

# zoom zoom

THE EMOTION OF MOTION - MAZDA - WINTER 2008



## way of the dragon

FIRE-BREATHING MAZDASPEED3 TEARS UP TENNESSEE  
**PLUS** PATRICK DEMPSEY'S RACING BID/CX-9 TAKES FIRST PLACE



# WELCOME TO CAMP ZOOM-ZOOM.



Mazda Raceway Laguna Seca. It's not just a racetrack, it's our spiritual home. An asphalt field of dreams that embodies everything we stand for. It is in the heart of a thousand champions, driving Mazdas to victory at racetracks all across America. In fact, on any given weekend more Mazdas are road raced than any other car.\* But then, what other cars would you expect to excel at places like this other than the ones designed and engineered the Zoom-Zoom way.

\*BASED ON SPORTS CAR CLUB OF AMERICA RACING DATA.




**mazda**

MazdaUSA.com  
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**Every weekend,** more people road race Mazdas than any other car. And for the past 13 years I've been one of those racers. At Mazda, **racing fuels our passion**, which is why we've developed the most comprehensive ladder system in the history of motorsports to help drivers achieve their goals. Just ask Patrick Dempsey (Race Anatomy, page 14), who's pursuing his racing dreams aboard an RX-8.

But our Motorsport Program is not just about racing; it's also about developing better, more reliable, **more exciting cars for you.** It doesn't matter if you're driving your Mazda to work or taking it to one of the most exciting stretches of highway in America (Enter the Dragon, page 44); we want you to feel the emotion of motion every time you get behind the wheel.



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## CONTRIBUTORS



»PHILIP  
LEE HARVEY  
Globe-trotter Philip shot our iceberg story. He works for *National Geographic* and *Condé Nast Traveller*, winning awards and passport stamps aplenty.



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»JARED  
HOLSTEIN  
Jared, a regular *Car and Driver* contributor, headed south to twisty Tennessee to put the MAZDASPEED3 through its paces at the wild Tail of the Dragon.





## full throttle

*Actor Patrick Dempsey goes for broke in his bid to become a star on the track*

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#### »FRANCES ANDRIJICH

Australian shooter Frances braved flour bombs and water cannons to bring you the bizarre Todd River Regatta in Alice Springs.



#### »CHRISTOPHER WAHL

Christopher's work has appeared in *The New Yorker*, *Vanity Fair* and *LIFE*. A speed demon himself, he had fun shooting the races in Utah.



# EMOTION OF MOTION

The best Zoom-Zoom moments from around the world

» COSYING UP TO DUMBO OR GETTING DOWN IN  
A ROLLER DISCO—WHATEVER THE BUZZ, MAZDA  
OWNERS DELIVER THE ZOOM-ZOOM SPIRIT

# DIVE IT



» **UK**  
**Phil Kirkwood**  
 It don't mean a thing  
 if it ain't got that giant  
 swing—or are we  
 just going around  
 in circles?



# SWEET DREAMS ARE MADE OF THESE...

...amazing moments, like sliding down the world's scariest waterslide or creating the ultimate human pyramid. If you've taken a stroll through some fierce fireworks, or bounced with the aid of bionics, we want you to share the experience. No matter the scene, no matter the scale, we want to see your definition of a Zoom-Zoom moment. Upload your best shots to [zoom-zoommagazine.com](http://zoom-zoommagazine.com)

» **U.S.** Fay Venegas

» **U.S.** Mike Hurren  
 Look, no hands! Our very own Tarzan lets go of the rope and plummets toward the water below

» **ICELAND**  
**Kristinn Einarsson**  
 Ready, steady, dive. Esther Williams is on the bench as two buddies take off and brave the icy waters

» **NEW ZEALAND**  
**Christina Ovenden**



# EMOTION OF MOTION

» SWITZERLAND Ivan Case

» U.S. Andrew Castellano

» JAPAN Mayumi Yasuda

» CANADA Krishna Mercer

» UK Simeon Dignam-Crotty

» UK Martin Pim-Keirle

» UK Anthony Rawson

» CANADA Lisa Ferron

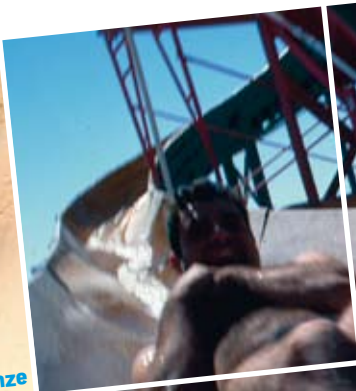
» U.S. Brad J. Stemke

» SOUTH AFRICA Alice Johanssen





» AUSTRALIA Emma Hinze



» ISRAEL Tal Laxer



» POLAND Christine Strzelecki



» AUSTRALIA Lou Fenny



» AUSTRALIA Andra Gough



» ARGENTINA Silvina Penovi

## Send us your Zoom-Zoom moments

In the air, in the water or on the ground, there's always action waiting to be captured. If you've caught the spirit of Zoom-Zoom on camera, share your experiences with us at [zoom-zoommagazine.com](http://zoom-zoommagazine.com)

Visit [zoom-zoommagazine.com](http://zoom-zoommagazine.com) for additional details and all terms and conditions.



# Play Time

All work and no play makes Jack a dull boy. But then he didn't have access to this amazing array of gadgets, gizmos and entertaining experiences. Now he's got no excuse...

> **Paper camera** > **Spoonsticks** > **Snowkiting** > **Green PC**

## Snapthis...

A ruler, a pencil, a gluestick and four pieces of cardboard are all that separate you from Leibovitz. Loonar Goupe's fully functioning HOLE-ON EX paper pinhole camera kit takes just over an hour to assemble but will provide countless hours of entertainment.

[shop.lomography.com/paperpinhole/](http://shop.lomography.com/paperpinhole/)





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## Ticklethis...

Turn your study into your very own music room with the USB Roll-Up Piano. Powered by your PC's USB slot, the compact keyboard and accompanying software allow you to compose music, record it and then play it back to your throng of adoring fans. [usb.brandoo.com.hk](http://usb.brandoo.com.hk)



## Trainthis...

Nintendo has joined the quest for youth and beauty with Face Training for its DS console. The video camera records your face while you mirror the expressions on the adjacent screen in an effort to increase the elasticity of your skin. Hope your face doesn't stay that way! [www.nintendo.co.jp](http://www.nintendo.co.jp)

©2007 Nintendo  
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## Scoopthis...

Froggetmee is the answer to all your noodle prayers. Made of plastic, the nifty two-in-one utensil not only makes eating easier but also reduces the amount of dishwashing. [www.shopmodi.com](http://www.shopmodi.com)

## Playthis...

Whether wirelessly streaming music from your PC or playing house to your iPod, Miuro is the ultimate mobile music companion. At the click of a button, this sleek system rolls itself into any room you're in, thanks to a built-in camera and sensor, ensuring that you never miss your favorite track again. [www.miuro.com](http://www.miuro.com)





## Flythis...

Coming to a mountain near you, snowkiting is the new favorite winter sport for snow seekers worldwide. Take one power kite, add your preferred apparatus—skis or snowboard—and let the wind take you on the ride of your life. [www.snowkite.org](http://www.snowkite.org)



## Throwthis...

Now that the live duck has been replaced with a regular ball, the 17th-century Argentinean pastime Pato has reclaimed its position as the national game. It's polo meets basketball meets tug-of-war. One for the spectators, perhaps? [www.allaboutar.com](http://www.allaboutar.com)



## Wearthis...

One small step for style, one giant leap for safety. Sheilas' Heels are concept driving shoes that morph from sensible flats to skyscraping stilettos at the flick of a switch. Here's another concept—they'll also come in handy at gigs for seeing past the tall guy.





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## Shootthis...

Watch your extreme sports moments again and again with Rip Curl's Third Eye goggle camera. A minicam records your viewpoint as you tear through each physical challenge from Mother Nature. Waterproof casing, anti-fog protection and shock-absorbing features make it great for all adrenalin junkies.

[www.ripcurl.com/products](http://www.ripcurl.com/products)



## Hearthis...

Finally, a speaker that pumps up the volume with clean lines and no cords. Science + Sons Phonophone II is a 24-inch-tall ceramic MP3 speaker that fuses old-school styling with modern technology. Its genius lies in the amplification and filtration of the music as it moves from the earphones through the unique horn, creating a rich, resonating sound. [www.scienceandsons.com](http://www.scienceandsons.com)



Go green at the office with Iameco's eco-friendly PCs. Made from natural timber, they're recyclable, reusable and nice to look at, too. [www.iameco.com](http://www.iameco.com)



#### A MAZDA-SHAPED BLUR OF BLACK AND

green speeds into the pit lane and comes to a screeching halt. Team engineers in rotary-emblazoned racing suits swoop down to release its exhausted driver. And in the second before he removes his helmet, this could be any of the nearly 200 racers speeding through this dusty race weekend near Salt Lake City. But he's not. He's Patrick Dempsey, star of the hit TV show *Grey's Anatomy* and Hollywood man of the moment.

As he peels off the top of his racing suit and takes a swig of energy drink, the camera crew from E! Channel moves in, and he's a celebrity again. He flashes them a distracted grin, but Dempsey, who's only been racing seriously for three years, is determined to squeeze every bit of knowledge from this practice session at Utah's Miller Motorsports Park. After an intense discussion with his crew chief, Dempsey leaps up into the HyperSport control center overlooking their pit to watch and learn as his teammates speed around the track.

In headphones and a Mazda cap, Dempsey is incognito again—just the way he likes it. “Racing is a great escape from Hollywood,” he tells me during some rare downtime. “I really love having an outlet, a departure from that world.” And what a different world it is. The trailer he shares with his team is just

# RACE ANATOMY

IN THE PITS WITH  
PATRICK DEMPSEY  
ON A WHITE-KNUCKLED  
RACE WEEKEND

STORY ALICE LAWLOR  
PHOTOGRAPHY CHRISTOPHER WAHL







# "IT'S AN ABILITY TO BE PRIVATE IN A PUBLIC PLACE"

big enough for lockers and a compact kitchen—all utility, no luxury. But Dempsey's in his element. The easy banter between the team members is a testament to their years of training together, which started well before Dempsey and his hospital drama character, Dr. Derek "McDreamy" Shepherd, became household names. "They kind of keep it grounded for me," says the actor, with a laugh.

A huge racing fan since childhood, his passion was reignited five years ago by his wife. "She bought me a three-day Skip Barber course, and that opened up the door for me," he explains. Since then he's been working to earn his racing stripes with the help of Mazda's Motorsports Development Program. "There's some really young energy behind Mazda and it's very supportive," he says. "I feel the love of racing in everybody there." That common focus is continually driving the Dempsey-Mazda relationship forward in new and exciting ways. Listen closely and you'll

hear Dempsey's voice in recent television commercials for Mazda.

In 2005, he raced the MX-5 Cup and the Panoz GT Racing Series, coming in a very respectable third. Since 2006, he's taken part in the KONI Challenge Series and the SIRIUS Satellite Radio Mazda MX-5 Cup series. These days, his *Grey's Anatomy* contract even states that he's allowed to race during taping. "Racing is a great challenge for me, both mentally and physically," he says through a mouthful of Doritos. "And it brings me back to my athletic side, to that part of my nature."

This race weekend is putting that part of his nature to the test like never before. He's doing triple duty: competing in the KONI Challenge Series, the Mazda MX-5 Cup and the grueling season finale of the Grand-Am Rolex Sports Car Series. In total, he'll rack up around seven hours behind the wheel, more than any other driver at the track. Dempsey's unfazed. "My experience is limited, so yeah, I'm in the deep end of







Dempsey makes the leap from celebrity to racer. "Once I get in that car, hit my marks and do what I'm supposed to do, the rest will follow."





Dempsey shares  
a few laughs with  
fellow Mazda racer,  
Frankie "Malcolm  
in the Middle" Muniz





the pool," he admits. "But once I get in that car, hit my marks and do what I'm supposed to do, the rest will follow."

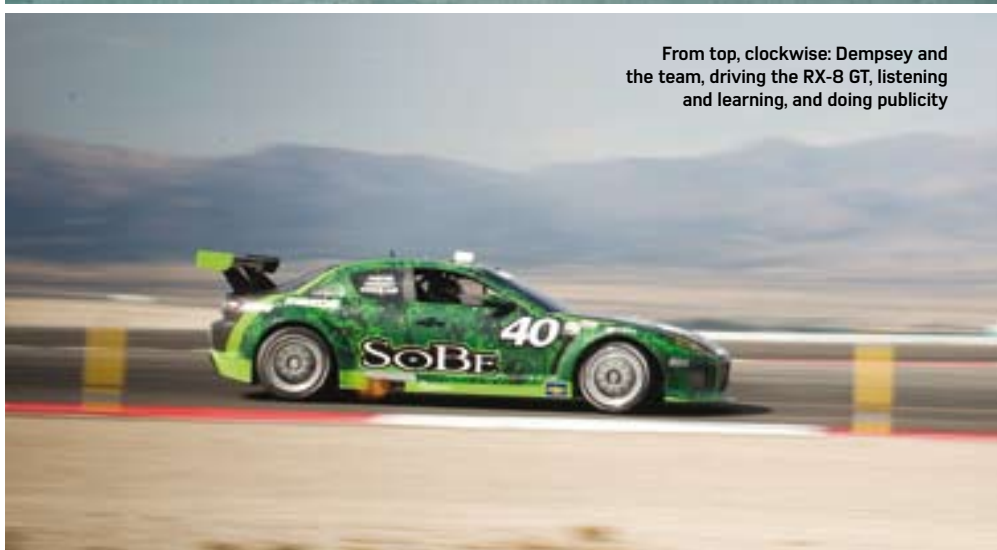
With that, he's off, whisked away in one of the track's ubiquitous golf carts, chased by an entourage of press. "Dempsey being here is definitely making a difference," notes one journalist. "You can really feel the buzz." He has a point: Beneath the deep thrum of tuning engines, there's a palpable excitement. And Dempsey's not the only celebrity at the track today. Former *Malcolm in the Middle* star Frankie Muniz is pushing hard for a career as a pro driver and moving up fast. Ian Ziering, of *Beverly Hills 90210* fame, is also getting behind the wheel for his first professional race. Like thousands of amateur racers across North America, these guys are part of Mazda's Motorsports Development program. "They came to us wanting to race," says James Jordan, Mazda's Alternative Marketing Manager, "and we gave them the opportunity. Frankie is involved in our 'ladder' program, and Ian is driving for fun. Other manufacturers have celebrity weekends, but we'd much rather have celebrities take part in real races."

The day of the big race is a Utah special: oppressively hot and desert dry. At the entrance to the track, rows of checkered flags flap madly in the wind, framed by rusty mountains and an impossibly blue sky. It's an unlikely juxtaposition: throbbing automotive action against a backdrop of sweeping natural beauty.


"Ladies and gentleman," booms the announcer's voice, "you've landed on your feet. This is Miller Motorsports Park, and this is how racing should be done." It's a



From top, clockwise: Dempsey and the team, driving the RX-8 GT, listening and learning, and doing publicity







Dempsey competing in the Mazda MX-5 Cup at Miller Motorsports Park: "Racing is a great escape from Hollywood."



**Dempsey's cars:** On this page, he races a lightly modified **MX-5**, packed with extra safety features but riding on street tires, very much like the ones on your Mazda. His **RX-8 GT** (previous page) is a pure racecar. In fact, it boasts a 450-horsepower, 3-rotor rotary engine that can reach a speed of over 180 mph without breaking a sweat.



# HIS TV CONTRACT STATES HE'S ALLOWED TO RACE DURING FILMING



bold claim, but as the Mazda MX-5 Cup plays out—a real nail-biter, with Muniz coming from sixth place to challenge for second, only to go off course two laps before the end—it really can't be denied.

As the cars line up for the 7.5-hour finale of Sunchaser 1000, Dempsey gets a few last words of encouragement from his Mazda co-drivers, Joe Foster and Charles Espenlaub. "He has that real hunger," Foster says later. "He's coming along fast and is very dedicated to being successful and respected." As the final adjustments are made to the new SoBe Mazda RX-8 GT, Dempsey is in the zone. "I concentrate on blocking everything out," he explains. "My experience in front of the camera helps. It's that ability to be private in a public place."

The race begins with a surge of burning rubber, and then it's Dempsey's turn, and he's ready. So is the assembled crowd of fans—excitable women with camera-phones, jostling each other for the best angle of "McDreamy." But he's all business as he zips up his suit. So would he give up his day job for racing? In a heartbeat, says the look he shoots me. "Winning a Golden Globe is a kind of popularity contest," he says, pulling on his helmet. "But when you're racing and you cross the finish line, there's nobody else in there. It's you and the team, and you've done it." A nod from the chief, and Dempsey vaults over the barrier and climbs behind the wheel. Strapped in. Foot to the floor. Smoking wheels. And suddenly he's just a dot on the track—an unstoppable mixture of man and machine, fueled by the overwhelming urge to go really, really fast. ■

"There's some really young energy behind Mazda. I feel the love of racing in everybody there," Dempsey says.



# face to face

Mazda's North American Director of Design, Franz von Holzhausen, challenges Facebook car lovers to get creative and imagine their own 2018 MAZDA3

STORY CARLOS WEIGLE  
PHOTOGRAPHY BRYCE DUFFY



Franz von Holzhausen  
checks out *Kabura*.  
Below, five contestants'  
Mazda3 imaginings



»ANDREW KINOMOTO Bothwell, WA



»CHRISTOPHER CHUNG Silver Spring, MD



»PRESTON GILLIAM East Bend, NC



»DANNY SONG San Mateo, CA



"I DON'T  
THINK ANY  
OTHER  
BRAND HAS  
THE GUTS  
TO ALLOW  
CONSUMERS  
TO HAVE SO  
MUCH  
CONTROL  
OVER  
DESIGN."

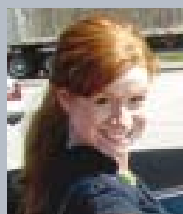
### WHAT IF YOU COULD DESIGN YOUR

dream car of the future? And what if Mazda's design team developed a full-scale model of your fantasy before a worldwide audience at the L.A. Auto Show? Well, Mazda made this dream a reality by asking car fans for their vision of the 2018 Mazda3. The challenge was simple: articulate your idea in 150 words, sketches optional, via the social networking site Facebook. Next, Mazda designers picked 10 finalists, then five, and finally the big winner: Mallory McMorrow, of South Bend, IN. The industrial design student won the opportunity of a lifetime, working side by side with Mazda North American Director of Design, Franz von Holzhausen, and his team, to refine the concept and build a model out of clay over a week at the California car show.

"I don't think any other brand has the guts to allow consumers to have so much control over design. But we're really paying attention to their wants and desires," says Franz. And even though he recognizes the challenge of working with someone who's not a professional (yet?), he thinks the process is a big win for everybody: "There's something so unique, fun and exciting about stepping off a cliff a little bit."

What better way to find inspired car fanatics than to use a powerful social network such as Facebook? Franz certainly gets it: "Facebook is the fastest-growing web-connectivity site on the Internet right now. It's geared toward a younger crowd that is exactly the demographic of the Mazda3. We felt it was the perfect marriage." A match made in heaven, indeed.

After revealing four stunning concept cars in the Nagare series (check out the latest one, *Taiki*, on page 56), expectations are running high for Mazda's future design, including the 2018 Mazda3. As for Franz, he lets us in on his personal view: "By 2018 brands will have become more distinctive; we're moving toward a more unique and individualistic lifestyle." But will we be building our own cars? If so, the future seems to be here already. ■



### AND THE WINNER IS . . .

**Mallory McMorrow**, 21, an industrial design student at the University of Notre Dame. For her, nailing the Mazda Design Challenge just makes sense. "I'm known as 'the car girl' in our department and have always had a passion for everything automotive," says the happy winner. Passionate about late-night drives "by myself, in my car, through winding back roads," Mallory found inspiration for her Mazda3 design in her own life, creating a version for the young professional who "needs a practical car, yet appreciates sporty handling and the experience of the drive."




» MALLORY MCMORROW South Bend, IN



**"TRYING TO  
CLIMB THIS  
IS A BIT LIKE  
RUSSIAN  
ROULETTE"**







## SHOW BEN FIRTH A MOUNTAIN AND HE'LL CLIMB IT. ICEBERGS, ON THE OTHER HAND? WELL, THAT'S A WHOLE DIFFERENT STORY. AND HERE IT IS...

STORY NIK 'ICE' BERG PHOTOGRAPHY PHILIP LEE HARVEY

### THERE'S A LOUD CRACK, LIKE A GUNSHOT.

A massive boulder splits from the iceberg and plunges into the sea. Seconds later, the whole 230-foot-long behemoth begins to upend, then rolls over, sending out great plumes of spray toward our little fishing boat. Waves crash over the bow, and huge chunks of ice are launched skyward from beneath the ocean.

"A few minutes ago, I was considering going up the south face of that," says Ben Firth, from the relative safety of the boat.

Ben, a professional mountain climber from Alberta, Canada, has scaled peaks all over the world, but here in Iceberg Alley, off the coast of Newfoundland, he faces a completely new challenge: He is here to climb an iceberg.

"Icebergs are very, very dangerous creatures," he says. "They're completely volatile, you cannot predict anything they're going to do. I've lived in the mountains and climbed them all my life, but this is a bit like Russian roulette." >

# "YOU CAN GET FOUR SEASONS IN JUST ONE DAY"

As a seasoned mountain guide, Ben knows his climbing, but that's not what he's worried about here: It's actually getting safely onto a berg in the first place. But he's done his homework, and that's why we're in a fishing boat off the northern coast of Newfoundland.

Every year, tens of thousands of icebergs are formed when Greenland's glaciers advance into the ocean and fracture. These massive blocks of ice get caught up in the southerly Atlantic currents, and as many as 800 make their way to the coasts of Newfoundland and Labrador. Only around 12 percent of each iceberg (the tip, of course) is seen above water. Even so, these are mighty peaks, and, for Ben, a major challenge.

In 2005, Ben and fellow climber Will Gadd headed further north to Labrador and successfully climbed a number of icebergs. And now, having learned some valuable lessons, Ben is back to try again.

"The first time around, we were completely ignorant about how the ice

would react and the ocean would behave," explains Ben. "So this time I was looking to control the dangers as much as possible. I did as much research as I could to find the best place for icebergs in bays and coves where they're protected from heavy seas and grounded against the sea bottom. So they're probably not going to roll over, and they'll also be accessible."

Ben has persuaded local father-and-son fishermen Carl and Brent Hedderson to take us out to a group of icebergs off Pistolet Bay in their 32-foot longline fishing boat. Earlier in the day we pinpointed them from the shore, and Ben thinks they're likely candidates for climbing as they appear to be grounded on a shelf just off the coast. The plan is to circle the icebergs a few times to find a suitable landing spot, then Ben will get into a small skiff, motor up to one and clamber on. It certainly sounds like a simple plan.

Ben is good to go, now wearing his dry suit, life vest, climbing boots, gloves and helmet, with freshly sharpened ice





axes at the ready. But the elements have other ideas. Although the recently rolled iceberg does seem to have settled, and in its new position offers a good potential landing spot, the wind has picked up and the choppy seas make it impossible to get close without potentially ramming into it. It's boat pilot Brent's call. And it's a sensible one. The skiff returns to the fishing boat, and they climb back on board.

"There was just no way to get on. And I couldn't put Brent at risk, so we've made the right choice," says Ben. "I was ready and I'd crossed that mental line, but in climbing you learn to wait until the time is absolutely right."

We steam back to shore and find that we're already the talk of the town in St. Anthony. Aaron Beswick, a reporter and photographer for the *Northern Pen* newspaper, is at the wharf to greet us.

"Are you the lunatics?" he screeches.

He wants to put Ben on the front page and tag along on our next attempt. Instead, we agree to give him some



Ben Firth contemplates his approach. Above and left, snapshots of wild Newfoundland weather

photographs, if Ben is successful. And this is definitely a big "if."

For the next two days, we rise early and check on the position of the bergs by clambering up through the moss and lichen to the clifftops. But each time we meet Carl at the wharf, the seas are too strong to make an attempt. On another day, a dense fog rolls in.

"That's Newfoundland," says John Simmonds, owner of the comfortable but rather optimistically named Glacier Manor Resort. "Sometimes you get four seasons in one day."

John, like all the Newfoundlanders we meet, thinks that what we're doing is crazy. Then, like every Newfoundlander, he immediately sets about helping us as much as he possibly can. He calls

## ICEBERG FACTS

40,000 icebergs calve off the coast of Greenland every year. Of those, up to 800 make it to Iceberg Alley

The glacial ice making up each iceberg is up to 15,000 years old

The tip of the iceberg is typically just 1/8 of its overall mass

In Iceberg Alley, the average height of an iceberg is around 15 storeys. They can weigh up to 200,000 tons

The largest iceberg recorded in the Alley was 8 miles long, 3.7 miles wide and 65 feet tall (above the waterline). It weighed nine billion tons

Iceberg ice is extremely pure. Locals even use it to make vodka







Iceberg ahead! Now it's just a case of trying to get onto the damn thing




friends all over the area and tracks down an iceberg right in the harbor at Conche.

He even finds another fisherman willing to take us to it. It's a 90-minute drive to an area known as French Shore—so-called because it's the one part of Newfoundland settled by the French. The rest of the island was settled by the English and the Irish. They weren't the first settlers, though. At L'Anse aux Meadows, in the 1960s, archaeologists unearthed evidence

of a Viking village. The first European on North American shores wasn't Columbus, but a bearded guy they took to calling Eric (or something).

An estimated 90 Vikings from Greenland crossed the sea in open longboats and established a camp. But, despite having a reputation as warmongers, they were driven off by the indigenous people.

As we enter the small fishing community of Conche, we discover the perfect iceberg. ➤

A man in a blue jacket, white helmet, and crampons is climbing a large, jagged iceberg. He is using an ice axe to support himself. The iceberg is surrounded by water, and the scene is set in a calm bay.

# EACH BLOW OF AN AXE SENDS A SHOWER OF ICE

Not as large as we'd hoped—a 'growler' around the size of a family house—but it's sitting in a calm bay just a quarter mile from the shore. It's hasn't moved in days, so we're sure it's securely grounded.

Ben's quickly back into his gear and on a skiff. The sea is calm and, after circling the iceberg a couple of times, he has his entry point. Legs straddling the bow of the boat, crampons poised, the boat nudges up to the berg and Ben climbs onto it. After a few tentative steps it feels secure, and he works his way up the ridge to the summit,

then climbs down its sheer face using his ice axes to support his weight; each blow of an axe sends a shower of ice, but the berg still seems to be holding up.

Then, suddenly, there's the same loud crack we'd heard a few days earlier, and a large piece on the far side of the growler plunges into the sea. Ben reacts fast and gets up onto the flat surface of the berg just as it begins to tip. As it rotates he runs up it, and for a few terrifying seconds it looks like it's going to completely turn turtle. But it stabilizes halfway through,

and he signals for the boat to come get him.

He's done it, but only just.

Back on dry land, Ben explains how his climbing instincts took over: "I stayed on the outside edge, so if I couldn't keep running, I could always jump off.

"I'd say it's one of the most challenging things I've ever done. I'm wracking my brains trying to make this as safe as possible, but it's hard to explain just how volatile these things are. No matter what you do to prepare, you're still looking at something completely unpredictable." ■

FIND OUT MORE ABOUT ICEBERGS, NEWFOUNDLAND AND BEN

[benfirth.com](http://benfirth.com); [icebergfinder.com](http://icebergfinder.com);  
[glaciermanorresort.com](http://glaciermanorresort.com); [newfoundlandlabrador.com](http://newfoundlandlabrador.com)





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Ice work if you can get it:  
Ben's fate rests upon  
two little axes and a pair  
of spiked shoes





A photograph of a rugged coastal landscape. In the foreground, there are large, dark, wet rocks. In the middle ground, a black and white guardrail runs along a path. In the background, the ocean is visible under a cloudy sky.

# STAR TREK

THE MAZDA CX-9 WINS MOTOR TREND  
2008 SPORT/UTILITY OF THE YEAR. WE  
TAKE AN EPIC VICTORY LAP AROUND  
CANADA'S ROUGH-AND-TUMBLE COAST

STORY NEIL McDONALD  
PHOTOGRAPHY TODD McLELLAN







# THIS IS AS FAR EAST AS YOU CAN GO IN A CAR WITHOUT GETTING WET



**MAZDA'S CX-9 IS A RISING STAR.** So as the sun climbs out of the Atlantic and North America's first light shines through the windshield, it seems fitting.

I'm driving along the edge of a craggy, windswept coastline just outside of St. John's, Newfoundland. This is as far east as you can go in a car on this continent without getting wet. Next stop, Northern France, about a 2,000-mile straight shot east. Iceland's around 600 miles closer off the port side.

As I try to wrap my head around the sheer enormity of it all, the sun glints off something near the horizon of the steel-grey ocean: an iceberg. Apparently they drift over here from Greenland. Until

this trip, part of me didn't believe in these floating ice giants. The natural wonders are a revelation, but I'm a car guy at heart. And what I'm most excited about is experiencing all the award-winning attributes the brand new 2008 Mazda CX-9 has to offer, while burning around a 750-mile circle through some of Canada's most rough and rugged terrain.

The CX-9 has been making fast friends of owners and auto journalists alike—and receiving plenty of praise. Perhaps the heartiest pat on the back came recently in the form of *Motor Trend's* 2008 Sport/Utility of the Year award. The well-respected *0*auto magazine's writers and editors unanimously extolled the virtues of





Newfoundland is dotted with traditional coastal fishing villages. The people are invariably friendly and hospitable, but harsh winters can make the condition of the winding roads unpredictable

the seven-seat crossover SUV, calling the CX-9 the best value on the market, proclaiming Mazda had achieved what it set out to do: imbue a three-row crossover SUV with the soul of a sports car.

The CX-9 has been proving it to me along every primal mile of this giant victory lap. Newfoundland has more than 18,000 miles of coastline, from gently sloping bays to ragged fjords. The roads buckle and slide in surprising ways, yet the car's steering and ride both cope admirably. As I zoom around the baffling corners, the sporty character of the CX-9 comes out to play.

The engine is a muscular 3.7-liter V6 that delivers 237 kW of horsepower at 6,250 rpm and 270 lbs of torque at 4,250 rpm. This







# ON BAFFLING TURNS, THE SPORTY CX-9 COMES TO PLAY



Newfoundland  
has more than  
18,000 miles of  
coastline, and  
breathtaking  
mountain passes



The CX-9 moves  
effortlessly through  
a charming but  
demanding drive  
along the coast





baby is mated to a smooth Asin six-speed automatic transmission and is available both as a front or electronically controlled Active-Torque Split all-wheel drive. It comes as no surprise, then, that the CX-9 can do 0 to 60 mph in 7.8 seconds.

As I move through this land with communities rich in tradition, it's clear that this place is a world apart, not only in geography, but also in attitude. I meet stalwart people with hearts and smiles as big as the ocean surrounding them. Everywhere there are bubbling personalities with a bottomless pride that result in exuberant hospitality at each stop along the way.

I make my way through tiny, quiet, seaside villages with names like Fermeuse, Ferryland and Admiral's Cove, and witness firsthand the car's effect. Villagers stop and stare as I pass through their narrow streets, drawn to its gorgeous looks. The steep-angled windshield, slanted headlamps and alloy wheels work together to grab attention. Visually, the CX-9 borrows some of the styling cues of the sportier CX-7, but its longer wheelbase means plenty of leg and headroom inside for seven passengers.

Even Newfoundlanders will tell you that the condition of the roads is not one of the province's best attributes. The extreme weather of harsh Canadian winters means jagged potholes and unpredictable planes that test a car's resolve. It's a measure of its lush suspension that I rarely have to back off from 65 mph when the road turns from smooth to rough and back again. It's a great driving pleasure to move through tight corners holding on to a steering wheel that feels like it's straight from an MX-5.

Mazda's fingerprints are found throughout its interior, making it easy to settle into beautifully desolate expanses of the Trans-Canada Highway. I just set the cruise control, bask in the heat of the leather seat warmers, and take advantage of the amazing vistas afforded me by the car's high-up driving position.

By the time I roll back into the capital city of St. John's, there's no doubt in my mind or spirit that the CX-9 deserves all the accolades: its versatility and sporty character come out through each rough corner. Just like the people of Newfoundland, a car can't fake it against a landscape of such stark honesty. ■



FOR VIDEO OF THE CX-9 IN ACTION / [mazdausa.com/cx9/video](http://mazdausa.com/cx9/video)

## A STAR IS BORN

Perhaps the magazine's editors said it best when naming **Mazda's CX-9 Motor Trend's 2008 Sport/Utility of the Year**: "The CX-9 is sleek and elegant, sporty and sophisticated, an SUV seemingly well suited for going to the mountains, midtown or the market."

The CX-9 beat out stiff competition, reigning victorious over 11 other contenders. Ultimately, the

CX-9's driving performance, dynamic good looks inside and out, and surprising roominess could not be denied. It also didn't hurt that no other SUV on the market has received higher safety ratings from the National Highway Traffic Safety Administration.

Starting at \$29,430 and available in front- and all-wheel drive in Sport, Touring and Grand Touring, there's no better value or more exciting ride in a seven-seater on the road today.





# MOTLEY CREW

Our oarsman takes on  
the U.S. Army (among  
others) in the world's  
strangest boat race

STORY LUKE PONSFORD  
PHOTOGRAPHY FRANCES ANDRIJICH





# MANY YEARS AGO, I WAS SOMETHING

of an oarsman. Three days a week I'd take my place in a four-man boat and go training—vigorously rowing up and down the River Thames in England. We'd take part in races representing our school.

Sometimes we'd win. Once we rowed at the world-famous Henley Royal Regatta, in front of the Queen. But my rowing days are history. I haven't set foot on a competitive boat for nearly 20 years.

However, on a dusty, arid afternoon in August, I find myself reliving my youth. Well, almost.

I'm in a one-man boat [inset], but it's a bit different from the old days. There's no bottom and no oars. No sides, either. In fact,

it's not really a boat at all—more of a frame made out of steel tubing with canvas panels stretched around it. And there's a slight issue with the river. There's no water in it.

So this most definitely isn't your garden-variety boat race. In fact, it's totally unique—the only event of its kind in the world. If you're after a dictionary definition of "odd," this comes pretty close. Welcome to the Henley-on-Todd Regatta.

Alice Springs is smack bang in the middle of Australia, nestled in the southern region of the Northern Territory. With a population of 28,000 and a cultural life that could be described as "limited," this remote outback town is very far indeed from being the center of the known universe. But every year, as August turns into September, The Alice—as it's popularly known—comes alive.





# THE TEAMS RUN, FRED FLINTSTONE- STYLE, UP A DRY RIVERBED

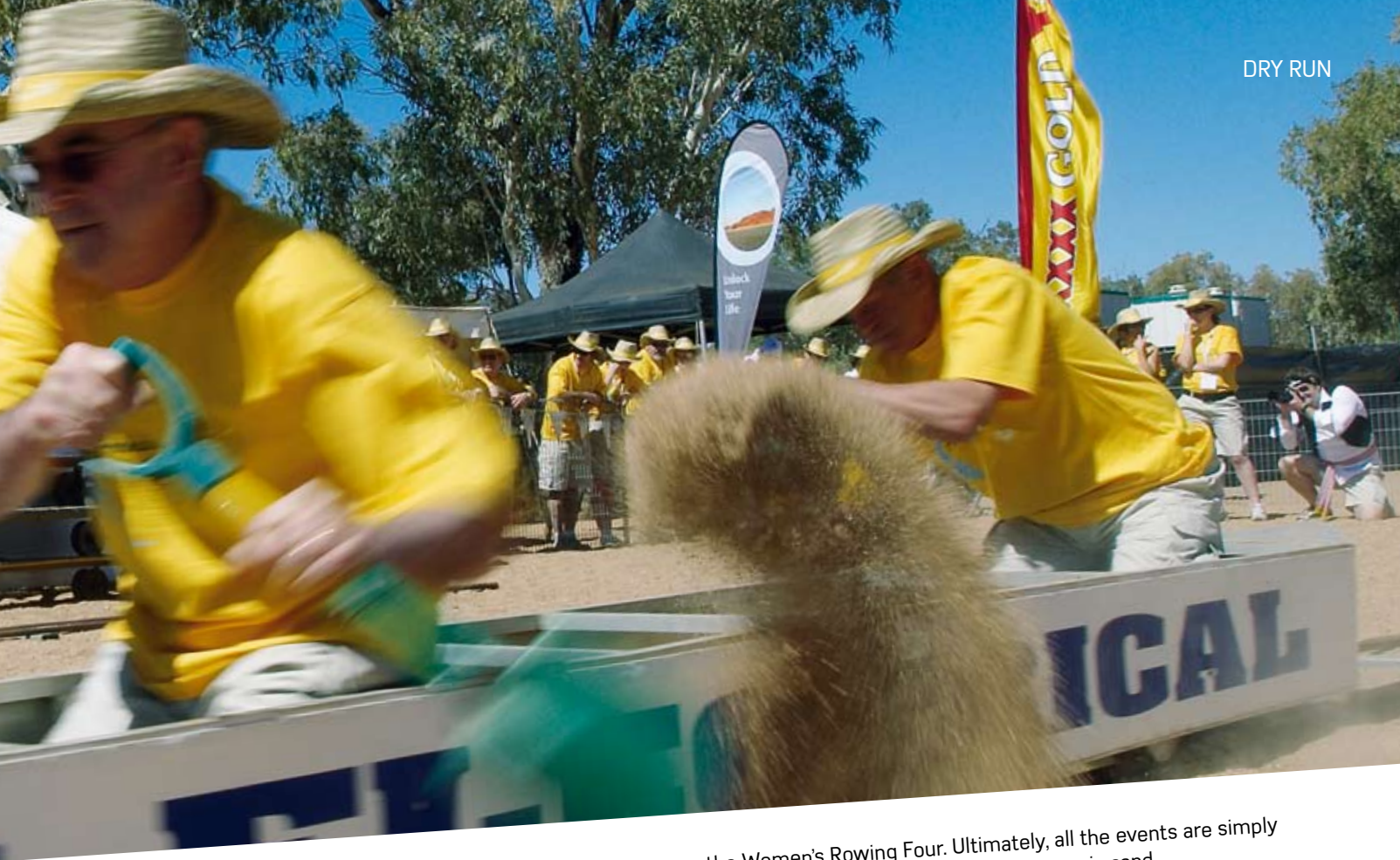
At 11 a.m. sharp, the normally peaceful Todd Mall in the center of town is transformed into a parade ground for a motley crew of competitors, town dignitaries, tourists and comically aggressive locals dressed as Vikings. Bystanders are bombarded with flour bombs and squirted with water pistols, as gaily decorated floats pass through the pedestrianized town center.

It seems every local organization is represented in the parade: the Rotarians, the Scientology Volunteer Ministry, the Jesus Army, the U.S. Army's Fighting Squids (there's an American base on the outskirts of town), the Royal Flying Doctor Service and many, many others. The main sponsor of the event, global door-handle leviathan Assa Abloy, provides the largest amount of personnel, with a legion of yellow T-shirted employees marching in formation towards the Todd River's dry riverbed, where the competition will start at noon.

"This is the biggest event in our annual calendar," Alice Springs town crier Milton Blanch exclaims proudly, as he takes a battery of water from a Viking's fire extinguisher. "It's a chance for the townspeople to really let their hair down and have a fantastic time. Above all, it's great for community spirit." Then he's off towards the riverbed, ringing his town crier's bell as Rotarians pelt him







with flour. This is all quite unlike the proper Henley Regatta, from which this event cheekily takes its name. What the Queen would make of this is anyone's guess.

By the time the good-natured rabble has descended into the main arena, it's become clear that today will be very different from the royally-approved fixture. Two DJs, from local radio stations SunFM and 8HA, are the announcers for the afternoon's frivolity and their banter veers frequently from being strictly child-friendly. After a town councillor dressed as a 17th-century fop declares the regatta open, the DJs get into their stride with some decidedly off-color remarks about his powdered wig. The 4,500-strong crowd cackles its approval. And so the tone is set for the rest of the day.

The individual events start immediately, with five-minute breaks between heats. First up, the Bring-Your-Own-Boat races. A gaggle of local teams makes their way to the starting line in a variety of wobbly homemade boat-like creations, climb inside them and run, Fred Flintstone-style, up the sandy riverbed, around a trio of empty fuel drums and back. The Bathtub Derby follows, whereby a team of four men run the same course while carrying a bathtub containing a teenage girl. The Under-16 Kayak heats follow, then

the Women's Rowing Four. Ultimately, all the events are simply different ways of running a short distance in sand.

But there's more. Alongside the boat-based pursuits, there's the Sand Skis competition, which involves a lot of falling over; the Sand Shoveling competition, which entails filling a large steel drum with sand in the fastest time possible; and the Oxford Tubs, which includes paddling a vessel along rails using a shovel. In the fastest time possible. All in all, a veritable tour de force of silliness.

"You've got to understand that the Todd Regatta isn't typically Australian, it's typically 'Centralian,'" opines SunFM DJ Josh Batters. "This could only happen in the Northern Territory. Look around, we're in the middle of nowhere. There's practically no law in these parts and there's not a great deal to do. So we've got to make our own entertainment." A truculent Viking interjects by emptying the contents of his water pistol into Josh's face. "And this, unfortunately, is it," the now-sodden DJ sputters.

So here I am in that one-man boat—I've entered myself in the Men's Kayak heats. It may not be a four-man, but nonetheless, after nearly two decades, I find myself back in a competitive craft. My competition is a U.S. Army soldier and a member of today's





all-conquering Assa Abloy crew. I'll have to do my best. But as the starting pistol cracks, the other two take off like startled whippets, quite literally leaving me in their dust. Running in sand is hard, and my comedy kayak gets heavier with every step. I limp in a pathetic third, with the commentary from the DJ box being "cold, stone, motherless last," before going on to make a detrimental remark about my brown shorts.

So while my return to boating has been something of a failure, the 46th annual Todd Regatta has been an unqualified success. Monies have been raised for local charities and the sun has shone relentlessly. As the afternoon draws to a close, the crowd braces for the grand finale: the Great Battle Boat Spectacular. Three

4x4-powered vessels—the Viking, the Defender and the Nauteus—set about laying waste to each other and to most of the crowd, with the help of water cannons, smoke bombs and 25 electronically detonated flour mortars. After 15 minutes of ruthless cacophony and intense wetness, it's all over. The crowd drains away into Alice Springs to continue celebrating into the night.

As an event, the Henley-on-Todd Regatta is indeed unique. Is it the silliest day out in the world? Possibly. The most fun? Probably. Unless, of course, you're Her Majesty the Queen of England. ■





## THE ALICE ATTRACTIONS...



### ROYAL FLYING DOCTOR SERVICE BASE

A half-hour tour includes a visit to the control room, from where the RFDS operates over-the-air medical clinics for isolated territories covering an area the size of western Europe. [flyingdoctor.net](http://flyingdoctor.net)

### IRRKERLANTYE ARTS CENTER

If you're after aboriginal artwork, avoid the pricey galleries in town. Visit this community arts center and marvel at the creativity of the Arrernte people. [irkerlantyearts.com](http://irkerlantyearts.com)



### OLD GHAN TRAIN AND MUSEUM

Train buffs will delight at this collection of restored carriages and locomotives from the frontier-busting Ghan Railway, which only reached The Alice in 1929. +61 (8) 8955 5047

### OLIVE PINK BOTANIC GARDEN

Founded by Australian anthropologist Olive Pink, this sprawling garden offers mini-bush walks as well as an array of native shrubs and flora, such as Sturt's Desert Pea (right). [opbg.com.au](http://opbg.com.au)



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# ENTER





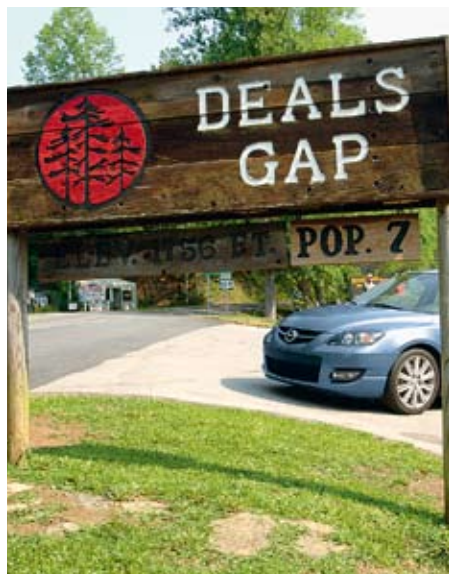


# THE DRAGON

11 miles, 318 turns and a MAZDASPEED3: It's a driver's paradise

STORY JARED HOLSTEIN  
PHOTOGRAPHY BARRY HAYDEN





# PILGRIMS THE WORLD OVER TRAVEL TO THIS MECCA OF TWISTED TARMAC

## SOMETIMES YOU HAVE TO SUSPECT

that a romantic snuck into a job with the Department of Public Works. How else to explain the 318 turns in 11 miles that bless US 129, an otherwise sleepy route through the Smoky Mountains? Given a mountain pass through which they could quite reasonably have blasted a straight line, we find hairpins, cambered esses and right-over-crest-into-off-camber-sweepers that drop into tree-lined straights.

The road is used by locals to shuttle between the small towns of Robbinsville, North Carolina, and Maryville, Tennessee, but for every vehicle that traverses the mountains to bring Grandma to her doctor's appointment, there are 10 for whom the road is the destination. Like any object of affection, the 11-mile stretch of the US 129 has pet names, including Deals Gap, Tail of the Dragon or, simply, The Dragon.

Pilgrims the world over travel to this mecca of twisted tarmac. We're arriving with one of the sharpest weapons in Mazda's quiver, the MazdaSpeed3. Heavy armor is no help here. This is no route for supercars, for preposterous horsepower and carbon fenders stretched over acres of rubber. We're arriving properly sized, with 260 hp and a keen chassis.

We fly into Atlanta, Georgia, just over a three-hour drive from The Dragon. The city is doing a fine job of living up to its nickname, 'Hotlanta.' August in the southern states means moist, from the succulent local smoked barbecue to the atmosphere, and today is no exception. As we transition from highways onto two-lane roads, windows go down and a heavy, green-scented draft washes the interior. The beauty of Graham





MAZDASPEED3: DRAGON SLAYER





# MODERN DAY KNIGHTS DO BATTLE WITH A BEAST KNOWN TO FIGHT BACK



County—the gateway to The Dragon—is fundamental, perfuming each sense and every moment.

I shut off the car's superb stereo, swapping the evocative soundtrack of The South—Willie Nelson, Johnny Cash and The Dixie Chicks—for an altogether different sound, courtesy of the throaty engine note of the Speed3.

**The US 129 leads us from** slumberous Robbinsville toward our destination, warming us up with long, lazy turns along a riverbed, up a steep charge past the Cheoah Dam and finally to the good stuff—forearm-working twisties that lead us up to the Deals Gap Motorcycle Resort and the start of The Dragon.

The resort caters largely to bikers, with rooms for overnight guests, a grill, gas pumps and more themed ephemera than The Disney Store. We sit at the grill and load our guts with cheeseburgers. Everyone is here for the same reason: acceleration, be it lateral or longitudinal and, for an unfortunate few, vertical.

Just outside the grill stands the Tree of Shame, which displays the artifacts of bikers who did battle with The Dragon and lost, sacrificing mirrors, fairings, gas tanks, boots and helmets to the gods of over-braking, overconfidence and, unfortunately, over-stupid car and truck drivers who drift into the opposing lane. At the base of the tree are a few memorials to riders who left this world riding The Dragon.

Why the dragon moniker? Modern knights in full-body Kevlar and leather armor come to do battle with a beast known to fight back and, less dramatically, because the road's trajectory approximates the crest of a dragon's tail. The local Native American population, the Cherokee, speak of a dragon-like creature in these mountains. The *Uktena*, or water serpent, features prominently in their lore, a "great snake with horns on its head and scales glowing like sparks of fire." The initiated brand their bikes and cars with dragon decals, and some mark their forearms and calves with the route rendered in ink.

We start walking toward the parked MazdaSpeed3, the heat from its pre-lunch workout still drifting from the cowl. Lunch hour has just packed the parking lot with gleaming cruisers, and we are blinded by a thousand suns reflected in a thousand





pieces of chrome. Now we wonder what components of these shining steel steeds haven't been chromed or trimmed or wrapped in jet-black hide.

It's for the MazdaSpeed3 to go into battle with The Dragon. Within the first mile we pass a sign welcoming us to the state of Tennessee, accompanied by another reminding us that the speed limit is 30 mph. This strikes us as a killjoy, but a few turns later we drop into a hairpin best negotiated prudently at the bottom of second gear.

**The Dragon soon betrays its** musicality. We swing side to side with consistent meter, the roar of combustion on a corner exit offering a throaty bassline, the sound of tires working a regular refrain.

Despite the fact that the MazdaSpeed3 probably looks like a bouncing ping-pong ball from above as we zig up and over the mountain pass, all movement at the macro level is tight. Thickly bolstered sports seats keep us in lockstep with the car's progress, and the only thing slopping around is the mush in our stomachs.

No neurons are fired in consideration of the MazdaSpeed3's power band, so clearly abundant is its river of turbocharged torque; while any standard driving logic dictates downshifts to second for the tighter corners, the car is more than willing to slay the length of the Dragon in third, as all 379 Nm of torque is available at just 3,000 rpm.

The US 129 is an excellent road, not just by virtue of being a winding track through the mountains, but because it's beautifully constructed and maintained. The surface



The US 129's winding road may be smooth but the bends are sharp for even the most patriotic bikers (top left)

is racetrack-smooth and unbroken, and the turns camber, sometimes heavily. The corners are more consistently and amusingly titled than those at most race circuits, featuring tags like Gravity Cavity, Brake-or-Bust Bend and Beginner's End.

We zoom toward The Whip, perched after a short straight, and I lean hard on oversized brakes. For all of this power to be unleashed on a youthful public, the engineers stayed on the safe side of fast, giving the MazdaSpeed3 an extremely well-planted posterior.

I downshift to second gear and hold my foot on the brake well after turning in. The binders stay lightly pinched to just before throttle application, helping us point the car's explosive nose toward the zenith





of the hairpin. The gas pedal gets a light tickle; we feel the limited-slip differential engage, then slide the throttle toward the tarmac, turning thrust into an apex magnet. We shoot through the inside of the turn and squirt out the backside, set up for the next set of unpredictable bends.

It quickly becomes obvious that this road requires you to look as far as possible through each turn, for apart from being good driving practice, it's a safety issue. Full-size dump trucks, all 12 tons of them, ply The Dragon at frightening speeds, but they don't worry us; they drive with greater precision than most amateur racecar drivers. But your options are few when you round a blind turn and at least one ton of a two-ton SUV is in your lane. On several occasions we give thanks to the MazdaSpeed3's sharp steering and beefy brakes as we dive clear of danger.

About eight miles up the Tail, we slow for the pullout at the Dragon Overlook. Calderwood Lake sparkles to the left, and the Great Smoky Mountains National Park tumbles into the haze to our right. A group of weekend warriors [*noun ~ people defined by spreadsheets and fluorescent-lit cubicles during the working week, and chrome chariots and leather chaps on the weekend*], pull in behind us, dismount and furiously stuff cigarettes into their mouths.

"Look 'er here, my hands are shaking!" one proudly admits to another.

We tuck back into the fray, returning to the resort. So frequently do we cock the steering wheel that the road's rhythm inputs to our muscle memory, an experience that serves us well as we dare to run The Dragon again and again.

We're sure our MazdaSpeed3 dreams of The Dragon when it pulls up to its concrete pillow at night. Upon our return, after what feels like an eternity spent crawling through urban traffic, we do, too. ■



## TOUR OF BEAUTY

**WHERE IS IT?** The US 129 highway actually goes from Tennessee to Florida, but the fun starts at Tab Cat Creek, Tennessee. Eleven exhilarating miles later and you're in Deals Gap, North Carolina. For more information, visit [dealsgap.com](http://dealsgap.com); [tailofthedragon.com](http://tailofthedragon.com)



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**WHAT TO SEE** Nature lovers should head to Great Smoky Mountains National Park. Home to black bears, deer and hundreds of species of birds, it's also known as the 'Salamander Capital of the World.' Yes, really. Visit [nps.gov/grsm](http://nps.gov/grsm)

**WHERE TO STAY** Famous southern hospitality abounds near The Dragon, where B&Bs welcome slayers with open

arms. Or wake up to the dawn chorus in a log cabin in the national park. Go to [appalachianinn.com](http://appalachianinn.com); [brownlogcabinretreat.com](http://brownlogcabinretreat.com)

**WHERE TO EAT** When hunger inevitably strikes, burgers, barbecue chicken and french fries are favorites in diners all along the route. Our top pick was the Mountain View Bistro at the Fontana Village Resort. Visit [fontanavillage.com](http://fontanavillage.com)





# RISE & SHINE

THE FUNCTION IS SUSTAINABLE LIVING. THE FORMS ARE POPPING UP EVERYWHERE.  
HARNESSING THE SUN NEVER LOOKED SO SPECTACULAR

STORY DAVID SOKOL



**NOT TOO LONG AGO**, the phrase “solar building” made homeowners shriek and architects run for the hills. These were fringe projects whose solar technologies were clumsy, inefficient and expensive. And it showed. But in the last few years, solar’s turned sexy. Innovations in photovoltaics (PVs)—silicon wafers that create an electrical charge in the sunshine—and heat-collecting solar thermal panels have brought down prices, making the equipment more flexible to use. Celebrities Brad Pitt, Salma Hayek and Ed Norton have installed PV systems at their homes, and Americans are snapping up about 20 times more PVs than they did a decade ago. Not surprisingly, architectural royalty like Sir Norman Foster and Bill McDonough have also embraced the technology, incorporating solar power elements into jaw-dropping buildings sporting designs as inspiring as their reduced environmental footprint. Here are three shining examples of human ingenuity basking in the California sun.



A large, square solar dish collector is the central focus, its surface composed of many smaller reflective panels. It is mounted on a complex metal tracking system that allows it to follow the sun. The dish is set in a flat, arid desert landscape under a bright blue sky with scattered white clouds. The reflection on the dish's surface is a clear mirror image of the sky above.

## CATCHER IN THE RAY

Don't own a rooftop or field for planting PVs? Get your solar power from **Southern California Edison and San Diego Gas & Electric**. Starting this year, the utilities will work with the Phoenix-based company Stirling Energy Systems to build two of the largest solar power plants in history. In order to match the hundreds of megawatts put out by fossil fuel-fired facilities, these projects will harness the sun in a new way. Instead of traditional silicon wafers, which discharge electrons in the sun, 20,000 giant mirrored dishes will focus the sun's rays into Stirling engines filled with hydrogen that expands in the heat, driving pistons to generate electricity. Harnessing the sun was never this efficient. Or beautiful.



## DESERT OASIS

The campus of the **Diamond Valley Water + Life Museums** overlooks Diamond Valley Lake, an oasis in Southern California big enough to quench Los Angeles' thirst for six months. The startling design of these two museums match the improbability of a 4,500-acre desert reservoir. The buildings' steel-clad towers have been called a modern Stonehenge, and a 540-kilowatt PV system comprising 3,000 silicon panels generates 68 percent of their electricity. The architects of Lehrer + Gangi Design + Build deftly placed the electricity-generating PVs in tile-like rows atop the translucent ceiling of an outdoor passage, casting shade on visitors as they exit the museum into the bright desert light.





## ORGANIC BEAUTY

Santa Monica architects Gwynne Pugh and Lawrence Scarpa are two of the design world's best-known proponents of photovoltaics. Their firm has used the technology wherever possible, from a 44-unit affordable-housing project in Santa Monica to Scarpa and Pugh's home in Venice, California. In the hip Los Angeles neighborhood of Silverlake, Pugh + Scarpa is working on its next sun-worshipping project, the 1,800-square-foot **Vail Grant House**. The single-family residence's PVs are accompanied by other sustainable innovations, like geothermal heating and cooling and structural concrete insulated panels, a no-waste building product made of recycled content. Better still, the melding of the architecture and the hillside site expresses a respect for nature that will dazzle even the most jaded.

## IT'S GREEN LIGHT GO AT MAZDA

**Architecture is not the only industry becoming more energy efficient and environmentally friendly. The auto industry is also making strides. Here are just some of the many green initiatives Mazda is pioneering around the world.**

### YOUNG MINDS, BRIGHT IDEAS

Last year, Mazda partnered with the Student Conservation Association to create the Conservation in Action Contest. Students between the ages of 15 and 25 were invited to submit innovative ideas and programs that can be turned into action. A 2008 Mazda3 and \$37,000 in prizes

were awarded, and the winners are off to the SCA's EarthVision Summit this April.

### GREEN PLASTICS

In the new Premacy Hydrogen RE Hybrid, injection-molded parts of the cabin, such as the gearshift panel and front console, are made up of carbon-neutral bioplastics. Oil-free biofabrics make up 100 percent of the interior. Also, parts made from resin, such as bumpers, are built with recycled plastics.

### HYDROGEN IS THE WAY

Mazda introduced the world's first practical hydrogen rotary engine in February 2006, when it began commercial leasing of the RX-8 Hydrogen RE, which achieves zero emissions of CO<sub>2</sub> when using hydrogen as its combustion fuel.

### MORE TO RECYCLE

Generally, about 80 percent of end-of-life vehicles can be recycled. But through the development of plastic parts and other components that are easy to disassemble and recycle, Mazda has recently achieved recyclability ratios of 90 percent or more in the CX-7 and other vehicles.

### HYBRID STARS

Mazda introduces the 2008 Tribute Hybrid-Electric Vehicle, a clear demonstration of its commitment to improving the world's air quality. The Tribute Hybrid features clean exhaust emissions, superior fuel economy and the powerful acceleration of a 3.0-liter vehicle. Mazda has also previously unveiled two hybrid concept cars, the Mazda RX-8 RENESIS and the Mazda *Ibuki*.



AIR LINES

INSPIRED BY THE VERY AIR THAT WE

ILLUSTRATION CECILIA CARLSTEDT

# FLOW RIDER

**FORM FOLLOWS FUNCTION. IT'S ONE OF** the golden rules of modern design. But rules are meant to be broken. Or, in the case of Mazda's new *Taiki* concept car, completely turned on their heads.

*Taiki*, the fourth in the Nagare series of concepts revealed in recent months, follows the same "flow" design philosophy of the previous three models: *Nagare*, *Ryuga* and *Hakaze*. Each draws inspiration from nature's elements and their importance in Japanese culture. *Taiki* is inspired by the air around us. In fact, it's the Japanese word for "atmosphere."

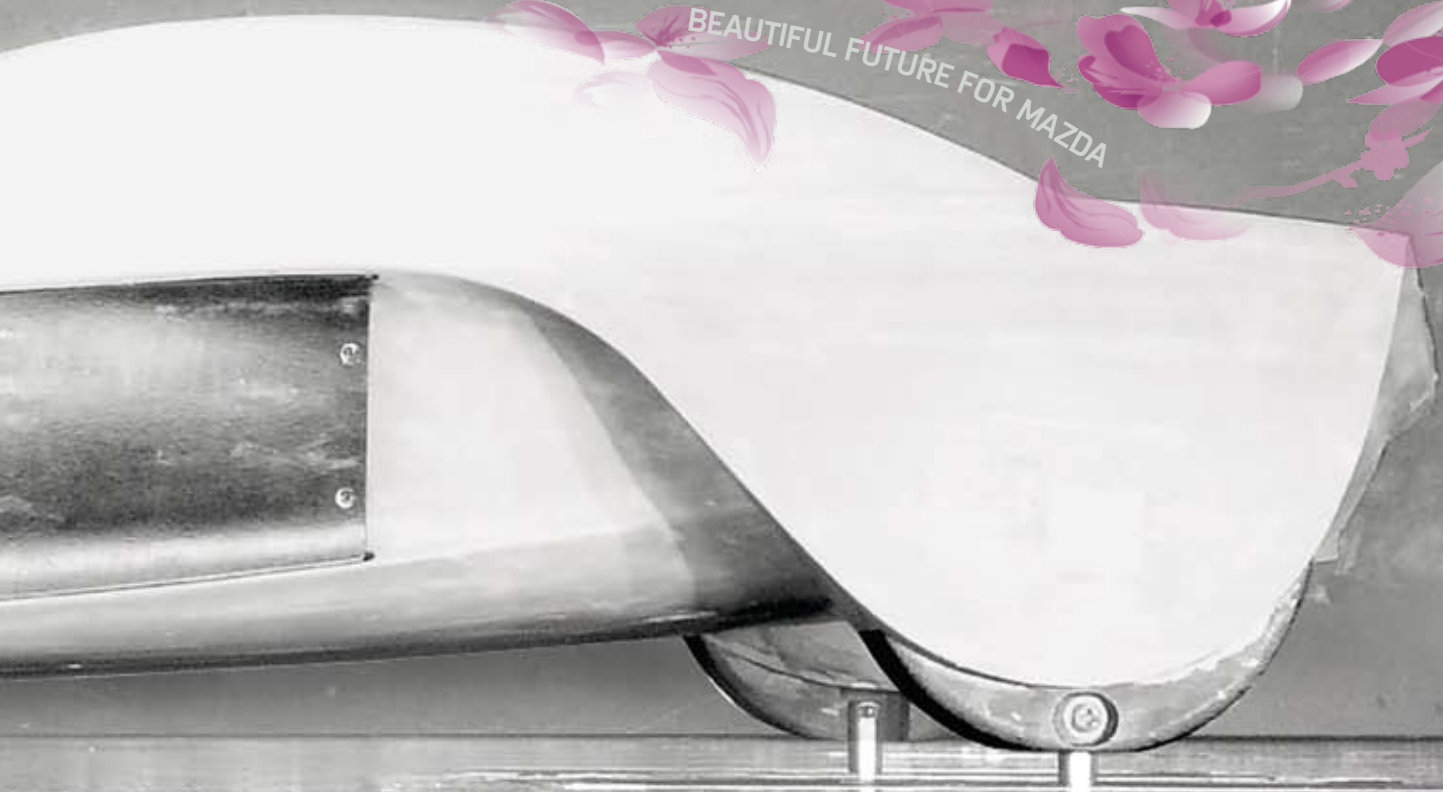


BREATHE, THE AMAZING TAIKI CONCEPT CAR HAS

REWRITTEN THE RULES OF AERODYNAMICS

AND POINTS TO A LEANER, GREENER AND EVEN MORE

BEAUTIFUL FUTURE FOR MAZDA



But, says chief designer Atsuhiko Yamada, rather than create a machine to punch a hole in that atmosphere, the Mazda team came up with “a design that visually displays the flow of air.”

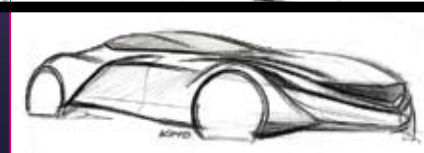
They looked to the movement of traditional *hagoromo* robes, which, in Japanese legend, enabled celestial maidens to fly. To capture this motion, they soaked cloth in plaster and hung it out in the wind to set. After much experimentation, the result was the uniquely rippled shape, which flows from behind the front wheels along

and under the rear of the car. A second *hagoromo* forms the top half of the body and engulfs the rear wheels, forming a breathtaking wing-shaped tail.

Yet this shape, in part sculpted by the elements themselves, also caused ripples in the engineering department. “What was really ironic about the development of this vehicle was that when the engineers first saw it, they thought it wouldn’t work,” recalls Mazda design boss Laurens van den Acker. “They said that according to current aerodynamic thinking, the air would flow



Sketches show how the influence of airflow shaped the futuristic design







A concept car takes shape, sculpted in metal and clay. The yin/yang interior separates driver and passenger

under the wings of the rear wheels and turn the car into an airplane. So we agreed to put the car into the wind tunnel to see just what would happen.

"Then, to all our surprise, the scale model came out with a drag coefficient of just 0.27, which is quite an incredible result. And by tuning the shape a little, we got it down to 0.25 with zero lift. When you consider that the MX-5 has a drag coefficient of 0.38, that's an incredibly low number."

This was an astonishing breakthrough, turning conventional aerodynamic wisdom upside down. "The engineers got so excited about it, they decided to patent the shape," adds Laurens.

Aerodynamic efficiency coupled with light weight plays a key role in the Mazda ethos. A car with the soul of a sports car needs to be light and wind-cheating to perform well. These factors have an added benefit, which is further emphasized in the *Taiki*.

"It may seem to be a contradiction, but what's good for sports cars is also good for the environment," says Laurens. "The lighter a car is, the better it is for handling and performance, but it's also better for fuel economy, and the same is true for the aerodynamics."

*Taiki's* radical interior with its offset tandem seating and yin/yang influence—

the yin is the driver-focused cockpit area, the yang a relaxing passenger zone—also features sustainable materials in its construction. The bioplastics employed are a world first for a car interior and offer a reduction in carbon dioxide emissions in their fabrication compared to conventional oil-based plastics.

Further environmental benefits come from the next-generation RENESIS rotary engine that drives the *Taiki*. Although the capacity of this twin-rotor powerplant is boosted to 1.6 liters, a new combustion-chamber design and direct-injection technology have improved power and fuel efficiency, while an increased use of aluminum has reduced the weight.

This car has challenged convention throughout the whole design process, and in doing so has set a new agenda for Mazdas of the future.

Says Laurens: "I'm fully intending to bring these learnings into production. There are three ways to make cars more sustainable. Step one is to use different materials, step two is to reduce weight, and step three is to improve aerodynamics—that's the area that as designers we can visualize really well. What this car does is show that in the future, there's hope for beauty, too." ■





THERE'S  
HOPE FOR  
BEAUTY  
IN THE  
FUTURE





# fast track

MAZDA STUFF, DRIVING AND NEWS



Fans attended with their classic rotary cars



Everything from vintage to concept cars were on display

## THE 10th INCARNATION OF SEVENSTOCK WAS

held on Saturday, September 22, at the home of Mazda's North American Operations in Irvine, CA. The event has grown over the past decade from a small gathering of loyal RX-7 owners into a spectacular event, drawing approximately 5,000 true believers.

Undeterred by the soggy weather conditions, hundreds of proud owners lined up an awe-inspiring assortment of pampered RX-7s, RX-8s and other classic rotary vehicles. Fans were also given a look at an array of vintage and modern Mazda racecars.

Special guests Dave Haskell and his SpeedSource Race and Engineering team got the crowd excited about their goal of bringing race-modified RX-8s into victory lane. Mark "Hymee" Pickering thrilled

car lovers with his innovative RX-8 customizations.

A highlight was Franz von Holzhausen, Mazda North American Operations' design chief, zooming onto the scene in his head-turning concept car, the *Kabura*.

People's Choice Awards were handed out for the most outstanding cars on display. Jerry Acdan took both 1st and 2nd place in the Old School category with his 1977 RX-3 and 1973 RX-2. Matt Choice won 1st place for his 1st-generation RX-7. Justin Wu's 1990 RX-7 took the prize for the best 2nd-generation vehicle, and Daniel Beighley's slick black 1992 RX-7 was the show-stopping 3rd-generation champion.

The all-day event was topped off by the hugely successful Sevenstock raffle, with all proceeds going to the Juvenile Diabetes Research Foundation.



Thousands of proud Mazda owners and the people who love them rubbed shoulders and showed off their cars





Take off ... now! If you think flight delays are outrageous, be prepared—they're only going to get worse. According to a report issued by the Department of Transportation, 2007 was well on track to break records in terms of delays. So instead of being stranded at JFK or O'Hare on your next vacation, try going on a road trip. You loved those when you were a kid, remember? And so will your little ones. When you factor in all of the hours waiting at the airport, a short to medium distance will certainly take less time by car. Plus, you'll be the one behind the wheel. Find help with your trip planning at [roadtripamerica.com](http://roadtripamerica.com)

## NUMBER ONE AT THE TRACK

There's no doubt about it: the **SCCA Pro Racing SPEED World Challenge Touring Car** is truly one of the most exciting championships on the calendar. This year, after a thrilling finale at Mazda Raceway Laguna Seca, Mazda was crowned the **manufacturers' champ**, with seven poles, 92 laps led and five races won. The dynamic duo



Pobst was fast and furious behind the wheel of the Mazda6

of Jeff Altenburg and Randy Pobst (first place in touring car and GT, respectively) was key to this year's success. Their skills, coupled with a faster-than-ever **Mazda6**, trumped the competition.

## Did you know... *These celebs are Mazda racers?*

Actors have always been attracted to racing. Maybe it's the adrenaline rush of the track or being in the spotlight. Mazda has always been there to support their dreams. Take **Patrick Dempsey**, for example, who drives MX-5s and RX-8s. Or **Gene Hackman**, who raced RX-3s back in the day. And let's not forget **Frankie Muniz**, former *Malcolm in the Middle* star and the most accomplished racer of the bunch, as well as former *Beverly Hills 90210* star **Ian Ziering**.



Patrick Dempsey



Gene Hackman



Frankie Muniz



Ian Ziering





# MIATAS AT THE GAP

Few roads can better acquaint MX-5 drivers with what Mazda means by "Jinba Ittai," Japanese for "horse and rider as one," than the unforgettable stretch of road know as **Tail of the Dragon** that whipstitches through the Great Smoky Mountains (for more Dragon, see page 44). This past July marked the 11th year that Miata lovers have come to slay the Dragon en masse.

MX-5 enthusiasts came in ones, twos and caravans, largely from the Eastern and Central United States, with dedicated owners arriving from as far away as Colorado, Seattle and Canada. The **annual Miatas at the Gap** provides a rare chance for owners to get some face time with friends they regularly meet on Internet forums like Miata.net, Roadster-Chat.net and ClubRoadster.net.

Miatas at the Gap offers a **weekend full of droptop fun**, including loosely organized drives on local routes and to roadside attractions as diverse as a snake farm and a hydroelectric dam. Located just before the start of Tail of the Dragon, the Tapoco Lodge serves as base camp for the weekend's fun, its parking lot gorged with **all manner of old, new, restored and modified MX-5s**. It's also a hub for vendors who sell cool, Miata-specific goods.

Young is the new buzzword at the Gap. While plenty of older drivers showed off their youthful, racing hearts and proved the need for speed doesn't slow with age, a few teenage owners were actually younger than their cars. It just goes to show that some classics never go out of style.

## JOIN THE GROUP



**Wes Knight**, who is fittingly from Apex, NC, has owned 15 Mazdas in his 38 years, five of

them Miatas. He loves the Miata community because "they actually drive their cars, unlike other 'enthusiasts' who polish them and put them away."

**Kay Sluger**, who drove with her husband from Stafford, VA, was given her '97 Miata

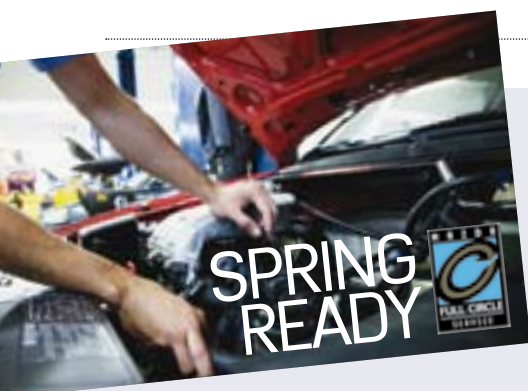


for her 60th birthday. She stays involved because "the community of Miata owners is like no other."



**Dave Kimmel** drove from Fredericksburg, VA, with other local Miata owners. Their

group meets regularly and has "spawned good friendships."



How come the short days of winter seem so long? Shake it off with dreams of summer road trips. This spring, head to an authorized Mazda dealer where factory-trained technicians will help get your Mazda road ready.

**1** When was your vehicle's last check-up? It's time to make an appointment for a scheduled service now.

**2** Feeling drained? Winter can make your battery work harder, and it may be time for a replacement.

**3** A long winter of travel can take its toll on your tires. Your dealer has the right ones for your Mazda.

**4** Don't neglect under-the-hood maintenance. Check your fluids and belts before the heat of summer.

**5** Windshield wiper blades should be replaced every six months, whether or not you live in a land of ice and snow.

**6** Safety first! Nothing's more important than keeping your brakes in top working condition.



On the right foot. There's no question that Mazda employees know how to have fun, but did you know they also believe in giving back to the community? In 1990, the Mazda Foundation was established in response to this sense of responsibility, and today its influence is felt all across the country.

One of the Foundation's most important partnerships is with the Juvenile Diabetes Research Foundation, the leading not-for-profit, non-governmental sponsor of diabetes research in the United States. Together, Mazda and the JDRF are working hard to understand and find a cure for this disease and its complications, which affect more than 13,000 American children annually.

Through initiatives such as SevenStock, the Walk to Cure Diabetes and JDRF Day, Mazda volunteers managed to raise over \$134,000 last year alone. Now that's the Zoom-Zoom spirit!



Mazda volunteers walk the walk and fight the good fight against juvenile diabetes in America

## FIRST GEAR



### CX-9 DOCKABLE ENTERTAINMENT SYSTEM

Keep your passengers happy with this incredible system that plays video games, movies, music and more! Not only that, but it also includes a handy wireless game controller.



### 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.



### CX-9 ALL-WEATHER FLOOR MATS

Protect your CX-9's interior from mud and slush with these durable and easy-to-clean mats.

### CX-9 SNOWBOARD ROOF RACK

Keep your equipment safe and secure on the way to the mountains with this convenient snowboard/ski carrier which holds two snowboards or up to four pairs of skis.



CHECK OUT ADDITIONAL PARTS AND ACCESSORIES / [mazdausa.com](http://mazdausa.com)



# MY MAZDA

“I spent two months shopping and test-driving many other brands, but Mazda consistently puts together a product that satisfies my requirements for acceleration and handling.”

—CX-7 owner Gary Manczka, South Carolina



CHECK OUT THE COMPLETE  
LINE OF MAZDA PRODUCTS / [mazdausa.com](http://mazdausa.com)

## CX-7

Artfully blending the attributes of an SUV and a sports car, the CX-7 offers the convenience of a larger vehicle without sacrificing quality, craftsmanship or exhilarating performance.

PRICE RANGE	Starting at \$24,385
TYPE	Front-engine, 5-passenger, AWD or AWD, 5-door crossover SUV
ENGINE	2.3-liter DISI turbocharged and intercooled 16-valve 4-cylinder
TRANSMISSION	6-speed Sport AT automatic
PERFORMANCE	0–60 mph in 7.9 seconds

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



## RX-8

The RX-8 has its RENESIS rotary engine and near-perfect weight distribution to thank for producing raw sports car performance in a four-door, four-seat vehicle.

PRICE RANGE	Starting at \$27,070
TYPE	Front-engine, 4-passenger, RWD, 4-door sportscar
ENGINE	1.3-liter RENESIS 2-rotor rotary
TRANSMISSION	6-speed manual or Sport AT automatic
PERFORMANCE	0-60 mph in 6.5 seconds



“This is my fifth Mazda. I’ve previously owned a MX-3, a MX-6, a 626 and a 323. I have always enjoyed and felt good about driving a Mazda, and I’ve never had any mechanical issues.”

—RX-8 owner Wayne Sgambati, Texas



my  
greatest  
thrill...

# MOTION PICTURE

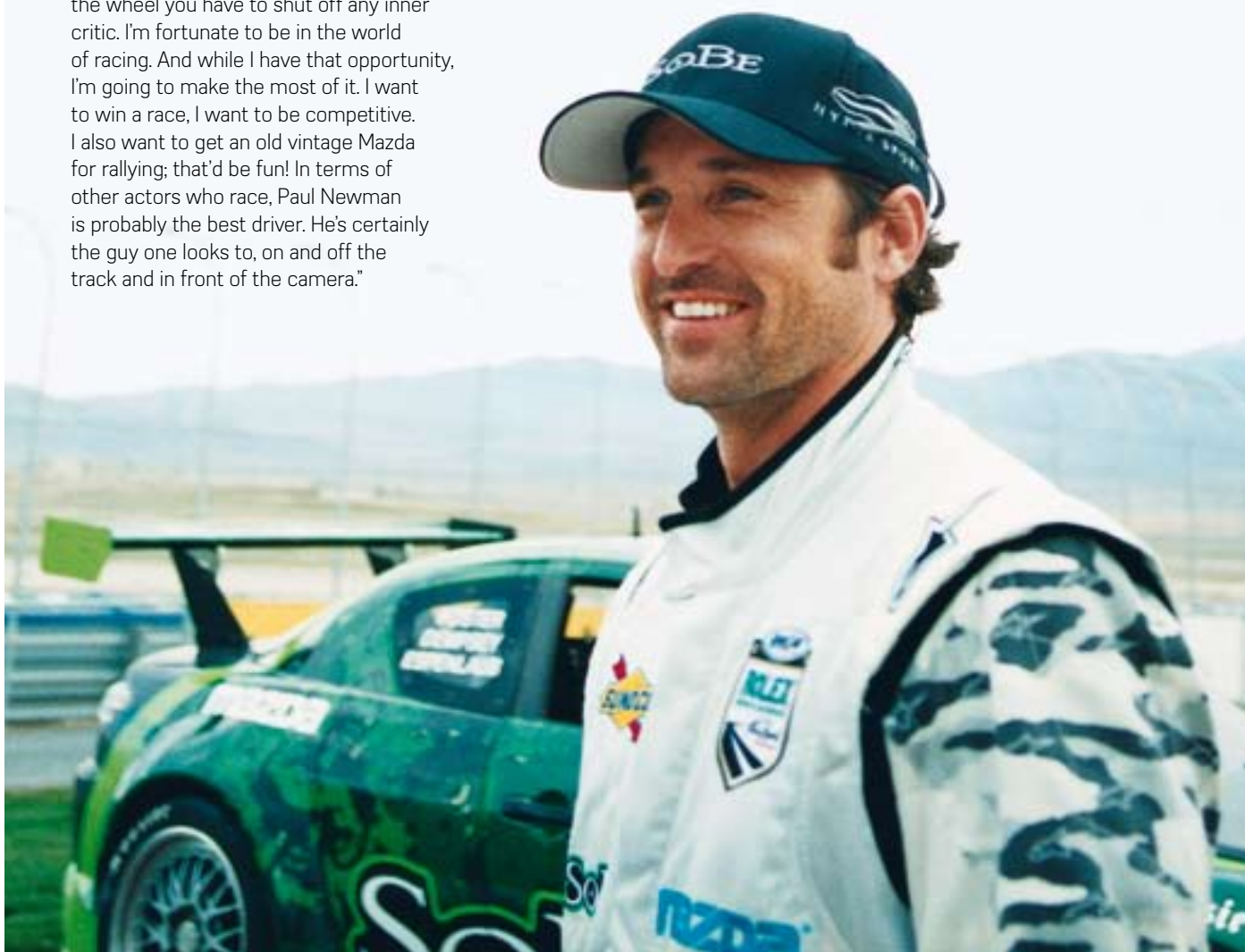
**PATRICK DEMPSEY** was already a TV and movie star when he discovered a new passion: racing. From motion pictures to the emotion of motion, the *Grey's Anatomy* actor is shooting for yet another starring role (see page 14 to catch him in action).



**"I'VE ALWAYS BEEN**

a huge fan of cars and racing, just like my dad. I love the immediacy of it. When you're behind

the wheel you have to shut off any inner critic. I'm fortunate to be in the world of racing. And while I have that opportunity, I'm going to make the most of it. I want to win a race, I want to be competitive. I also want to get an old vintage Mazda for rallying; that'd be fun! In terms of other actors who race, Paul Newman is probably the best driver. He's certainly the guy one looks to, on and off the track and in front of the camera."





# 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.

Aero Package  
Front Wind Split  
Rear Spoiler



ZOOM-ZOOM



**mazda**





## 2008 Motor Trend Sport/Utility of the Year™ The Seven Passenger Mazda CX-9

It was unanimous. Which is a polite way of saying it wasn't even close. The Motor Trend judges tested Mazda CX-9 against the newest offerings from all the big SUV names, including Toyota, Nissan and Jeep. And, ultimately, Mazda quality and innovation ruled the day. They saw it in CX-9's remarkably easy third-row access. The true seven-passenger comfort of its highly crafted interior. They took note of its five-star crash test rating.\* They praised it as "the ideal balance of sport, utility and style," and "the benchmark of the three-row crossover class."

Of course we're thrilled that Mazda CX-9 has won this trophy.

But the real winner is anyone searching for a truly superior SUV. Your search ends with Mazda CX-9. Because, like every Mazda, Motor Trend's 2008 Sport/Utility of the Year™ is designed and engineered the Zoom-Zoom way.



[MazdaUSA.com](http://MazdaUSA.com)

\*Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ([www.safercar.gov](http://www.safercar.gov)). Vehicle tested with standard side-impact air bags (SABs). Optional equipment shown. ©2007 Mazda Motor of America, Inc.