

Road Runner



A MONTHLY PUBLICATION FOR THE MEMBERS & FRIENDS OF THE FIRST COAST MIATA CLUB

www.firstcoastmiataclub.org

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FERRY TALE DRIVE

When: August 22, 2020

Meet: Ft. Caroline Post Office, 10990 Ft. Caroline Rd. 32225

Assemble: 5:00pm

Depart: 5:30pm

It is time once again to take our annual boat ride! We will leave the post office and meander our way to the St. Johns River Ferry, load up and begin our trek northward. (Refer to the picture above!)

Our first stop will be the Sand Dollar Restaurant for an early meal on their deck watching old man river roll by while enjoying social distancing conversation. After munching out on various culinary delights we will continue ambling north on scenic A1A enjoying top down freedom to Fernandina. The drive will take us down Centre St., allowing everyone we encounter ample time to wish they too owned a MIATA.

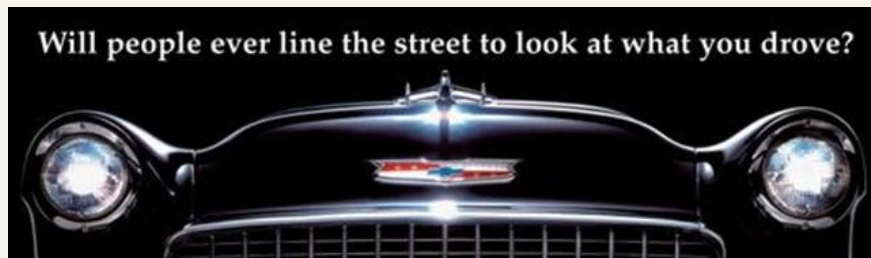
Leaving downtown we will take a leisurely route around the city back to A1A south. The last ferry from Heckscher Drive to Mayport departs at 8:45pm for those wanting to boat home.

We will beat the heat and have a splendid MIATA good time. See all you Miataphiles on the 22nd!

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Will people ever line the street to look at what you drove?



2nd Annual Jim Padgett Ice Cream Drive - July 20, 2019





Election results are in. Your 2020/2021 officers are:

President: Arved Grass

Vice President: Hank McLeod

Secretary: Steve Lindsay

Treasurer: Lisa Corner

Membership: Paula Horning

Events: Jim Sparks

Webmaster: Steve Janus

Newsletter Editor: Colin Busch

Facebook: Hank McLeod





The Miata Just Saved Mazda's Global Production

Mazda has faced something of an uphill battle ever since Ford terminated its longstanding partnership with the small Japanese auto manufacturer, and sold its sizable stake in the company.

But Mazda's post-Ford turnaround has yielded some impressive results, the company revamping its entire North American product lineup around its advanced, fuel-efficient SkyActiv powertrain and chassis technology. Customers in the US, it seems, have taken notice, because even as much of the auto industry has been left reeling from the effects of the coronavirus pandemic, Mazda's sales actually trended upward in June, with one model seeing massive growth against all market trends. That model was none other than the Mazda MX-5 Miata.

On Wednesday, Mazda revealed in a press release that sales for its North American Operations had jumped 11 percent year-over-year for the month of June, buoyed largely by two models in particular. The three-row Mazda CX-9, which just received some major updates for 2020, is up by a staggering 50 percent in North America, Mazda says, and the two-seater MX-5 Miata roadster is up by 25 percent.

That's surprisingly strong showroom performance for such a niche product, in a segment that seems resolved to slip into obscurity, but then, there's little else like it on the market.

All of that strong demand seen by Mazda North America has prompted the small, scrappy Japanese automaker to hash out plans to return to full factory operation worldwide this August, reversing all the "production adjustments" it's made to limit output in response to slow sales during the pandemic's peak. Mazda's been making those adjustments to its factories in Japan, Taiwan, and Mexico since the end of March.



We never thought we'd see the day when a two-seater roadster would help prompt an automaker to bump its global production back up, but here we are.

FCMC Events Calendar

- **August 11 6:00 P.M. Monthly Club Meeting—Sonic Drive-In**

The meeting will be held at Sonic Drive-In at 5080 Butler Point Rd, Jacksonville FL 32256 (right off the end of Butler Blvd aka JTB). The meeting starts at 7 pm but come as early as you can to get the most out of your evening. Enjoy dinner at your leisure and socially distance with your Miata friends. There is lots to talk about. What an evening!

- **August 22 5:00 P.M. - Mayport Ferry to Fernandina Beach Dinner Drive**

With the sweltering heat of a Florida summer day behind you, what better way to enjoy your Miata than to drop your top and take an evening drive with the end result being in a location like Fernandina Beach for dinner! See the front page for all the details.

- **September 8 6:00 P.M. Monthly Club Meeting**

The meeting will be held at a place that has food (maybe Sonic again; who knows!) somewhere in our area. Come to the August meeting to find out or keep an eye on our website or Facebook page! The meeting always starts at 7 pm but come as early as you can to get the most out of your evening.

Happy August Birthdays To:

**Mike French, Gloria Talbert, Lance Moore, Sandra Stockwell,
Paul Hellings, Robin Graham & Kathy Smith**

Welcome To Our Newest Members:

Greg Hassler & John Chamblee

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We're on the Web! Check us out!
Web Page: www.firstcoastmiataclub.org
Facebook: facebook.com/groups/firstcoastmiataclub

Pandemic drives average age of cars on U.S. roads to a record high

Drivers are holding on to cars and trucks longer during the coronavirus pandemic.

The average age of a vehicle on U.S. roads rose by a month this year to a record 11.9 years.

The IHS Market consulting firm says the pandemic has caused consumers to put the brakes on spending and hold onto their current vehicles longer. As a result, fewer new vehicles are coming onto the roads, pushing up the average age.

IHS said Tuesday that it expects the shift will create opportunities for repair shops and parts sellers because older vehicles need more service. It "anticipates significant upward pressure on average age in 2020 and subsequent years as consumers work toward a new normal both economically and in how they use personal vehicles in a post-COVID-19 era," said Todd Campau, IHS associate director of aftermarket solutions. Before the pandemic, U.S. new vehicle sales were expected to be a little under 17 million in 2020, short of the record 17.55 million in 2016, but still at a healthy level. Now most analysts are expecting sales to be around 14 million for the full year.

The average vehicle age has been inching toward 12 years for several years now, and the pandemic is likely to raise it by four to six months in the coming years, IHS said. A decade ago, the average age was 10.6 years.

IHS says that new vehicle sales were trending down even before the pandemic. New vehicles accounted for 6.1% of the vehicles in use last year, compared with 6.7% in 2016. This year, IHS Markit expects the percentage to fall to 5% or less. "Declining new vehicle share in the overall population means fewer younger vehicles to temper average age growth," the company said in a statement.