes, a palette of paints. Perhaps even a tattered painter's smock. All essential for the creation of your everyday fresco, oil or watercolor. Scott Wade favors a different set of tools; for him, a dusty Texan road, a car and a Hawaiian shirt will do just fine. For the 48-year-old native of San Marcos, Texas, art

is very much an outdoor pursuit. Rather than using paints, Scott's preferred material is caliche, a fine blend of limestone dust, gravel and clay. His canvas is not a canvas at all, but rather the filthy rear window of his wife's blue MAZDA3 after the mile-and-a-half drive down the dirt road that leads to his secluded home. The dust-or "road-base," as the locals call it-billows up behind any car driven down this track, leaving a fine white dust covering the rear windows. It's the perfect surface for an entirely new way of drawing, as Scott discovered one beautifully gritty day. "We'd lived on this dirt road for 20 years," says Scott.

"Our cars were always dirty and hard to keep clean. I didn't want to use too much water, as I'm a green kinda guy. So we never cleaned the cars."





Dirty pictures: Scott Wade, his wife's MAZDA3 and a reproduction of Michelangelo's portrait of God and Adam

PAR

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mazoa.3



One day Scott started doodling on the filthy rear window of one of his cars. Using his fingers, he sketched a happy face in the dust, went in the house and forgot about it. But, without knowing it, he was on the brink of inventing his own artistic movement: "dirty car art." "The whole process was very organic. I couldn't

"The whole process was very organic, result even tell you when I did my first drawings on vehicles," says Scott. "Several years ago, I'd guess. I just started sketching with the pads of my fingers, then began using Popsicle sticks, twigs and sticks from outside the house, then assorted paint brushes and a fan brush for those lighter touches."

As his technique became more sophisticated, so too did his dirt-based renderings. Smiley faces graduated to homegrown cartoons, which in turn became dusty homages to such pop artists as Andy Warhol and Roy Lichtenstein. Or, depending on Scott's mood, old masters such as Vermeer, Botticelli and Da Vinci. "The thing about the MAZDA3 is that it's got this nice,

"The thing about the MALDING to that the open states of the solution of the so

"Mine is a temporary art form. It's like a sand castle or an ice sculpture. Using the back window of a car is a pretty novel canvas and it has definite limitations," says Scott, laughing, "but when one piece is gone, I get to start work on the next. I'm looking forward to doing a version of Hieronymus Bosch's *Garden of Earthly Delights* next."

"MINE IS A TEMPORARY ART FORM. IT'S LIKE A SAND CASTLE OR ICE SCULPTURE"

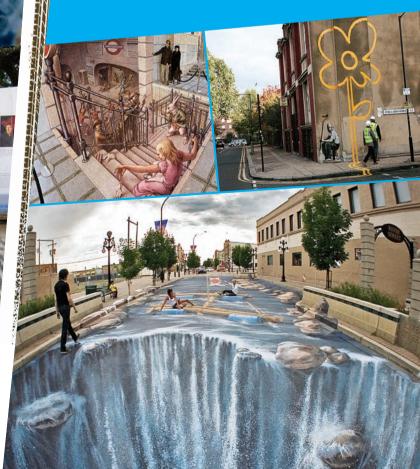


Taking it to the streets Even more outside art...

» EDGAR MÜLLER AND MANFRED STADER are street artists who specialize in surreal paintings. At the Moose Jaw Prairie Arts Festival in Canada, they turned a street into a river (bottom). european-street-painting.com

» KURT WENNER started his artistic career at NASA as an advanced scientific space illustrator. Now he draws anamorphic street paintings, creating a 3-D optical illusion (below left). kurtwenner.com

» BANKSY is a controversial and mysterious graffiti artist whose work is well known for its satire (below right). He's so popular that people pay thousands to dig up a bit of wall and put it in their homes. banksy.co.uk



AEDAGS AE

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WE MEET THE DESIGNER DYNASTY BEHIND MAZDA'S ICONIC SPORTS CARS

STORY MINORU OTA PHOTOGRAPHY MASAHIRO USAMI

THIRTY YEARS ON, Matasaburo Maeda clearly remembers the letter opener he gave his teenage son, Ikuo. The glistening stainless steel knife, designed by Enzo Mari, had a subtle twist at the center, as if turned by a man of great strength.

"I bought it in Turin. In those days I often visited the city. Giorgetto Giugiaro was there then; it was kind of a mecca for car designers. In terms of design, there was nothing like this letter opener in Japan. With that little twist, it became this beautiful form like a propeller. I wanted to convey to Ikuo how with one twist a whole new expression could be achieved."

Ikuo also remembers receiving the letter opener: "It was as if I had encountered a designed object for the very first time. This little conceit of the twist—it was very beautiful. I thought, 'Ah, this is what design is all about."

Matasaburo was chief designer of the first-generation Mazda RX-7, and 20 years later his son headed the design team for its successor, the RX-8. Was this a trick of fate, the result of DNA, a father's scheme?

"Even though the word 'designer' sounds attractive, the work itself is arduous and

I never took it home with me," says Matasaburo.

Ikuo does recall visits to their home from Giugiaro and from Nuccio Bertone, and adds: "Although I never wanted to become a car designer, I was probably influenced by this environment, as I always knew that I wanted to make things, to be a creator of some sort."

At the time Ikuo received the letter opener, his father was wholly involved in the development of the RX-7.

This was in the mid 1970s, around the time of the first oil crisis when Japan's



economic growth was starting to falter. To develop a sports car amid this instability was seen as not only going against the grain but also as possibly foolish. Nevertheless, Mazda dared to take the bet.

Matasaburo remembers how intense it was: "We were told, 'Hurry up.' We suddenly got together with a group of engineers and simply started working on our secret project. "The beauty of it was the shape of the rotary engine. We were all looking forward to the 'new' and the rotary was just that. As a result, the new front midship layout was born [the engine was mounted at the front behind the axle]. Moreover, this meant that you could bring the nose down lower. This was amazing, and no one else in the industry was able to do it at the time." Such was the pace of the project that the first generation RX-7 came to be after only three years of development. The year was 1978, and a legend was born.

Around this time, Ikuo had begun studying industrial design at university in Kyoto. On a school break, he drove to his hometown of Hiroshima. And what did he show up in? A white Mazda RX-7.

"I didn't know my father had been involved in the design of the RX-7. I had



»1 HIGH QUALITY DYNAMISM

A restyled front bumper and fascia houses headlamps with a high-end finish. The rear bumper is new, as are twin 3.5-inch exhaust pipes and quality finish taillights. New wheels feature cues from the rotary engine. **>> 2 INTELLIGENT CABIN** Access to the RX-8's cabin has always been easy thanks to the "freestyle" doors and now the interior is enhanced with a redesigned instrument panel, a new steering wheel and seats designed to combat driver fatigue.



bought this car simply because it was the fastest thing out there, and I thought it looked pretty good, too," says Ikuo.

Ikuo joined Mazda in 1982, and when the successor to his father's iconic RX-7 was proposed, he was the man assigned the role of designing it.

Matasaburo only learned of his son's involvement in carrying on the legacy three months before the RX-8 went on sale in 2003.

"One day Ikuo showed me a photo of the RX-8 from a brochure. He asked me to evaluate it. I said, 'Oh, it's rather good.' I thought he'd done a fine job. It's true of the MAZDA2 as well ... there's something about his design that just hits me. I get it. It's not because he's my son. It's probably the Mazda DNA. When I see an RX-8 I'm astonished that it's a sports car yet still has four doors."

Ikuo explains that it was this necessity that predicated the design of the RX-8: "Since I had to create a four-seater car, the cabin would have to be more spacious. But the risk was that this expansion would destroy the sports car form. I came up with the idea of removing the center pillar and creating the freestyle rear-hinged doors. There's always a reason behind a design, this is a key point."

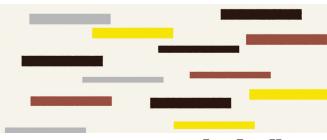
"THE BEAUTY OF THE PROJECT WAS THE SHAPE OF THE ROTARY ENGINE.



Increased body rigidity has further improved the RX-8's handling and reduced noise. A trapezoidal strut tower bar, fine-tuned suspension and new driveshafts make for a quieter, better drive.

»4 PERFORMANCE GAINS

Reducing the differential gear ratio on the manual transmission makes the RX-8 quicker off the mark, while the rotary engine continues to pump out 232 hp of power (automatic 212 hp).

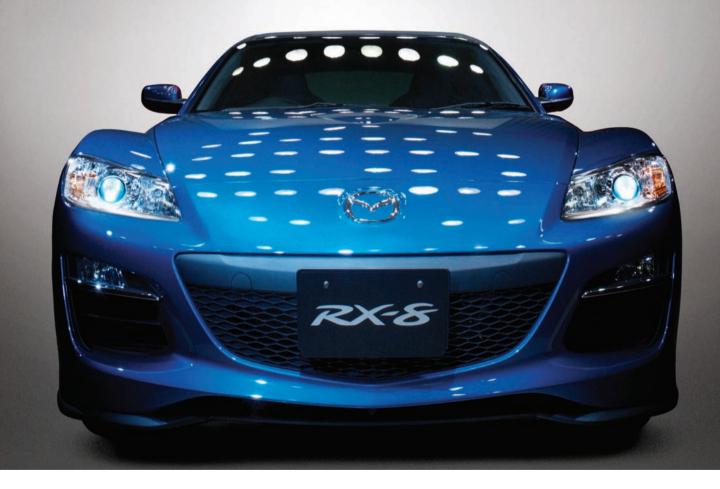


Ikuo goes on to explain the difference between his design philosophy and that of his father: "If you called my father's design quiet and sleek, mine is both dynamic and full of movement. He pursues forms that are stable, whereas mine are all about instability and fluidity. He was trained as an engineer and his work reflected the trend for the simple and functional, whereas I have been breaking away from that and representing the more emotional brand of today. Yet even though our expression differs greatly, as designers we both implement design with reason and with functionality."

In his day Matasaburo was a true pioneer, says Ikuo: "My father wanted to become a designer at a time in Japan when the category of 'car designer' simply didn't exist. He was ahead of his time."

Today Ikuo has his own unique vision, which he is applying to Mazda design. Coincidentally, he is about the same age as his father was when he gave him that Italian letter opener.

The inspiring object, with its simple, beautiful twist. As it happens, it's a little like the twist in the DNA spiral.

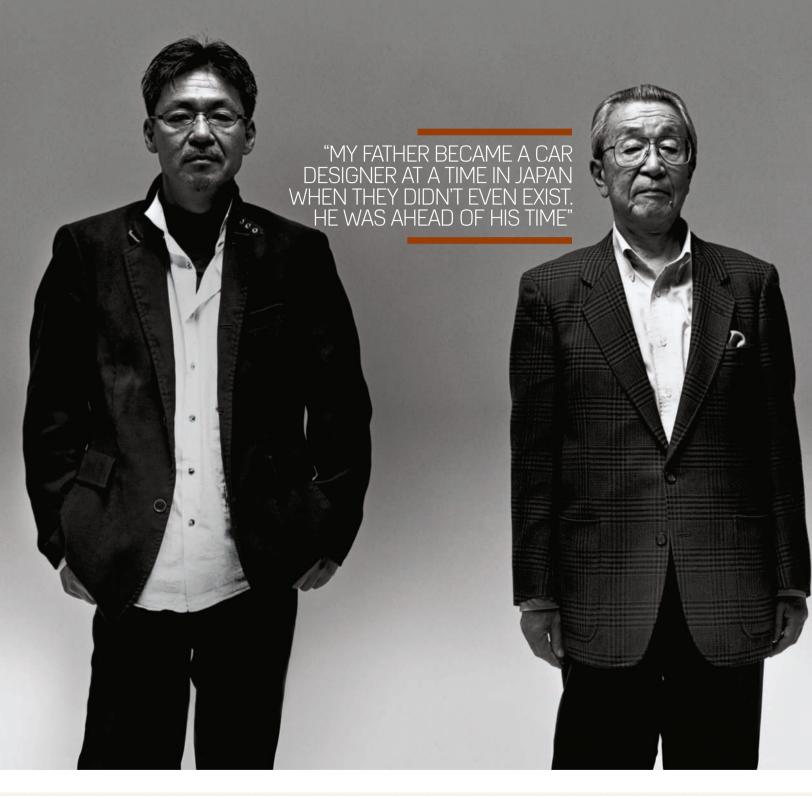




>> 5 INTO THE RED A new variable red-zone tachometer is fitted into the instrument binnacle, which rises gradually as the engine comes into operating temperature. Once warmed up, the 232 hp engine will spin to a heady 9,000 rpm.

»6 FORMULA ONE FUN The

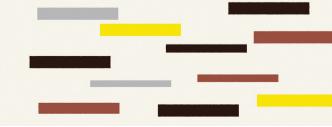
six-speed automatic-transmission version of the RX-8 (available in some markets) is fitted with steering wheel-mounted paddles that allow for precise manual control of gearshifts.



»7 MORE SPORT For an even more focused driving experience there's the R3 with sports-tuned suspension, Bilstein shocks and front-suspension crossmembers filled with urethane foam. Recaro sports seats are also fitted.

» 8 PREMIUM SOUND A

spectacular 300-watt Bose audio system with Centerpoint surround sound, AudioPilot noisecompensation technology and Bluetooth hands-free phone system are also available.



mazdausa.com

No time to waste: the SpeedSource Castrol Syntec Mazda RX-8 team [below] made every second count to beat two dozen Porsches and win the GT class at the Rolex 24

SLIPPERY CONDITIONS AND TOUGH COMPETITION

MAZDA STUFF, DRIVING AND NEWS

couldn't keep the SpeedSource Castrol Syntec Mazda RX-8 team from winning the GT class of the grueling Rolex 24 at Daytona and placing ninth overall.

Racing from day to night and back to day, the driving team of Sylvain Tremblay, David Haskell, Nick Ham and Raphael Matos led 323 of 664 laps, beating the second-place Porsche by over five laps. The elite GT class consisted of more than two dozen Porsche 911 GT3s, a handful of Pontiacs, two Ferrari 430 Challenges, a Corvette and a BMW M6. The RX-8 experienced several hair-raising, on-track spins, but still managed to run perfectly for all 24 hours of the race. As SpeedSource owner, engineer and driver Sylvain Tremblay said, "This was a great win for the entire SpeedSource team."

BOSCH

Two other RX-8 teams also made it into the top 10: the fifth-place SpeedSource FXDD RX-8 team of Emil Assentato, Jeff Segal, Nick Longhi and Lonnie Pechnik, as well as the Racers Edge Motorsports team of Ken Dobson, Robert Thorne, Craig Stone and Drew Staveley, that finished in 10th place.



A THE STREET

June 20-22 **EMCO Gears Classic** Lexington, OH

July 11-12

American Le Mans Northeast Grand Prix Lakeville, CT

July 18-20

2008 Red Bull U.S. Grand Prix (Mazda Raceway at Laguna Seca) Monterey, CA

July 25–27

Star Mazda & Playboy MX-5 Cup Portland, OR

August 7-9 Generac 500 at Road America Elkhart Lake, WI

August 22–24 **Detroit Sports Car Challenge** Detroit. MI

September 12–14 **Atlantic Championship &** Star Mazda Millville, NJ

No matter which part of the country you call home, exciting Mazda races are taking place near you all summer long. Visit mazdausa.com for details.

The SpeedSource FXDD RX-8 team had to work day and night and day to win a spot among the top 10 at legendary Daytona





Bedracing for bucks Tobogganing is one of winter's coolest pastimes. So, what if you and your buddies could go down on a mattree helping those in need? nile at the same time the guys at Walser-Minnesota's llership and one of the the Midwest-did when they the Subway Bedrace for Bridging. e annual event gathers teams of four mb on queen-sized mattresses and shoot ves downhill. The enthusiastic joined others—including one -to raise money or beds, furniture and all sorts g nuns"household goods for fellow linnesotans in need



SAVE & GC

Gas prices keeping you up at night? Put a stop to it right now. These simple tips will help you save gas, sleep better, and get on the road faster.

Keep your engine well tuned by following your Mazda's maintenance schedule.

Make sure tires are properly inflated. Keeping appropriate tire pressure can save you up to two miles per gallon.

Have a Mazda dealer inspect your air filter. A new Genuine Mazda Air Filter can improve gas mileage by up to 10%.

Check your gas cap. Damaged, loose or missing caps cause 147 million gallons of gas to vaporize every year.

Take that foot off the pedal. Aggressive driving can lower gas mileage by 22% on the highway and by 5% on city streets.

Choose cruise control on the highway to keep speed constant. Each mph over 60 can cost you around 1% in fuel economy.

Ask the experts. Take advantage of your Mazda Dealer's **Full Circle inspection** to ensure your car is performing at its best. And to find the cheapest gas in your area, visit gasbuddy.com

Franz von Holzhausen, Mazda's North American Director of Design, stands by his baby in Detroit

stunning concepts

If you dream of the future, you'll be happy to know it's already here. Well, at least as far as cars are concerned. Furai (Japanese word for **"the sound of the wind"**)—the last in a series **"the sound of the wind"**)—the last in a series of five Mazda concept cars—was unveiled at the North American International Auto Show in Detroit. Created to satisfy road car and racecar fans, its elegant fusion of form and function fans, its elegant fusion of form and function sustainability—it's the first three-rotor rotary engine racer to run exclusively **on ethanol fuel**.

The L.A. Auto Show saw the unveiling of another concept car, created by the winner of the concept car, created by the winner of the **Mazda Design Challenge**. Mallory McMorrow, **Mazda Design Challenge**. Mallory McMorrow, an industrial design student, made her dream of the 2018 come true by turning her vision of the 2018 (MAZDA3 into a **life-sized clay model** with MAZDA3 into a **life-sized clay model** with designer Jacques Flynn. When sharing her take on the MAZDA3, "Car Girl" (as she likes to be called) said: "A decade from now, I want a car that doesn't believe in falling into a category, an everyday sports car."

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HIDDEN SHORES

Sick and tired of the overcrowded sands of Florida and California? Ready to find a new place under the sun? Here are four of the best undiscovered beaches in America. Now pack those flip-flops and get ready for a great summer adventure.

MANZANITA BEACH, OREGON

Nestled at the bottom of Neahkahnie Mountain, this wide, uncorrupted gem provides some spectacular views of the Pacific Ocean. Rocked by soothing winds, these seven miles of sand attract kite-flying aficionados from all over the country, while in the water, windsurfers ride the waves to their hearts' content. **neahkahnie.net/manzanitabeach.htm**

OCRACOKE ISLAND, NORTH CAROLINA

Accessible only by water or air, this East Coast paradise—where Bluebeard used to roam—features 16 miles of wild protected shores so beautiful they won the top spot on Dr. Beach's 2007 America's Best Beaches report. **ocracoke-nc.com**

MACKINAC ISLAND, MICHIGAN

The sea is so overrated. If you don't trust us, check out these beaches by Lake Michigan. Boasting the longest freshwater coastline in the country, these jewels are so revered that their considerable virtues have been extolled in poems, novels and even operas over the years. michigan.org/travel/outdoors

ROCKPORT BEACH, TEXAS

Skip the crowds at Mustang Island and Corpus Christi and go straight to this oasis of beautiful vistas, rare birds and small-town hospitality. The charming fishing village of Rockport has been a secret spot for affluent Texans since the 1800s. cityofrockport.com



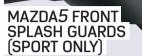


Long road trips can be tough on the little ones. Wouldn't it be nice if they could enjoy the drive as much as you do? Next time, why not bring **travel DVD game** *Are We There Yet*? along for the ride?

Inspired by the classic car games you played back when your parents were behind the wheel, *Are We There Yet*? encourages young passengers to **interact with the scenery** through songs, games, stories and videos.

No DVD player in your vehicle? No problem. Kids **can learn the games and songs at home** and then play them on the road.

FIRSTGEAR



These sporty guards protect your paint job against road debris.



Designed for a factory-installed appearance, these lights offer improved visibility in foul weather. Installation kit required.

MAZDA5 ALL-WEATHER

Let Mother Nature bring her worst; these allweather mats can handle it. Durable and easily cleaned, the three-piece set (front and second row) is available in charcoal black vinyl.

MAZDA5 FRONT MASK

Keep your MAZDA5's front end free of nicks and scratches from insects and road debris with a custom-tailored mask. For vehicles equipped with fog lights, cutouts are easily removed.



MYMAZDA

^{CC} This car has made my 70-mile-per-day commute one to look forward to. It's fabulous and has put the fun back into driving. -MX-5 owner David Skoglund, New York

MX-5 Miata

A true legend in its own time, the top-selling MX-5 Miata combines near-perfect 50/50 front-to-rear weight distribution, renowned handling and unparalleled *Zoom-Zoom*.

PRICE RANGE	Starting at \$21,270
TYPE	Lightweight, rear-wheel drive, purpose-built two-seat roadster; available with manual soft top or power-retractable hard top
ENGINE	2.0-liter DOHC 16-valve 4-cylinder with variable valve timing
TRANSMISSION	5- or 6-speed manual overdrive or 6-speed Sport AT automatic
PERFORMANCE	166 bhp @ 6700 rpm or 158 bhp @ 6700 rpm (6-speed Sport AT)

* Horsepower rating based on use of recommended premium unleaded fuel.

CHECK OUT THE COMPLETE / mazd

2

MAZDA6

The all-new MAZDA6 combines unprecedented style and sophistication with the *Zoom-Zoom* spirit you've come to expect from Mazda.

TYPE	Sports sedan with craftsmanship, quality, performance and room to sit five adults comfortably
ENGINE	2.5L DOHC 16-valve 4-cylinder with VVT (I4) or 3.7L DOHC 24-valve 6-cylinder with VVT (V6)
TRANSMISSION	6-speed manual (l4), 5-speed Sport AT with overdrive (l4) or 6-speed Sport AT with overdrive (V6)
BRAKING	Power assist; 4-wheel, 4-sensor, 3-channel Anti-Lock Brake System with Electronic Brakeforce Distribution



⁶⁶The design lines are beautiful, the eustomer interaction is the best that I've experienced on a Mazda vehicle, and responsiveness is the Zoom-Zoom feel you want.⁹⁹ –Greg Brown, Auto Alliance General Manager

Zoom-Zoom 65



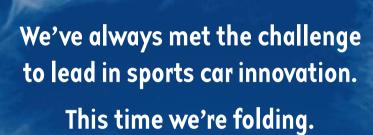
KICKING IT

JASON LEE is best known as the star of the hit TV show My Name Is Earl. The Golden Globe-nominated actor has appeared in dozens of films and TV projects, including Mallrats, Almost Famous, The Incredibles and Vanilla Sky. But before Hollywood, he was a pro boarder. He's been grinding and kickflipping since he was 5 and still finds time to get to the half-pipe.



"SKATEBOARDING GIVES ME a feeling unlike any other sport or activity. I think it's because it's you and you alone. And the thrill of being able to manipulate the skateboard with confidence and control

is indescribable. Setting out to achieve something very specific that takes weeks to learn and then learning it and perfecting it is what keeps you skateboarding and enjoying it. The accomplishments become the drive, and the challenges never cease. It's an ongoing journey of self-improvement, and it's a beautiful thing."





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THE POWER RETRACTABLE HARDTOP MAZDA MX-5 MIATA. Now you can go from the windswept exhilaration of an open roadster to the security and comfort of a coupe with the push of a button.* The Power Retractable Hardtop MX-5 Miata. Not only does it fold up or down in a class-leading 12 seconds,** it's also the only retractable hardtop that doesn't muscle in on trunk space. Impressive, yes. But not surprising. After all, MX-5 Miata has always been an innovative leader in sports-car engineering—from the top down. Mazda. It all comes back to Zoom-Zoom.

'Once latch is engaged or disengaged. "Based on published times. ©2008 Mazda Motor of America, Inc.

MazdaUSA.com

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Prefix: 63915 Proof: 1 Date: 1/9/07 Studio Artist: sb-

Acct. Manager: L. Filley Art Director: C. Rogers Writer: R. Karrell Print Producer: D. Thoms

Trim (flat): 8.125" × 10.875" Bleed (flat): 8.625" × 11.375" Live (flat): 7.625" × 10.375" Line Screen: 300 dpi / 4C

Ad#: MA7N-178 Caption: We've always met... Client: Mazda .Ioh #: 7H-60030-374

AFTER 24 HOURS OUR DRIVERS WERE TIRED. THEIRS WERE BEAT.



MAZDA SCORCHES THE COMPETITION AT THE 2008 ROLEX 24 AT DAYTONA.

After 664 laps, 2,363 miles, 17,928 shifts and more than 10 million revolutions of its rotary engine, the Castrol Syntec MazdaRX-8, driven by Nick Ham, David Haskell, Raphael Matos and Sylvain Tremblay won the GT Class at the Rolex 24 in Daytona, ahead of more than two



dozen Porsches and Ferraris. While our drivers may have tired, their Mazda RX-8, with its legendary rotary engine reliability and pure sports car design, never did – bringing home Mazda's 22nd Daytona class win. Find out more at MazdaUSA.com/Daytona24



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Ad #: MA7N-183 Caption: After 24 hours... Client: Mazda



EXAMPLE 1 CONTRACTION GET READY FOR THE SOPHISTICATION OF THE NEW MAZDA6

THE EMOTION OF MOTION - MAZDA - SUMMER 2008

PLUS ART OF GLASS/ALL-AMERICAN DINER DRIVE/CX-7 CROSSES NAMIBIA