

Volume 9 No. 2
April 2018

Show Me Your Curves

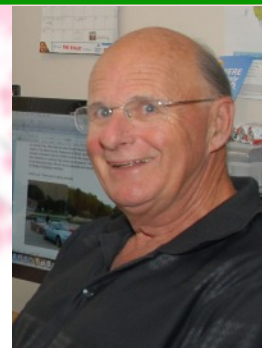
*The Official
Newsletter
of*



Editors message

The mild temperatures and warm rains of the past few days have certainly helped to get rid of the snow. Now we can think about getting our cars out of storage and preparing for the upcoming driving season! Our cars may have been dormant for the past few months, but the club members have not been dormant! As you will see in the reports printed in this issue, one activity occurred for our members during the winter and some people took advantage of opportunities to holiday in far-away places. Thanks to those folks who picked up on the "Selfie Challenge" and sent me pictures of them in their holiday locale. Some journeyed to warmer destinations, while others travelled to other snowy places. Regardless, I hope that everyone is looking forward to "Miata Weather"! I certainly hope that all of you are planning on attending the "Annual General Meeting" in April. Please be sure to mark Sunday, April 22, 1:30 pm on your calendar and come to the meeting. The Council met during the winter to do some preliminary planning for club activities, but you need to be there to help finalize the

plans. Please remember the advice that Bob Macaulay gave us in his recent email: **BRING YOUR PERSONAL PLANNING CALENDARS TO THE MEETING**. Proposed dates for club activities were suggested in that memo.



Once again, I thank Cal Lander for his expertise in taking my regular documents, which are simply "sentences with pictures", and converting them into such a professional newsletter. His help is invaluable!

We'll see everyone on the 22nd

Doug Jackson !



Our cover.....



This month's cover is simply a little bit of whimsy because I am bored with winter.

"Bring on Spring"



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Show Me Your Curves is a quarterly publication of a Miata enthusiasts group known as the Miatas of Muskoka... We are a small group that like to explore the twisty back roads and scenic lakes in Canada's premier vacation playground Muskoka.

Visit our Website at

URL:<http://www.miatasofmuskoka.com/>

Or

Check us out on Facebook: [miatasofmuskoka.](#)

Special Thanks to



For their ongoing support of our group

Upcoming Events . . .

Miatas of Muskoka 2018 Cruise Event Schedule

2018

Cruise Event	Date	Event Type	Cruise Director(s)	
Annual General Meeting	Sun., April, 22nd	Day-trip	No CD req'd	
Spring Fling Cruise & Lunch	Sun. May 6th	Day-trip	Gord & Laurel Bauldry	
Angevaare Mazda Annual Miata Open House/BBQ/Cruise (Peterborough)	Sun. June 10th	Day-trip		
"Miata Rally for Kids"	Sat. Aug. 18th	Day-trip	No CD req'd – (Bob Macaulay is MoM's contact with event plnr.)	
King's Wharf Theatre "Hairspray" Matinee and dinner (Penetang)	Sat Aug. 18th	Day-trip	Doug & Sheila Jackson	
Fall Colours (Muskoka)	Oct. 3rd	Day-trip		

Ice cream runs 2nd and 4th Tues. evg. every month

Meet at Bracebridge Y.I.G. @ 6:30 PM (unless advised otherwise via advance e-mail.)
Exact dates are to be determined.

[NOTE: "special" ice cream runs will take place on one of above specified dates each month except September, involving special activity (in addition to ice cream) - advance email notices will be sent to members for special runs, with details.]

REMINDERS:

1. Before each cruise, an Event Notice with all details will be circulated to all members, both for your information and to obtain an RSVP response, to assist the Cruise Directors(s) with final planning and arrangements for the event. **Please respect the requested response deadline and provide a timely response by return e-mail, regardless of whether you will be attending or not.**

2. To ensure the safety of all cruise participants, CB radios are now required for participation in all MoM cruise events, except for the weekly ice cream runs every second Tuesday evening; please remember to bring and use your CB. [NOTE: if you don't already own a CB, MoM now has 2 portable (hand-held) CB units available for temporary use on a one-time only loan basis, pending acquisition of your own CB unit.]

Membership



*Join us because of the car,
you'll stay because of your friends™*

Good Day, fellow Miata enthusiasts.

It is now time for me to communicate the annual MoM membership renewal information to the general membership. Sorry, but there is no longer an “early renewal discount” offered.

Here is a summary of what was decided at our January MoM Council meeting.

Membership Renewals

- *annual membership renewals continue to be as of March 1st*
- *early renewal incentive no longer applies.*

Many thanks to those of you who have already renewed your memberships for 2018. To avoid a crush at the door of our upcoming Spring Planning Meeting we would very much appreciate your sending a cheque made out to Miatas of Muskoka FOR \$35 TO:

**Cathy Fedorowich
746 South Mary Lake Road
Port Sydney,
POB 1L0**

If you are comfortable with electronic funds transfers that could be done as well.

Also, the attached waiver should be completed and handed in either at the AGM or at your first participation in an event this season.

I look forward to your responses and attendance at the AGM the afternoon of April 22nd with meeting details to follow in the near future.

Cal Lander

Membership councillor





RELEASE STATEMENT

All members of Miatas of Muskoka AND/OR guests agree to the following Release Statement:

I agree to release the Miatas of Muskoka, its officers, members, organizers, sponsors and vendors from any and all liability for injury, damages or loss arising from my attendance and participation in any Miatas of Muskoka activity. My guest privileges are contingent upon compliance with all Motor Vehicle and insurance laws including maintaining a valid driver's license, automobile registration and auto insurance. Reckless driving during a club sponsored event may result in termination of my guest privileges.

Pilot's Signature _____ Date _____

Co-Pilot's Signature _____ Date _____

ALL applications MUST be signed by both the guest and anyone accompanying them.

Upcoming Events . . .

"Hairspray" is Coming to King's Wharf Theatre!

Get ready for something big with Hairspray, the musical-comedy phenomenon that inspired a major motion picture and won eight Tony® Awards, including Best Musical.

It's 1962 ... the '50s are out and change is in the air. Baltimore's Tracy Turnblad, a big girl with big hair and an even bigger heart, has only one passion – to dance! She wins a coveted spot on the popular Corny Collins Show, and overnight is transformed from social outcast to irrepressible teen celebrity. But can a trendsetter in dance and fashion vanquish the reigning princess, win the heart of heartthrob Link Larkin, and integrate a television show ... all without denting her 'do?

Don't miss Broadway's big musical hit!



Again this year, Doug and Sheila were able to obtain a block of tickets for a musical theatre production at King's Wharf Theatre in Penetang. Two years ago we saw "Mamma Mia!" and last year we attended "Joseph". This year's production of "Hairspray" should be equally entertaining!

Please circle the date *Saturday, August 18, 2018* on your calendar. Doug and Sheila will be organizing a Miatas of Muskoka cruise, a lunchtime event, the theatrical production (with the same outstanding seats we had last year!) and a suppertime experience for the enjoyment of all participants. A separate email will be coming early in the New Year where we will be asking for a commitment from our members to attend this third-annual event!



Upcoming Events . . .

Please hold the date of September 14 to 16,

Rockies Rendezvous

The Canadian Rockies Miata Club is hosting an invitational MX-5 Miata event and extending invitations throughout Canada and the USA.

Our venue is the recently renovated Delta Kananaskis (now operated by Marriott) and we have a full weekend of events planned that will be sure to please and thrill you, our fellow Mazda MX-5 Miata owners.

Friday afternoon registration will begin at 3:00 PM followed up with a Show and Shine in the inner courtyard and BBQ that evening. It will allow everyone to mingle and enjoy discussing their cars as well as talk to supporting vendors. A Western themed hearty breakfast Saturday morning followed up with a drive up the Highwood Pass (the highest paved road in Canada and one of the most scenic). Others may choose to drive to nearby Banff or Lake Louise or simply enjoy the Resort's beautiful spa or challenging golf course. A Saturday night banquet will cap the day. Sunday morning breakfast goodbyes and send off. Other destinations that are easily accessible including Jasper and all of the Kananaskis area. All of these details are being worked on and we plan on sending this hold the date email out to other clubs and Mazda dealers throughout the West. We think there is a chance we will have a vintage Mazda Cosmo on display as well but much tba. Plan on saving \$15 to \$20 Cdn per week from now until the event to fund your weekend.

My question for you – would you like to attend and how many would that be?

All the best and I look forward to hearing back from you.

Regards,
Tom Schultz President
Canadian Rockies Miata Club
Calgary, Alberta

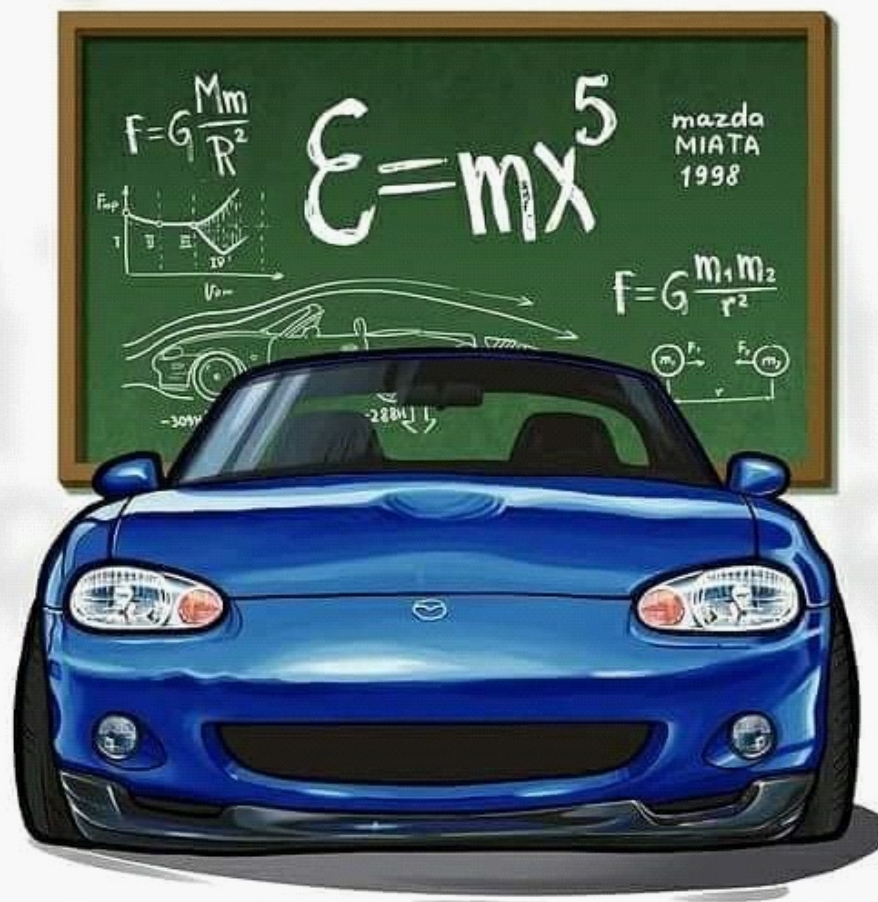


AGM

ANNUAL GENERAL MEETING

*Sunday, April 22, at 1:30 p.m.
Bracebridge Memorial Arena*

Plan To Be there!!!!



E=Mx5

Contributed by Michael Topping

The Second Annual Wintertime “Selfie Challenge”



With contributions from: Al Fitkin, Andrew Holdsworth, Doug and Sheila Jackson, Laurel and Gordon Bauldry, Garry and Patty Walker, Michael Topping

Editor's Note:

As you can see from the two photos at the top of this page, I actually began collecting data for the “Wintertime Selfie Challenge in the middle of August! While driving along the Georgian Bay shoreline north of Wasaga Beach, I spied a Miata parked at a picturesque point at Woodland Beach. As I parked beside it, I noticed the “Miatas of



Muskoka” license plate frame. Shortly thereafter, Andrew Holdsworth and his daughter arrived on the scene. Since the ‘Selfie Challenge’ asks the question, “What do Miata owners do when they are not cruising with the club?” it seemed appropriate to include the photos here!

Just look at the lifestyle Al Fitkin enjoys since he retired from the OPP! He sent us these photos of his “Little Red Lady” in Mission, Texas. Keeping the kilometers off the roadster by using a car-hauler behind the motor home seems like an excellent idea!





Garry and Patty Walker continue to enjoy their winters in the sunny south, like, really really south. They spent time in Mexico earlier in the year and then migrated further north to Nevada, where they met up with more members from the club, Gord and Laurel Bauldry. These photos show the four of them at the Hoover Dam and Lake Mead.



Here we see Michael Topping, dressed in his Miata shirt, while attending a Tampa Bay Lightning hockey game. Who goes to a hockey game in shorts and a golf shirt in Canada? Does this mean he was in Florida?



Doug spent many happy hours using his ski pass at Mt. St. Louis Moonstone Ski Resort. Since the ski hills are only an eight-minute drive from his house, he was able to choose only the brightest and warmest days of the winter to venture outdoors!

Events already enjoyed. . .



February Blahs Lunch

On Saturday February 10th, eighteen members of the *Miatas of Muskoka* club gathered at the *Touchstone Grill Dining Room*, on the shores of Lake Muskoka, for our annual "Mid-Winter Blahs" luncheon.

The afternoon began with some mixing and mingling and catching-ups with the events of the season. We were really pleased that two new members were able to join us. Clarence and Donna Pardy, from Midland, not only shared our lunchtime experience with us, but they became the first members to pay their dues for the year! Diane Phillips organized our outing and we are appreciative of the way she always finds top-notch venues for our luncheons. This year's location and menu certainly helped to alleviate the mid-winter blahs!



MX-5 maintenance



How to Remove Your Car From Long Term Storage

When you prepare your car for long-term storage, you do your best to protect it during its idle months by taking certain steps involving fluids, parts, and such. Understand how to remove your car from long-term storage when you are ready to drive it again to ensure its transition back onto the road goes smoothly.

Steps

- 1 Air out your car. Lower your car if you put it up on blocks when you put it into long-term storage. Then remove the vehicle cover and open the windows. This helps get rid of any musty smell. You can also remove any mothballs you placed in your vehicle.
- 2 Check your battery by making sure the connections and posts are free of any corrosion that can build up over time. Electronics can quickly drain battery power, so have a plan in place in case your battery is dead. If you put your car on a trickle charger when you put it into long-term storage, remove that. Do what you need to so that your battery is fully charged, even if that means getting a new one.
- 3 Prepare your car for driving. Many of the things you did to prepare your car for long-term storage helped, but they may not have prevented leaks or other damage. Before you start it back up, it is important that you look over your car to see if there is anything wrong. Check the engine. Make sure belts and hoses are not damaged. Change any dirty filters. Look for nests that birds or mice may have built during your car's time in storage. Look at your fluid levels of oil, water, brake fluid, windshield washer fluid, coolant, and power-steering fluid. Change or add more if needed. If one is particularly low, look for puddles underneath your car to see if it leaks. Check the pressure of your tires. Adjust as needed to get them back to normal. Put windshield wipers back on your car.
- 4 Start the engine. Let your car run for 20 minutes in order to warm up. Look for any warning lights on your dashboard. Also, check the brake pedal to make sure it feels normal. The brakes could respond noisily after storage if rust accumulated on your car's brake rotors. This brake noise is normal and should go away quickly.
- 5 Wash your car. Though your car was no doubt clean when you put it into storage, chances are it gained some dirt during the storage period. When you remove your car from long-term storage, give it a thorough washing. Take special care to wash the underside of your car, as dirt can build up there as well.
- 6 Take your car for a drive. Driving it around for an hour or so will help you ensure all systems are working properly. It also lets your car get back up to normal temperature after sitting in storage for an extended period. Be sure to take the first few miles slowly. It is normal for your car to make some unusual sounds until it gets properly warmed up.



Food for thought...

1990 Miata Owner Takes on Microsoft!

The owner of an original 1990 Mazda Miata attended a recent computer expo. where the motivational guest speaker was extolling the virtues of the most recent Windows version, just launched that day. As his speech reached the moment for thunderous applause, he shouted out, "If the car industry had kept up with technology the way the computer industry has, we would all be driving \$25 cars that got 1,000 miles to the gallon!" Most of the crowd erupted with wild cheering and fist bumping. The Miata owner mused, "I've been driving the same car for 29 years. It has all of its original equipment. I've had flawless performance, with no worries of breakdown." After reflecting on his love for his Mazda Miata, he wrote to the executive at Microsoft:

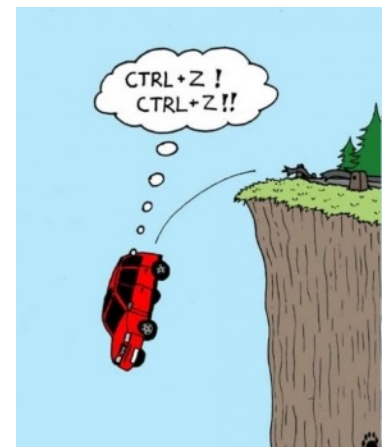
If Mazda had developed technology like Microsoft, we would all be driving cars with the following characteristics:

1. For no reason whatsoever, your car would crash ... twice a day.
2. Occasionally your car would die on the freeway for no reason. You would have to pull to the side of the road, close all of the windows, shut off the car, restart it, and reopen the windows before you could continue. For some reason, you would simply accept this.
3. Occasionally, executing a maneuver such as a left turn would cause your car to shut down and refuse to restart, in which case you would have to reinstall the engine.
4. Macintosh would make a car that was

powered by the sun, was reliable, five times as fast and twice as easy to drive - but would run on only five percent of the roads.

5. The oil, water temperature, and alternator warning lights would all be replaced by a single "This Car Has Performed An Illegal Operation" warning light.
6. The airbag system would ask, "Are you sure?" before deploying.
7. Every time they repainted the lines in the road, you would have to buy a new car.
8. Occasionally, for no reason whatsoever, your car would lock you out and refuse to let you in until you simultaneously lifted the door handle, turned the key and grabbed hold of the radio antenna.
9. Every time a new car was introduced car buyers would have to learn how to drive all over again because none of the controls would operate in the same manner as the old car.
10. You'd have to press the "Start" button to turn the engine off.

PS - I'd like to add that when all else fails, you could call "customer service" in some foreign country and be instructed in some foreign language how to fix your car yourself!



MX-5 News

2018 MAZDA MX-5 MIATA GETS NEW RECARO PACKAGE AND DARK RED SOFT TOP OPTION



The rag top MX-5 receives some love from Miata for the 2018 model year

Everybody's favourite little roadster is receiving a few new options for the 2018 model year. The

Reprinted from :



Automobile

DECEMBER 25, 2017

ZAC PALMER - Editorial Intern Zac Palmer has probably spent more time in a car than any other 21-year old in the country. He likes anything that can go around a corner, and is surely talking about a car wherever he might be.

current Brembo/BBS package for the Mazda MX-5 Club trim was already nice, but now you'll have the option of ticking the box on a Brembo/BBS Recaro package. This nets you some heated Recaro sport seats in addition to the previously available Brembo brakes and BBS wheels. It's only available with the six-speed manual and will cost \$4,470 versus the \$3,770 Brembo/BBS package sans Recaros. The base MX-5 Sport also gains a 7-inch infotainment system as standard equipment for 2018...along with a slight price increase of \$395 over the 2017 model – not bad considering you had to step up to the Club trim at \$29,675 to get the same infotainment system before. New colours are out there for 2018 as well, including a sweet looking maroon-coloured rag top. If you were a fan of the RF-exclusive Machine Gray paint, then you'll be happy to learn it's available for the soft top now too.



MX-5 News

Mazda Miata Rated "Most Satisfying" By Sports Car Owners

By John Goreham
Dec 27 2017

TorqueNews



Surveys by owners of the Mazda Miata put it on the same list as the Corvette, 911, Model S, and Dodge Challenger. The Mazda Miata has just earned a "Top Ten Most Satisfying Cars" position on the most recent Consumer Reports list. The Miata joins cars like the Tesla Model S, Chevrolet Corvette, Porsche 911 and Dodge Challenger on this esteemed list of cars that bring smiles and satisfaction to their owners. Unlike many of Consumer Reports subjective ratings based on the opinion of its editorial staff, this list is based on survey results of all cars by



actual owners. It asks such questions as "Would you buy this car again" to get an understanding of how satisfied with the ownership experience those who paid their own money for the vehicle are. In its summary of the Miata and its win, Consumer Reports pointed out a few aspects of the car that may contribute to its high ranking. Consumer Reports lists, "...the delightfully accurate six-speed manual shifter..." and "Quick and precise steering delivers sublime back-road handling..." and notes that, "Flipping the convertible top open or closed is a breeze." Because this is Consumer Reports, the publication also added this convertible also comes with, "High levels of noise, thin and unsupportive seats, and a stiff ride all grow fatiguing during highway travel." As if Miata owners cared less. Consumer Reports also notes that in the subcompact Miata sports car, "Cabin space is snug." Insightful. The Miata RF and Miata soft top have had a banner year of sales in 2017 and heads into 2018 with some refreshing new looks.



MX-5 News



MAZDA MX-5 MIATA CLUB RF REVIEW: A FOUR-SEASON ROADSTER

***Targa or topless, the MX-5
always delivers***

Reprinted from

AUTOWEEK 

We've had nothing but praise for the new Mazda MX-5. It offers such a straightforward no-extras sports car experience that I don't think there's much anybody could credibly complain about. The first and biggest challenge facing the RF, then, is -- as with the Fiat 124 Spider -- to simply not screw things up. The RF doesn't screw things up, but it's definitely something of an acquired taste. It's kind of cool, but it doesn't feel like an essential, necessary addition to the MX-5 lineup. I don't hate it, but a part of me wonders why it exists.

A disclaimer: Porsche's new 911 Targa flat out rubs me the wrong way. Its super-complicated robo-top

obliterates the lightweight simplicity of the original removable roof panel. Pricey and heavy, it's a targa in name only.

Why is relevant? Because wouldn't be fair to let this curious, Porsche-like take on the power-targa setup off the hook completely, but it doesn't make me furious.

For one, it's the only way to get into a hardtop ND MX-5 (at this point, at least -- a real coupe would be delightful). And with the hardtop comes a noticeably different driving experience. The car seems to corner flatter, with less body roll, yet it's no harsher to drive than the convertible.

It's quieter, too. I'm not going to complain about wind noise in a Miata; that would be ridiculous. But if I could pick this or a ragtop for a long road trip, I'd be in this hands-down. The interior is more serene than the convertible, but the open-air experience is just a few seconds away. And yeah, for what it is, the top is a trick piece of hardware. The manual convertible top is beautiful for its simplicity and ease of use, but the RF's mechanism is mesmerizing -- and can be operated at a medium-duration stoplight.

As to which one I'd rather own? Assuming I can't cop out and say 124 Spider Abarth with the optional Monza exhaust, I'd lean toward the ragtop. The MX-5 is pretty much perfect as-is, and its wonderfully engineered manually actuated cloth top is a thing of functional beauty. Generally, though, I prefer hardtops -- a point for the RF. I'm not sure I'd want to have those buttresses lurking in my peripheral vision all the time, though.

--Graham Kozak, features editor



OTHER VOICES:

I won't dwell upon my well-documented affection for the current MX-5, which (especially in Club trim) is just about perfect in my eyes; So let's pretend you've decided on a Miata, but are wondering whether to pick the robo-targa model or the classic roadster:



It comes down to where you live and what you're going to do with your car. Sunny SoCal weekend toy? Go get the roadster and enjoy. If you see much rain or snow, the RF needs a close look, though the regular soft top does a pretty good job of

sealing out the elements too.

Yes, the RF is a little heavier than the regular Miata Club (about 113 lbs), but it does offer a bit of extra weather protection; more significantly, there's a reduced sense of impending death-by-SUV when you're on crowded roads, though the structural benefits are more perception than reality.

Which brings us to the question of track days and high-performance driving events (HPDE): You might think the RF would preclude the need for an aftermarket rollbar, but it appears that's not the case (or at least there's a lot of confusion about it). In fact, the RF's packaging may prevent the installation of more aggressive rollover protection of the type available for roadsters, yet it isn't enough by itself to satisfy some event hosts -- in other words, you could be stuck with a Miata you can't take to your local track day, and that would be just about criminal.

For me, living in a four-season locale for the foreseeable future, the RF makes a lot of sense. But the \$6K premium plus the track-day rule ambiguity means it's soft-top MX-5 or nothing.

--Andrew Stoy, digital editor

STIFFER, QUIETER, CALMER

The market for sports cars has eroded recently, and nearly every two-seat convertible sports machine has taken a big hit -- most are down by double-digit sales since 2015. But Mazda's classic ...

Personally I'd go with a soft top Miata were it my money, but that's just me. I got no beefs with this car.

It's always refreshing to get back into a Miata. It's so easy to drive quickly. Fancy top or soft top the car simply has excellent balance and handling and points like a go-kart with quick steering. The ride is compliant and the structure rock solid. The MX-5 just eggs you on to get out there and have some fun. Off the top of my head I can't think of a better combination out there. Oh, and the top couldn't be easier to operate: Hold the little toggle switch on the dash for about 10 seconds. There. You're done. It's as close to the perfect car as we get these days, I'd argue. Here's a tidbit: Even in these SUV-crazed times Miata sales are up 34.5 percent this year. It's among the few passenger cars showing an increase.

--Wes Raynal, editor



Mazda News



Mazda," Moro told *Automotive News*.

Amid the EV efforts, he said, Mazda will continue to pull every bit of potential from the internal combustion engine. Mazda — with its lineup of crossovers, sedans, a sporty hatchback and the MX-5 Miata roadster — has been a perennial leader in fuel economy. The EPA listed the company as having the highest overall "manufacturer adjusted fuel economy" for the 2016 model year — the fifth year in a row Mazda led the industry. The company said its overall average fuel economy was 29.6 mpg, which improved by 0.4 mpg over the previous year. The automaker's commitment to efficient gasoline engines will continue with Skyactiv-X. Combining characteristics of diesel engines and conventional gasoline engines, Skyactiv-X uses spark plug ignition "to control compression ignition, resulting in dramatic improvements across a range of important performance indicators."

Mazda's EVs won't lose their zoom, Moro says

Automotive News Canada

January 22, 2018 @ 12:01 am

Vince Bond Jr.



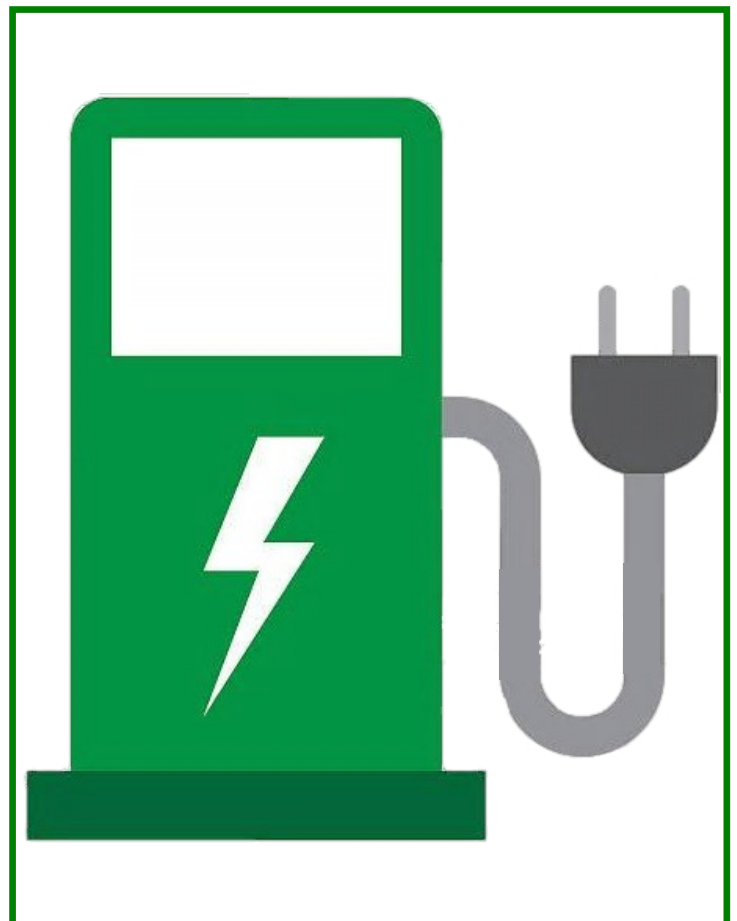
DETROIT — Electrified vehicles are on the horizon for Mazda.

When they arrive, don't expect boring creations. Even in an electrified age, Mazda's determination to build fun-to-drive vehicles won't change, said Masahiro Moro, CEO of Mazda North American Operations. The automaker is stacking the building blocks now for an electrified future. Its Skyactiv-X engine, slated for a 2019 rollout, is a key piece in Mazda's effort to curb CO2 emissions.

Moro said Skyactiv-X will be an "important base engine to add electrification" to the Mazda lineup. The "base engine has to be efficient first, then we are able to add hybrid on top of that," he said. Moro added that Mazda is preparing "a pure battery EV" to comply with California's zero-emission vehicle mandate.

He said it'll be up to engineers to rise to the challenge and retain Mazda's fun factor in an electrified vehicle.

"Our engineers will enjoy another new challenge to make an EV to be a true Mazda with driving performance. That's what customers expect from



Mazda News

MITSUOKA

The Mazda MX-5's Retro Cousin Will Be Overhauled In 2018

Reprinted from



BY [JAMES ALLEN](#)



roadster will be released, by none other than the quirky Japanese car maker that is Mitsuoka.

According to the spokespeople we've been chatting with, the Mk 4 MX-5-based Mitsuoka Roadster is due for release sometime in 2018, with the donor car's transmission options and 2.0-liter four-



An old school sports car, in more ways than one

It's of common knowledge that, if you're planning on using someone else's chassis to base your new sports car on, you can't go far wrong with a Mazda MX-5. With one of the finest-balanced setups at this end of the market, the current incarnation of the MX-5 in particular is a great platform to build on - as Fiat and Abarth have already found with their 124 Spider variants. Soon, though, another Mazda MX-5-based





have with each other does increase the likelihood of an RF-based Mitsuoka being green-lit at some point. Not that it'll mean much for us here in North America, considering Mitsuoka won't be selling any Roadster variant here.

cylinder gasoline engine set to be carried over to the Mitsuoka. It was also confirmed that the hand-crafted exterior won't be a drastic evolution over the current car's bodywork - so expect an aesthetic to be reminiscent of a Morgan Aero 8 that's been left in the tumble dryer for too long. That said, the changes that have been made will follow function over form. For instance, whereas the current Mitsuoka Roadster has fake hood vents, the 2018 car will have legit ones. Perhaps the most intriguing aspect of the new



Mitsuoka Roadster we were able to ascertain, though, was that the car likely won't be exclusively available as a soft-top. Allegedly, a Mitsuoka Roadster variant based on the Mazda MX-5 RF, complete with that car's folding hard top roof, is being considered. Though the representatives we spoke to did stress nothing had been confirmed, the strong and respectful working relationship Mazda and Mitsuoka



Mazda News



MAZDA NAMED 2018 BEST CAR BRAND BY U.S. NEWS & WORLD REPORT

February 23, 2018

For the third year in a row, Mazda has been awarded the “Best Car Brand” award by U.S. News & World Report. Mazda’s lineup was praised for offering engaging driving dynamics, accommodating seats, attractive cabin designs, and user-friendly technology.

“Mazda won the car class on the strength of the Mazda3, Mazda6 and Mazda MX-5 Miata,” said Jamie Page Deaton, managing editor of U.S. News Best Cars. “All three models have top-notch performance that puts an emphasis on direct, sporty handling, as well as quality interiors that are more upscale than their price tags might suggest.”

To determine the award winners, U.S. News Best Cars averaged the overall score of all the given brand’s products in each award

class. The brand with the highest overall average score was named the winner in the category. The overall scores come directly from the U.S. News Best Cars rankings, which are based on a combination of the consensus of the automotive press, safety scores and reliability data.

Every car in Mazda’s lineup has elegant KODO design and advanced safety technology to give the driver more confidence behind the wheel. Meticulously engineered and artfully crafted, Mazda’s lineup of award-winning cars are a study in what happens when an automaker obsesses over the minute details, constantly seeking to redefine the industry’s standard of excellence. From body construction and engine technology, to the chassis and transmission, Mazda’s innovative, lightweight SKYACTIV Technology provides more performance with more efficiency, deriving greater enjoyment from driving.

For more information about the U.S. News & World Report 2018 Best Vehicle Brand Awards, please visit: <https://cars.usnews.com/cars->

Mazda News

Toyota and Mazda Want a Sweetheart Deal Like Tesla's For New Factory

Reprinted from :

TorqueNews



By John Goreham

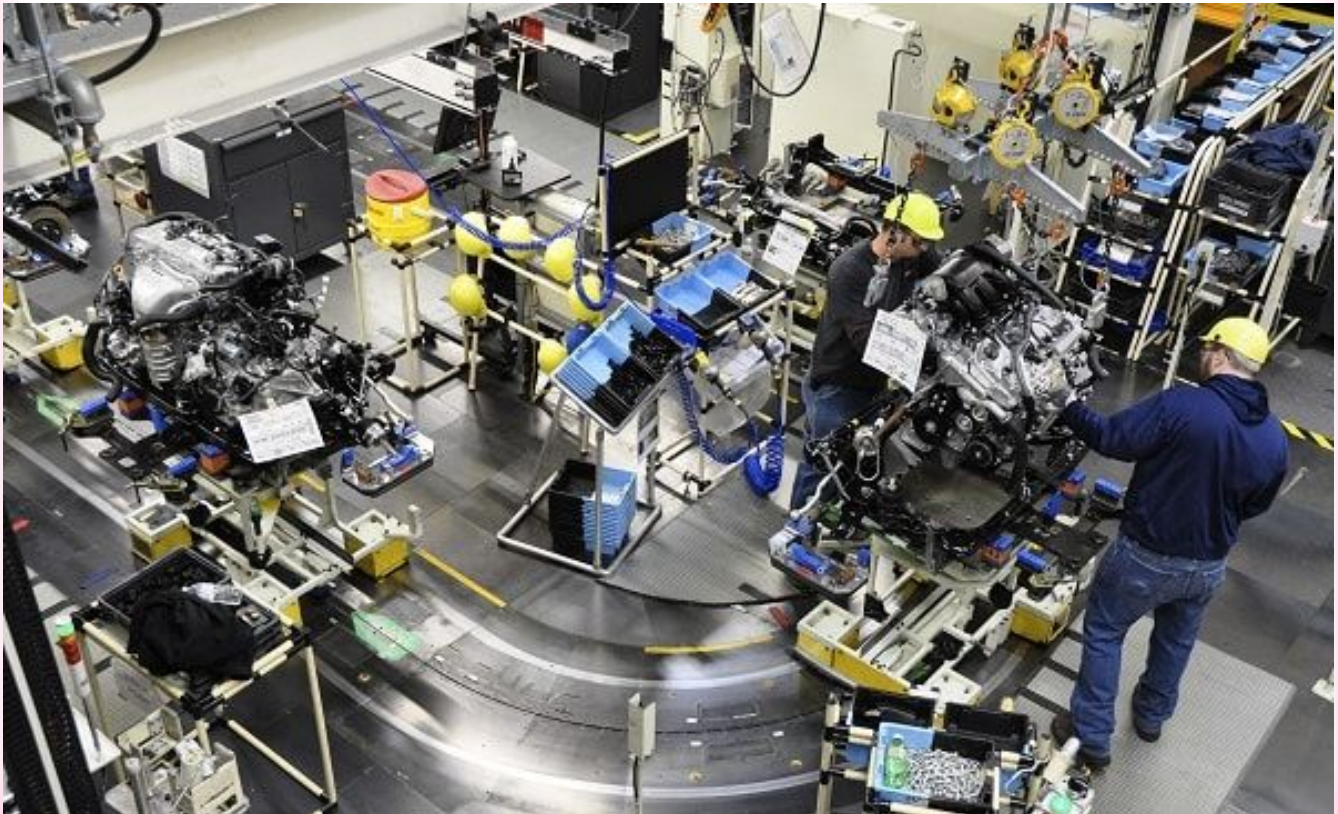
Oct 16 2017

Jobs for sale is the new reality in America. Toyota and Mazda want Tesla money for new factory. Toyota and Mazda are shopping for a new factory and offering 4,000 direct jobs, plus many more in local supporting jobs to the state that brings the biggest bag of cash to the table. Surprised? Don't be. Tesla demanded cash, not just tax breaks when it shopped its Gigafactory around the non-UAW

states in the west. As Governor Jerry Brown of California found out the hard way, Tesla wasn't bluffing. Nevada ultimately made Tesla the best offer.

Bloomberg and other sources are suggesting that Toyota and Mazda want \$1 Billion in total incentives to bring the new joint factory to the lucky state that antes up. This latest step by Toyota to "In-source" jobs to America is no surprise. Toyota has been moving the production of the cars, crossovers, and trucks it builds into the U.S. for generations. Mazda, however, imports its vehicles to the U.S. and plans to build a crossover in the new plant.

The new factory is just part of the expanded partnership between Toyota, Mazda, and Subaru. The trio will collaborate on green vehicles such as hybrids, plug-in hybrids, and battery-electric vehicles over the coming decade. Combined, the trio have greater sales and footprint in the U.S. than any other automaker. Toyota is the global leader in green car production, but Mazda and Subaru have had limited experience in the growing market segment.



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