

A Monthly Publication for the Members & Friends of the First Coast Miata Club



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First Coast Miata Club

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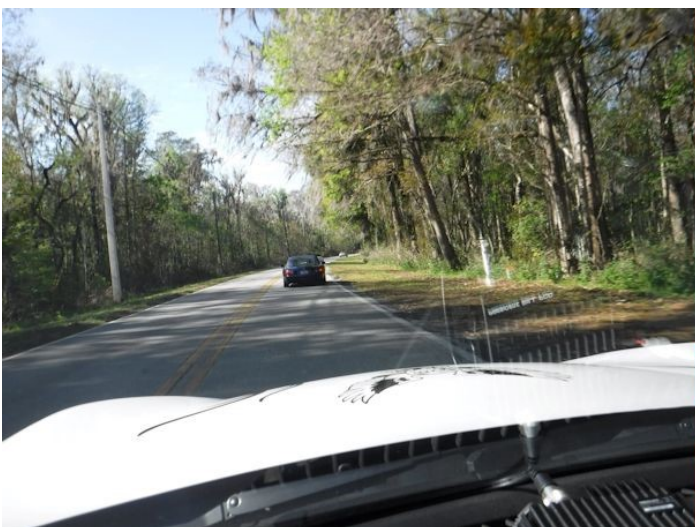
For our March event (March 26th), we will be going to the Military re-enactment in Green Cove Springs.

We will meet up at the Ace Hardware located at 1305 N. Orange Ave, Green Cove Springs, 32043 at 11 a.m. and caravan to the event.



BUC, BUC, BUC-EE'S - 02/19/22





Road Runner



Mitsuoka Rock Star Only I's ordering window just closed

The Mitsuoka Rock Star is one of the company's better creations. It shrinks down the body of a C2 Corvette and places it on the chassis of an ND Mazda Miata. Actually, we should say Roadster, because for the most part, all Rock Stars are built on the Japanese-spec Mazdas. All, that is, except for the Rock Star Only I. It is indeed based on a Canadian-spec MX-5 Miata complete with left-hand drive, and like the name implies, there's only one in existence.

The "regular" right-hand-drive Rock Star starts at approximately \$42,000, and if you're dropping that kind of coin for your faux Mid-Year 'Vette, why settle for right-hand-drive? To get the full Stingray experience, you need to have the steering wheel on the left. That's why Mitsuoka has built a single Rock Star out of a Miata imported from North America.

The rest of the interior is mostly stock, aside from custom leather upholstery, and has the Miata's full menu of modern conveniences. But wait, there's more. Canadian (and U.S.) market Miatas come standard with a 181-horsepower 2.0-liter engine. Japan, on the other hand, gets only the 129-horsepower 1.5-liter four. So consider this the sole "big block" Rock Star.



The Rock Star Only I comes with a six-speed automatic. It makes sense, as the owner will probably care more about cruising in style with the occasional stoplight pedal mash than heel-toeing on winding mountain drives. It will also cost a whopping \$86,000, so it's likely that the eventual owner will be of a certain age, and thus have fond memories of the C2.

Demand was so strong, Mitsuoka issued a lottery system to decide on who would have the privilege of buying the Only I. Mitsuoka opened the lottery to 100 slots at nearly \$4,600 each, with those who did not win promised a refund. The lottery was originally intended to stay open until February 14, but all openings were spoken for a week early, and the company closed the lottery on February 7.

Road Runner

Stolen from the Internet



FCMC Events Calendar

- **March 8 - 6:00 p.m. Monthly Club Meeting**

Our monthly meeting will be held at Mazda City, 6916 Blanding Blvd, Jacksonville FL 32244. Food will be provided by Mazda City. Stay for the meeting to get caught up on what's coming up for the club and then stay late to check out everyone's ride in the parking lot and pop a few hoods.

- **March 26 - 9:30 a.m. WW2 Re-Enactment at Green Cove Springs**

Last year this event was fantastic with working tanks, jeeps, armored vehicle and infantry actors. Come out and join us on an adventure like no other! And we'll bring you Back to the Future! Check out the front page!

- **April 16 - Hanksters Auto Museum in Daytona**

More details to follow.

Happy March Birthdays To:

**Gail LaFlamme, Stephen Waddill, Darlene Eakle, Steve Janas,
Kirk Altman, Eric Singer, Jerry Sira and Mark Nelson**

And Welcome Our Newest Members:

Bob & Diane Torres, Julie & Scott Hamilton and Joshua Cargile

The Road Runner is published monthly for the First Coast Miata Club of Northeast Florida. The editor and the First Coast Miata Club assume no liability for information contained herein, or for injury or damages resulting from use of such information and should be used at the reader's own discretion and risk. Neither contributors to the newsletter nor the editors express approval, authentication or encouragement of the contents. Neither the First Coast Miata Club, its officers, nor its members are responsible for injury or damages incurred during the events. All members are required to possess valid individual drivers licenses, insurance policies in accordance with Florida state law, and to follow all laws and regulations.



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We're on the Web! Check us out!

Web Page: www.firstcoastmiataclub.org

**Group Page: [facebook.com/groups/
firstcoastmiataclub](https://facebook.com/groups/firstcoastmiataclub)**

France requires car ads to promote walking, biking, riding a bus

France's government has decided to require that automakers promote walking, biking, or taking the bus in their ads. Starting on March 1, 2022, ads for new cars will have to display one of several green slogans regardless of whether they're in print, on a screen, or on the radio.

Ad agencies will have three messages to choose from: "walk or bike if you're taking a short trip", "remember to use car-sharing services", and "use public transportation for everyday trips". Companies that don't comply with the new regulations will be fined up to 50,000 euros (about \$56,500) per day.

The law adds that the message needs to appear horizontally and in a space that takes up at least 7% of the ad, so companies won't be able to get away with hiding it in a tire or somewhere off in the distance. On the radio, the message has to be legibly spoken at the end of the ad.

Volkswagen told French newspaper Le Monde that it plans to comply with the regulations. Hyundai's French division will comply as well, but its CEO raised a few issues with the government-mandated messages.

"There's a paradox: the law doesn't differentiate between the different powertrain types. That's a bit counter-productive if we consider that the government wants to increase EV sales. I think it also takes away personal responsibility, and it stigmatizes the car. It means that, broadly speaking, we need to find alternatives to driving. It's the first time that the government sends such a direct message. If I'm going on a short trip that requires taking a busy road, I'm not going to walk or take my bike," said Hyundai France CEO Lionel French Keogh.

Similar messages already appear on some food products. Mars needs to tell French consumers to eat five portions of fruits and vegetables daily when it promotes its Snickers bar. Meanwhile, tobacco manufacturers have been banned from using any form of branding since 2016.