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JANUARY 2005  
DRIVENMAG.COM

LIFE IN  
MOTION

# driven



## GET A LIFESTYLE

CARS, CLOTHES, GADGETS,  
ACCESSORIES, TRAVEL:  
THE ULTIMATE  
BUYER'S GUIDE

DRIVEN January 2005

Life in Motion

Get a lifestyle: the DRIVEN buyer's guide • Driving in Shanghai

**BMW ad material**

**BMW ad material**

> january 2005

Cover: Hummer H2 SUT, Porsche 911, and Superformance Cobra photographed for DRIVEN at Downsview Park by Andreas Avdoulos.

On Justin: khaki pants, \$395, beige thermal sweater, \$425, shoes, \$450, all Prada; TAG Heuer Carrera Twin Time, \$2300. On Amanda: Arthur Mendoca beige short sleeve V-neck sweater, \$225; Twinkle pink silk pleated skirt, \$495; shawl by L'Atelier Bibilovski, \$925; Prada shoes, \$525. All clothing and shoes available at Holt Renfrew. Tights, H&M, \$13; Dior Riva Sparkling on flesh crocodile strap, \$2950. Amanda courtesy Giovanni Models, and Justin courtesy Sutherland Models.

DRIVEN uses Canon digital cameras and lenses. For more information about Downsview Park, please contact Chester Lew at 416.952.2222.

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**It really goes.** With a standard 3.5L 200 hp engine, available manual shift mode, corner-hugging architecture, and race-inspired cockpit design, the new G6 possesses a combination of power, control and performance that's guaranteed to deliver a rush. Impressively equipped from \$24,670.\* 1-800-GM-DRIVE gmcanada.com

**2005 Pontiac G6 GT model shown MSRP from \$28,635 (excluding freight).** \*MSRP for 2005 Pontiac G6 V6 model. Freight (\$930), licence, insurance, registration, PPSA, administration fees, duties, and taxes not included. Dealers are free to set individual prices. Applies only to retail customers in Canada.

G6 BUILT FOR DRIVERS



# driven

Life in motion • Build 1.2  
drivenmag.com

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NAUTICA



> industry news, products, trends, fun

# front



## From car to home, wirelessly

A FEW YEARS AGO, the buzzword in consumer technology was “convergence.” The Internet was going to revolutionize the way we used televisions, telephones, computers, entertainment systems, and anything else with a microchip. It was all going to come together, as Nortel was so fond of saying.

Several reality checks later, things are happening again.

But arguably they’re happening first in your car. Telematics is an emerging market of communications technology that combines wireless, voice and data to provide a range of services to drivers and their passengers.

We already have examples like General Motors’ OnStar service that offers emergency and roadside assistance, air bag deployment notification, remote door unlock, and directions.

In the US, satellite radio providers like XFM provide real-time navigation through your vehicle’s GPS, enabling you to find the fastest route to your destination.

Cars like the Acura TL and Chrysler Pacifica are Bluetooth enabled, and manage voice commands for up to five compatible cell phones. Like BMW, they also offer the ability to connect with a remote “concierge” at the press of a button.

GPS databases find nearby restaurants that serve a cuisine of your choice, and automatically dial them to make reservations; in-car climate control systems work with a voice command, as do entertainment systems. In many cars, ignition keys are no longer required.

Ultra-luxury cars like Bentleys feature mobile television and Internet access, but already this is becoming less of a rarity. Sony’s LocationFree TV gets its signal online, functions wherever you connect, and accesses home-based media players from Internet hot-spots.

Motorola’s home environment control system also uses the Internet to access cameras and control devices while you’re away. It even sends you an email if something’s wrong at home.

The “connected” car opens up all kinds of possibilities, from maintenance to entertainment to security, but expect telematics to continue expanding from your car. The idea is for a seamless electronic transition from your car to your home to your work.

It looks like things are coming together after all.

PAUL WILLIAMS

## Blowing away the competition

IN A UNIQUE COLLABORATION between leading-edge science and extreme sport, members of Canada's Mens National Alpine Ski team are subjected to the same vigorous aerodynamics testing used by General Motors. In preparation for the upcoming World Cup season, the sophisticated training was held in the state-of-the-art wind tunnel at the GM Aerodynamics Laboratory in Warren, Michigan.

"GM is proud to provide our technical expertise, vehicles and world-class facilities to drive the newest generation of elite Canadian skiers to be the best," said Don Johnson, general director of sales, service and marketing, GM of Canada. "We hope the learning from this training session will propel these athletes to greater success on the World Cup circuit this year."

Coaches and athletes used the wind tunnel to experiment with various race positions and test equipment such as new downhill suits, gloves, helmets, and goggles against wind speeds of up to 100 kilometres per hour.

"In a sport where a hundredth of a second can differentiate between first and tenth place, any advantage helps," said John Kucera, member of the Men's Alpine Ski Team. "Training in the tunnel enables our coaches to easily pinpoint and correct flaws in our body position that would be difficult to do during a regular run."

Calgary-based Kucera, and fellow athletes Jan Hudec, Banff, Alta., Jeff Hume, Whistler, B.C. and Manuel Osbourne Paradis, North Vancouver, B.C., spent the day in the wind tunnel, where they were filmed in various racing positions as smoke was blown across their bodies to provide visual cues about wind patterns. Alpine Canada's technical and coaching personnel, along with the skiers, will carefully analyze the film footage and data from this training day.

"GM brings much more to the table than a traditional sponsor might," said Ken Read, president, Alpine Canada Alpin. "The technical expertise we leverage is difficult to find anywhere else; and they bring not only that, but, passion for the sport."

### **Skiing in the tunnel**

John Kucera (front) and Jeff Hume (back), members of Canada's Mens National Ski team test equipment and positions at GM's Aerodynamics Laboratory. The facility, the largest wind tunnel in the world, sent winds gushing more than 100 kilometres per hour during the training session.



# front



## Arnold "pumps up" media with a hydrogen Hummer

California Governor Arnold Schwarzenegger (left) listens as General Motors Vice Chairman Bob Lutz talks about the Hummer H2H, a one-of-a-kind experimental hydrogen powered vehicle, during dedication ceremonies of California's first retail-designed hydrogen refueling station Friday, October 22, 2004 at Los Angeles International Airport. The Hummer H2H contains General Motors' first hydrogen internal combustion engine. The H2H is a learning vehicle, developed to better understand the challenges of using hydrogen as a motor vehicle fuel while creating a viable hydrogen refueling infrastructure.



## Subaru B9X

The 2006 Subaru B9X is the first-ever Subaru crossover utility vehicle with seating for seven passengers. Like every Subaru, the B9X will be equipped with the Subaru Symmetrical All-Wheel Drive system, but it features an all-new design theme, delivering added style to Subaru's capability, safety and durability. The B9X will make its first North American appearance at the Detroit Motor Show, and debut in Canada at Le Salon International de l'auto de Montréal in January.



## Urban park in (over)drive

If you've flipped through this issue of DRIVEN, you will no doubt have noticed that much of our automotive and fashion photography was done in an X-Files-esque warehouse complex, seemingly at some secret government facility. Which, as it turns out, is pretty much the case.

Where does one find such a facility in Canada in 2004? The only place we could think of was the 400,000+ sq-ft. Hangar Sports Complex at Downsview Park in Toronto, which is now well on its way to becoming the Downsview Park National Sports Institute – a new training ground for high performance athletes and the community – through a collaboration with the Canadian Olympic Committee and the Canadian Sports Centre-Ontario.

If the site looks familiar, that's only because it's the home of acclaimed Canadian dramas like *Eleventh Hour* and cult-classic sci-fi programs such as *Mutant X*. Downsview Park has also served as the site for countless big-budget Hollywood films – *Total Recall* and *Driven* (that unfortunate Sly Stallone catastrophe), to name but two.

The site served as an air force base and plane factory in World War II, but moving forward, it is about creating a national urban park.

The entire project is an initiative to redefine urban recreation and urban development in an economically, environmentally, and socially sustainable way.

The final plan will come to fruition only when the existing facilities have been leveraged to generate the necessary funds to do so.

The enormous structures at Downsview Park help generate some of that revenue through commercial leases and the aforementioned film production uses, but the Park offers much more than that. In 2002, more than 800,000 visitors from all over the world filled the gates for World Youth Day, and last summer, the massive fields played host to 450,000 more visitors for the SARS-stock relief concert.

Throughout the summer months, prospective customers and curious shoppers alike have been invited by various car manufacturers to test the mettle of their products on a variety of on- and off-road courses. Downsview Park expects to expand their involvement with the automotive industry by catering to the expanding selection and evolving needs of hybrid vehicles.

A unique piece of our Canadian Heritage, Downsview Park is poised to evolve to meet the varied and growing needs of Canada's businesses and families.



Freight and PDI (\$1,095.00), license, insurance, registration and taxes not included. Dealer may sell for less.

**The 2005 Civic Reverb.** Alloy wheels. Skirt kit. Rear spoiler. Chrome exhaust tip. And an MP3 compatible, 6 disc in-dash CD changer with auxiliary input and EQ. There's a lot to look at for just \$19,100. Get in at [civicionation.ca](http://civicionation.ca)



**HONDA**



## Acura revises 2005 RSX

Acura's invite billed the launch of its revised RSX as a "day in the life of a typical RSX owner." What did that involve? Going downtown in rush-hour traffic, watching a Power-Point presentation, and then going back to the office. Hey, most RSX owners are going to have to work to pay for their new car.

Still, we loved the '05. What with it being remarkably easy and intuitive to drive, it was a cinch to thread it through rush-hour traffic, and once we hit the highway, every shift was banged off at the raised 8400-rpm rev limit. Thanks to those extra revs, and a new exhaust, the 2005 Type-S now produces 210 hp, up 10; its revised suspension makes its handling tighter and more precise.

After pounding away on our keyboards for eight hours, we got dressed up and went back downtown to join the Acura folks for dinner at the tony Fifth restaurant in Toronto. While it may not be a typical night out for an RSX owner—dinner will run you about \$300 and the Fifth is only open to non-members on Thursdays and Fridays—it is in keeping with the RSX's youthful, upscale image.

## PalmOne contest winners

Congratulations to Wayne Pisesky of Kelowna, British Columbia; Don G. Armour of Halifax, Nova Scotia; and Seth Feller of Toronto, Ontario, who responded to our reader survey and won PalmOne Tungsten T5 and GPS Wireless Bluetooth Navigation Car Kits. The Tungsten T5 has a stunning 320 x 480 colour screen, and retails for \$599; the wireless navigation kit displays your location in real time on a 2D or 3D map, for \$449.

## > the guide



## Places we've stayed: Regina Hotel Baglioni, Rome

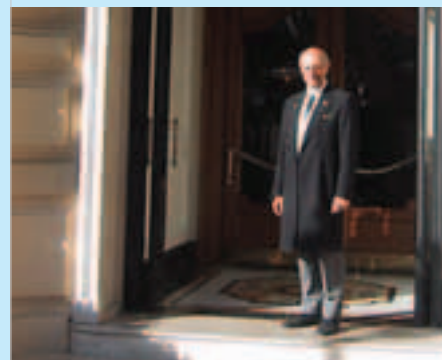
There's no lack of hotels in Rome, but like Rome itself, there's only one Hotel Baglioni. The Baglioni's elegance and sophistication are what Rodeo Drive aspires to emulate and, though we don't wish to be crass, this is where the real "beautiful people" are. The hotel is set comfortably amongst ancient neighbours, tempting boutiques, bustling cafes and is but steps from the gardens of the Villa Borghese and the Piazza di Spagna.

This 5-star hotel has 133 rooms but only 10 suites and though there are bigger, more modern and certainly more expensive hotels in Rome, there are few that are as genuine and original. At the Baglioni, you will never suffer snobbery, instead you are welcomed into the hotel as if it were a home and you, were a member of the family. Welcoming you is Renato, the concierge for over 29 years, who's knowledge of all things Roman is without peer. Renato will help you find the perfect restaurant, the finest boutiques, and he can guide you to any address in the city from memory.

Though the halls and escalator are tiny the rooms are generous – which is rare in Europe. Decorated with Art Deco furnishings, the rooms are warm and comfortable and the overall feel of the hotel is staying at a family estate rather than a hotel.

Of course, you won't be alone in your appreciation for this hotel's friendly service and warm atmosphere. Celebrities such as Ricky Martin, Natalie Cole and Richard Gere are all regular guests.

Even as we were checking out Caroline Kennedy and her clamouring entourage were invading the lobby. No doubt they heard that we were staying there...



### When you go

Guest rooms at the Regina Hotel Baglioni start at 260 euro per night. Visit [www.baglionihotels.com](http://www.baglionihotels.com) or call 06 421 111 for reservations. If you feel lazy, the restaurant Le Grazie at the hotel is an exceptional dining experience. For the most exquisite and authentic Italian dinner in the Dolce Vita area (and not a tourist trap!), take a 5 minute taxi ride to Girarrostto Fiorentino (Via Sicilia). Of course no one goes to Rome without seeking out the latest in Italian fashions. Head downtown and stroll the shops of Via Veneto or Via Condotti and you won't be disappointed. After that you will no doubt be a little worn out so stop by the most ancient cafe in Rome, Caffè Greco, or people watch at Caffè Canova on the Piazza Del Popolo. Wrap up the evening at Harry's Bar, right beside the Baglioni, and enjoy the music and celebutants.

MICHEL CRÉPAULT

FEEL FREE TO DROP BY THE ENDEAVOR'S R&D DEPARTMENT THE NEXT TIME YOU'RE IN THE SENEAL DESERT.



We went to the ends of the Earth to create the 2005 Mitsubishi Endeavor. Seriously. Whether it's the Montero<sup>1</sup> storming 10,000 kilometres from Europe to Senegal to win the Dakar Rally for the ninth time, or the Lancer Evolution<sup>1</sup> snagging victory after victory on the international rallying circuit, we learned enough to make all of our vehicles better. Enter the Endeavor. 225 horsepower, 2,163 litres of intelligent cargo space, incredible style and a flex-resistant unibody design for safer, more nimble handling. And you thought we only raced for the trophies. For more information on the 2005 Endeavor, visit [mitsubishicars.ca](http://mitsubishicars.ca).



2005 Endeavor XLS

3.8L V6 Engine

225hp

Sportronic<sup>®</sup> Transmission

All-Wheel Drive

Drive-by-Wire Throttle Control

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5-year/Unlimited km Roadside Assistance\*

<sup>1</sup>Specialty prepared race vehicle. \*Whichever comes first. Regular maintenance not included. Bumper-to-Bumper Limited Warranty covers most vehicle parts (excluding batteries, audio components and other items excluded under the Warranty's terms and conditions) under normal use and maintenance. Best Backed claim is based on OEM info for MY04/05 vehicles. See Dealer or [mitsubishicars.ca](http://mitsubishicars.ca) for Warranty and Roadside Assistance terms and conditions and other details.

# drive



From across North America to the winding mountain roads of Austria, DRIVEN's been busy hitting the pavement in the world's hottest new cars and SUVs. Our travels put us behind the wheel of the fastest four-seater in the world, two tough new SUVs, a turn-around car for Pontiac, the evolutionary new Boxster and not one, not two, but three of the most technically advanced cars in the world – Honda's line of gas-electric hybrids.

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Bentley Continental GT

## Four play

BENTLEY SAYS THAT the new Continental GT is the fastest four-seater on the market. With enough road and enough courage the company claims the GT will hit over 320 kph. Although feats of speed are always impressive, and provide ammunition for late night bench-racing at the local watering hole, a Bentley is a lot more than just performance.

At \$230,000, the GT isn't an inexpensive proposition but it does represent a value of sorts. You see, despite what you might have read about the GT being based on Volkswagen, the GT is every bit a Bentley.

The next Bentley in the range is the awe-inspiring Arnage but it starts at \$306,000. To that price you can add as much as you please by indulging in Mulliner options. There's a binder of potential upgrades or you can simply commission extensive interior and/or exterior custom fabrication.

Lets get back to the GT. Though the fundamental architecture of the GT shares some engineering with the ultra-luxury Volkswagen Phaeton, Bentley takes the basics and completely remakes it as only they can. The engine is a twin-turbocharged W12 (like a V12 but with staggered cylinder bores to make it shorter) that makes an impressive 553-hp. The transmission is a paddle-shiftable 6-speed automatic. Trust us, you don't need a manual tranny to get the most of this engine. Simply floor the accelerator into the Wilton wool carpeting and hold on...tight!

Like the Arnage, the GT can do daily-driver duty and clomp through traffic with lesser cars but what it really wants to do is hit the open road. Like any true grand touring car, the GT wakes up on a winding country road. Its stiff suspension limbers up, its steering takes command, its brakes slow the car to any speed from any speed and it just starts to dance. It's an easy car to set into a rhythm, and it simply demolishes distances with felonious speed.

As the two biggest guys in attendance, my co-driver and I had plenty of room up front and our rear seat passenger, Annette Koch of Bentley USA, seemed to be equally comfortable. Though elegantly styled, the GT isn't a

**Price:** \$231,985  
**Horsepower:** 553  
**0-100 km/h:** 4.5 seconds  
**On sale:** Now



small car, which means there's plenty of room in the trunk too.

The interior is probably the most convincingly "Bentley" part of the equation because it is, to use Bentley's favourite aphorism, bespoke. There isn't a piece inside the GT that can be traced back to another car on sale in North America (except the turn stalks, but give them a break already). Everything you touch is of leather, wood, metal or the highest quality plastics. If this doesn't seem like an important point, consider that it's one of the main reasons the car costs what it does. It costs a lot to craft a unique interior for a production car which is why even a Maybach has bits and pieces that can also be found on a Mercedes-Benz C-Class.

Over the next couple of years, Bentley will expand the Continental range to include a sedan and a convertible. You will also be able to select Mulliner packages for performance and luxury enhancements. Several years down the road, we will see a completely new Arnage (the 2005 is extensively revised and more impressive than ever) and though nothing is for certain we expect Bentley to continue building true high-performance automobiles cloaked in sophisticated styling as opposed to mere status symbol like some of its competitors.

As for the GT, we can scarcely remember driving such a devastatingly fast and capable four seater. A Merc CL is similar but lacks the Bentley's inimitable character – a character that can only come from hand-crafted interiors, traditionally elegant style and a company driven by people who love cars and driving.

MICHAEL LA FAVE

Three Honda Hybrids

**The future is here** We started this drive expecting to concentrate on the new Accord Hybrid, but when Honda gave us the chance to drive their whole lineup, how could we refuse. ¶ You might already be familiar with the Insight. This all-aluminum, two seat, hybrid sports car (if you can call any of the hybrids a sports car) can average as little as 3.5 L/100km and though it won't blow anyone's doors off it is peppy and great fun to throw into a corner. Thanks for its frisky and fun nature can be attributed to its incredibly light construction. Its highway economy is the result of its unconventional but slippery styling. ¶ We also had the chance to reacquaint ourselves with the Civic Hybrid, which doesn't betray its alternative powerplant with flashy styling or expensive aluminum structure. Driving it, however, is a pleasure. Smooth and frugal, it's like any Civic, but with the Hybrid you can revel in your eco-smugness without cramming it down anyone's throat. ¶ What we were most eagerly

anticipating was the Accord. Not because we are overwrought with concern for the environment or terribly worried about the socio-economic impact of needing more and more oil. No, we were intrigued when Honda invited us to drive a Hybrid that not only had better fuel economy but also claimed to make more power and accelerate faster. ¶ Making 15 more hp than a regular Accord (now 255), the Hybrid has legs but it also seemed even smoother than a regular Accord. Maybe because under light loads, the engine works less relying on electric boost to help it along. Honda claims that the Accord hybrid returns similar economy to a gas only Civic. We didn't get it down to quite that point but keeping it below 8 L/100km was possible, which is at least as good as a four-cylinder Accord. What the four-pot Accord can't do, however, that the hybrid can, is smoke that punk next to you in the Mustang. That's our idea of environmental responsibility. MICHAEL LA FAVE



Price: \$28,500  
Horsepower: 98  
0-100 km/h: N/A  
On sale: Now



Price: \$36,990  
Horsepower: 255  
0-100 km/h: 7.5 seconds  
On sale: Now



Price: \$26,000  
Horsepower: 73  
0-100 km/h: N/A  
On sale: Now



2005 Jeep Grand Cherokee

## Refined ruggedness

DRIVEN WAS ALREADY A BIG FAN of the outgoing Grand Cherokee. As far as SUVs go, it was one of the best looking to our eyes – iconic but progressively sophisticated. Underneath, however, it rode on a dated chassis that made it capable of almost anything off road yet rather limp and lame on road.

For 2005, a lot changes and a lot stays exactly the same. The styling evolves into a more angular and less-distinctive silhouette, but it does manage to look more upscale and less toy-like. Also new, aside from everything, really, is the replacement of the venerable old inline-six with a new V6 and the addition of the potent and impressive HEMI V8. If you are one of those “It’s a Jeep thing” types, don’t fret, the new Grand Cherokee is even more capable off road.

On that last point consider that there is the usual off-road package with skid plates and knobby tires, but you can also get disengageable anti-roll bars to increase suspension articulation even more.

Despite the Grand’s quite literally “go anywhere” capability, it rides and handles like a \$50K luxury car. Flat and stable on twisty roads, it also soaks up the highway with ease. Plump for the HEMI and it will smoke just about any other SUV, and if that’s not enough a 400-plus hp SRT-8 version is on the way with big wheels and loud pipes.

The new Grand Cherokee might be the first full-bore SUV that can pound rocks, tow stuff and perform beyond expectations as a luxury daily driver. It wouldn’t be a stretch to say that you could go from an Audi sedan to the new Jeep and be perfectly satisfied with its ride and handling...and then drive it up the side of a highrise.

MICHAEL LA FAVE

**Price:** \$38,990 – \$48,595

**Horsepower:** 210-325

**0-100 km/h:** N/A

**On sale:** Now

> drive

2005 Nissan Pathfinder

**Family truckster** Make no mistake, this is a real truck. Sure it's cloaked in the sexy bodywork of last year's Frankfurt Autoshow concept SUV, the Dunehawk, but under that polished skin, beneath the leather and soft vinyl, behind the wood trim lurk real tough truck parts that can do real tough truck stuff. For 2005, the Pathfinder switches back to body-on-frame construction which means it can take a lot more abuse than before and with its new 270-hp V6, you're more likely to abuse it. Said V6, displacing 4.0-litres, is strong enough to compete with some of the V8s in the segment. That being said, Nissan isn't ruling out the possibility of a Pathfinder V8 finding its way into the model mix at some point. Pathfinder XE, SE and SE Off Road come standard with a part-time 4WD system that also allows the use of RWD, 4WD and 4LOW. The LE model has an automatic system should you wish to turn your neighbour's front yard into a mud bowl, and not have to worry about selecting the right mode to avoid getting stuck, and caught. Inside, the Pathfinder is outfitted with the highest quality, if not the most imaginative, interior Nissan has produced to date. Front- and second-row seating is comparable to others in this class (Grand Cherokee, 4Runner, Envoy, etc...) but Nissan managed to squeeze in a third row of seats. Of course, even Nissan will tell you that these additional seats aren't intended for adults but are there for occasional use should you need to pick up your kids' friends or something. To placate two rows of ankle-biters, there is an optional DVD entertainment system or alternately the standard roof rack. On most roads the Pathfinder is solid and smooth. The V6 propels it with élan and the body is quiet and rattle-free. Over some brutal rock strewn logging trails it feels equally solid and the stiff suspension allows you to cross almost any obstacle. With Armada styling, V8-like punch, a well-crafted interior and tough underpinnings, the Pathfinder is a real SUV that can tow 6000 lbs or beat a trail through the densest northern Canadian bush. In town you won't mistake it for a Lexus LS430 but if you want or need the go-anywhere capability of the Pathfinder then this is a pretty plush place to get it. MICHAEL LA FAVE

Price: \$36,500-46,900  
Horsepower: 270  
0-100 km/h: 4.5 seconds  
On sale: Now



Price: \$62,400 (base)  
– \$75,600(S)  
Horsepower: 240/280  
0-100 km/h: 6.2/5.5  
On sale: Now

Porsche Boxster

## Perfection, redux

THE RESONANCE of a Boxster engine at idle is unlike anything else on the face of the planet. If you could capture it in a bottle, wrap it in a stylish box and put it on sale, the need for Viagra would disappear. Its music to ears of anyone who understands that driving is so much more than just getting from point to point.

It's not often that the two phrases "Get a great deal" and "on a Porsche" are used in the same sentence. But such is the case with the new Boxster and Boxster S models, as prices have been slashed for 2005 by 9% and 6% respectively. At this rate of discount, you may even have enough money left over to hire someone to wash your car, leaving you more time for driving. The goal for the new Boxster series was to amplify its distinctive look and achieve perfection through evolution, not revolution. In other words, Porsche wasn't looking for the full Michael Jackson yearly makeover, but rather the nip-and-tuck approach preferred by the majority of celebs.

Topping the list of things to do was adding more horsepower to both models. The entry level engine is a new 2.7-litre flat-six that cranks out 240 bhp. The Boxster S bumps displacement to 3.2 litres and a pulsating 280 bhp. Packaged together with a new, extra-large exhaust system, torque improves

significantly. Punch the throttle and acceleration is immediate, 100 km/h reached in 6.2 seconds with the Boxster and 5.5 seconds in the Boxster S.

A recent blast down the Autobahn, and a subsequent back road expedition through the Austrian countryside, proved the baby Porsche's mettle. Top speed for both models is in the order of 256 and 268 km/h. One thing Porsche didn't fool around with during the redesign is the unmistakable sound of the flat-six engines.

Externally the latest Boxster radiates the essence of its über-expensive 911 sibling, with a dynamic side profile, muscular flanks and wider wheels- 17's on the base, 18's on the S. A covered undercarriage allows unrestricted airflow, while redesigned front spoiler ducts gulp in great gobs of air, directing it to the new ceramic disc brakes found on the Boxster S.

Internally Porsche did away with the static, mind-numbing dash layout of the previous model, vigilantly crafting the control center to bring the new car into the 21st century, but maintain the pedigree established with the original 550 Spyder. Highlights include a Sports Chrono Package that measures handling dynamics, a tilt steering column, lower seats with four distinctive comfort settings and first to market head airbags.

The original Boxster first launched in 1996. Since then, Porsche stock has risen an astounding 858%. A benchmark roadster, it once again sets the high bar for others to follow. JEFF VOTH



# Talk

**So there I was, a confirmed car guy, an aspiring capitalist and confirmed materialist deep in the bowels of a veritable viper's den of ultra-leftist tree-hugging eco-weenies.** Across from me sits the guy that founded international car-free day. Beside him, a lobbyist from the Sierra Club, and to my right a grown man in a cheap suit wearing a bicycle helmet. At the podium is Håkan Jonsson, Volvo's Senior Vice President Legal and Government Affairs, fresh of a flight from the land of pickled herring and potent liqueurs. He hits us with the craziest admonition a car company executive has ever deigned to utter: "Our products produce noise, pollution and waste." I've never felt so alone so far behind enemy lines.

The worst part of it was that I was eating up everything hook, line, and sinker. I believe in sustainable transportation, I would like cleaner air and why not try to disarm the socio-political tensions that stem from a concentration of fossil fuels in the Middle East? The reason for this gathering of self-interest group representatives, educators, corporate shock troopers and reporters was to have a dialogue on the environment. A dialogue hosted by a car manufacturer. A dialogue on the environment hosted by a car manufacturer?

Not just any car manufacturer, mind you, but Volvo. You see, it was Volvo that invented the 3-way catalytic converter, the 3-point safety belt and it is Volvo, and only Volvo, that discloses an environmental impact statement with each car it sells.

I guess that it is fitting that Volvo be the first to tell you that things can't continue the way they are going. They will tell you that we cannot move forward relying on fossil fuels as the only source of energy for personal and commercial transportation and will tell you that we must recycle. They will tell you they are committed to change.

To that end, they have created a new planet, or at least a planet in the sense that a city can be a planet if you want it to be or if you take enough hallucinogenics. Seriously though, planet Gotëborg is kinda like another world in the sense that they use a lot of biogas in place of diesel or petrol (gasoline to you and me but gas is natural gas to the Europeans. Got it?).

Only 800 biogas cars in operation out of a total of 200,000 caused a reduction in the use of conventional fuel to the tune of 325,000 litres a month. The result is an incredible decrease in emissions and pollutants. Pundits say

that biogas production is being subsidized to advance a socio-political agenda and that it only works in urban centres that have concentrated infrastructures. That later point isn't such a big deal as the cars are bi-fuel and automatically switch to petrol (gasoline remember) when they run out of biogas.

Of course, at this point there are some major hurdles – public perception and reluctance to care being two major ones. That being said, every Volvo sold already has plenty of technology that actively helps our environment. Firstly Volvo's interior material are all hypo-allergenic, their proprietary Interior Air Quality System actively filters pollutants from the air you breathe, the 3-way catalytic converter reduces emissions and a patented Premair coating on the radiator turns ground level ozone into oxygen. Neat.

So if you look at all this good stuff what are you to make of Volvo's new V8-powered XC90 SUV or the fierce 300-hp V60R performance sedan? Do these vehicles fly in the face of "reducing our environmental footprint" as Håkan claimed they are want to do?

Not according to Volvo, of course, and if you consider some of the technology that I've already discussed and that the V8 is classified as an ULEVII (75% fewer emissions than the regular "Ultra Low Emissions Vehicle" classification) you can sort of understand why.

Håkan's official response is that, and I'm paraphrasing here, "Hey, we are a corporation first and foremost and we still want to make money." I don't think there's anything wrong with that and it even sort of presents us with a surefire way to ensure the development of environmentally friendly technologies.

Make environmentally responsible products big business (ie. increase consumer demand for them) and, bam, no more problem getting companies to produce them. I can't believe I give these ideas away for free.

MICHAEL LA FAVE



**So, this month's question is: are you as sporty as your stuff?**

I know I'm not. In fact I'm ridiculously over-equipped for everyday life. I look around myself at my stuff and I realize that almost everything I've purchased in the last few years has been way too much for the job at hand. From technology to clothes to footwear, everything is so over-the-top that it's almost funny.

But I'm fascinated by the idea of "equipment", aren't you? The idea that, should calamity happen, regardless of our own ability to deal with the situation, that our stuff will be more than up to the task. So we buy high-performance cars whose handling limits we never exceed and whose top speeds we never approach; SUVs with huge amounts of capability that we use simply for commuting to work; and we surround ourselves with stuff that's always way more than we need.

When I should have been souping up the DRIVEN production computer with more RAM and hard-drive space, instead I've been distracting myself with the iPod that is tethered to it half the time. Every six months, Apple releases a new iPod, with more storage space, more features, and better shock protection. Better shock protection? The most shock my Pod ever gets is when I roll over while listening to it on an airplane and crush it between my stomach and the reclining chair!

I love running shoes, have pairs and pairs of them. They're all fit for running marathons, packed with technology to give me more bounce on every step and more energy from every stride, but the fact is, I use them mostly for strolling around town, and even when I AM on the treadmill, it's never at such a pace that I actually make use of their capability.

The watch I'm wearing right now is supposedly designed for deep-sea divers. It's water-resistant to 1000 feet and has a helium escape valve to allow pressure to escape from within the watch. What it's really there for is to provide another thing to

fiddle with while you're waiting for an airplane or showing off to your friends. In fact, the watch's previous owner left it unscrewed and then water got inside the case while he was doing the dishes. When I brought it in to be rebuilt, the watchmaker laughed aloud when he saw what had happened.

I'm sure I'm not alone with all this. Most of the people wearing Rolex Submariners or Omega Seamasters probably won't even wear their fancy watches in the shower, let alone underwater. But the idea that they could if they wanted to is somehow attractive. Companies that make SUVs know this intuitively: even if we aren't that sporty or active, we certainly want to appear to be. How many basketball shoes does Nike sell every year? How many people actually play basketball isn't as important as how many people want to be like Mike, even if the closest that you get to being like Mike is wearing the same shoes he does.

Companies are starting to clue into this, realizing that what people really want is to look sporty, without any of the discomfort or effort of actually being sporty. Aviator sunglasses are hardly ever worn for actual "aviating", and a leather motorcycle jacket that I checked out a few weeks ago needed a special spray just so wearing it in the rain wouldn't ruin it!

We're devoting a lot of space in this issue to extreme machinery, but that's not because we actually need all of, or even a portion of, the capabilities that any of the cars, trucks, toys, and gadgets offer. Instead, we're here to revel in their offbeat charm, admire the obsessiveness and fanaticism of designers and engineers that are as obsessed about pushing things further as we are.

The beauty of extreme machines comes not, after all, from you actually using them to the limits for which they were designed. It comes from the artistry that emerges from people trying to go that extra mile. If nobody goes that extra mile, we never end up with design innovation; new shapes and concepts and materials emerge not from trying to meet our modest existing needs, but by trying to do something that's never been done before.

And before you know it, ideas that were once almost incomprehensibly exotic become mainstream. As their application becomes more widespread, economies of scale emerge, allowing us to enjoy some, if not all, of the benefits, that technological advancement for the sake of technological advancement has led to. Plasma-screen TVs were first developed for the military at huge cost; for a couple thousand bucks, you can have one in your living room; the Internet was once the figment of someone's imagination, too.

And really, how cool is that?  
LAURANCE YAP

# contributors



**Andreas Avdoulos** dropped jaws with DRIVEN's sultry inaugural cover featuring Ingrid Johansson and the Chrysler 300C. He's done it again, but under far more demanding circumstances. This issue's cover, as well as the car and fashion photography, was executed in just two days in the most ambitious photographic undertaking in Canadian magazine history. With almost \$1M in cars, \$50K in watches, \$40K worth of clothes, seven models, multiple support staff and a \$9K Vespa on site, there was zero margin for error. Check out his work at [andreasavdoulos.com](http://andreasavdoulos.com) and [andreasphoto.ca](http://andreasphoto.ca).



Bottom line; there isn't a site anything like **Downsview Park** anywhere in Canada, the USA, maybe not even in the world. It's a veritable wonderland of warehouses, runways, derelict offices all made to be the urban industrial, minimalist photographic backdrops that we love so much. For more information on using the park for your corporate event, please contact Chester Lew at 416.952.2222 or visit [www.pdp.ca](http://www.pdp.ca).

**Naeema Rehmani** fell into the world of makeup artistry quite accidentally. Her prior endeavours have included music management and event promotion, as well as a good amount of beer slinging at assorted bars and restaurants in the GTA, and she is quickly amassing a strong list of credits to her name. Naeema enjoys subtle colour, good company, non-citrus fruits and browsing at Home Depot. She can be reached at [info@naeemarehmani.com](mailto:info@naeemarehmani.com).

Toronto based fashion stylist **Veleshia Chung** has been in the fashion industry for the last 10 years. Her personal style is a romantic bohemian feel with a rock-and-roll edge. Fashion insiders have recognized her ability to master imperfect perfection. Her strong creative bent, combined with her absolute attention to detail, mean that Veleshia's tireless efforts and creative vision have won her respect in the industry.

**Jeff Voth** spent the first 12 years of his automotive career in retail sales and management. His editorial debut in 1998 was as the senior editor of [cartrackers.com](http://cartrackers.com). He currently nurtures this passion as the Editor-in-Chief of CarNews Media and as a regular contributor to DRIVEN. Jeff's automotive and travel reviews are published weekly and enjoyed by over 15 million readers in the U.S. and Canada. Jeff, his wife and two teenage girls reside in St. Catharines, Ontario. He holds a Gemological degree from the G.I.A. in Santa Monica, CA, a private pilot's license and enjoys travel, golf, fishing and, of course, driving.

**DRIVEN contributors win awards** At an annual awards banquet, several DRIVEN contributors walked away with awards for writing and photography.

Top winner of the night was Nadine Filion, who won Journalist of the Year, an award sponsored by Jaguar Canada, for her impressive body of work. Back-page columnist Jeremy Cato won the Castrol Chinthe award for automotive writing, for a series of stories about the car-buying process.

Paul Williams won two awards sponsored by Nikon Canada. His shot of a Mazda RX-8 dashboard won in the published photography category, while another shot of a Smart won in the unpublished category. Creative Director Laurance Yap scored runner-up prizes in both categories. Check out the winning photos on [drivenmag.com](http://drivenmag.com).

## The social page: Places we've been this month



When **Nintendo** invited us to take a day off to play video games, we couldn't refuse. Though we aren't diehard gamers, we were blown away by the graphics of Metroid Prime 2 and Silent Hill 4 which were displayed on Panasonic's new Vierra Plasma TVs. They served all manner of dessert for brekkie. Yum.



It's been a long time coming, but **Mercedes-Benz Canada** finally had a grand opening for their flagship store in Toronto. Maybach, Mercedes and Smart are all incorporated into its bright open spaces, and it promises to be one of the most state-of-the-art dealerships in Canada. The sushi was particularly good.



TAG Heuer Honourary Chairman **Jack Heuer** hosted a dinner at Toronto's Flow restaurant to celebrate the fortieth anniversary of the Carrera chronograph, which remains one of TAG's most popular timepieces. Pictured: Jack Heuer (wearing #1 of 1964 limited-edition Carreras) with our man Laurance Yap.



### Congratulations!

Pictured here are my dear friends Mark and Julia Polic on their wedding day. They had but one request for a wedding gift – get them a cool car for the day. Marko also had a very clear idea of what cars were acceptable for him and his beautiful bride; a BMW 745Li or a Chrysler 300C. I'd like to thank DaimlerChrysler Canada for making the 300C available. ML

> talk pistol whipped



## > Land Rover LR3

### Was revamping Land Rover Mission: Impossible?

Imagine being Geoff Upex, Land Rover's design director. Then consider the conflicting objectives set before you.

First: get rid of the old Land Rover Discovery shadow – poor sales, poor service record and zilch resale value. Second: make it a modern comfort creature. Add style. American style, that is. Stretch. Third: it must be still recognizable as a Land Rover – so keep it simple. Think. Fourth (the tricky one): Must look at home in Serengeti and in High Park, Central Park and Main Park. Go! And so he went.

When he came back, at this year's New York Auto Show, there it was, the all-new LR3. Let's check it out, shall we?

**The name** For the North American markets we've got alphanumeric designation, a modern take on breaking away from an undesirable recent model history of poor resale value and questionably reliability. All new mechanicals, a bored-out Jag engine (made in England), loads of electronics and an integrated body-frame trick, should help to crack open the North American market up to 35 percent by 2009.

**Comfort & style** As the design goes, a fine job. A premium interior with excellent ergonomics. The centre console is a massive yet delicate visual affair that balances the upper navigation and the lower stubby tower, studded with controls.

Without doubt, the LR3 is an SUV made for the North American market and the first all-new Land Rover since the Ford take over in 2000. We wonder if the rear quarter glass, shaped a la 1980's Ford Bronco II, was a bit too deliberate an attempt to make it look suitable for American roads.

A tried and true visual effect is the blackened A and B pillars – makes the green house look as it is one piece: old trick, excellent result. And keeping with the glass theme, check out the trade-marked stepped roof with sun roof and two alpine glass panels. As close as it gets to the Vista Cruiser roofs of old. To the rear, things get a bit confused.

The clamshell, asymmetrical gate, although perfectly functional, is not a balanced counterpart to the perfectly symmetrical front end. Nor are the rear lights – they are truck-sized monsters! But you can bet people will see them, that's for sure.

**Simplicity** The seven potential passengers are to be welcomed inside via large doors, unique by the fact they are so simple from a design stand point: no creases, demarcation lines, convex/concave interchanges. Just a few inches of subtle surface angle change at the bottom to emphasize the running board.

Beautiful execution that is in line with the entire front end – outstanding in proportion and in their stately squareness. The front bumper's trinity emphasizes the duality of the lighting job, simple rectangles and circles are an amalgam of themes from the range-topping Range Rover. Also, trickled down from its illustrious peer, the LR 3 gets a new power vent, on the right side only and a variation on the now well established straight grille.

**Is this the first Land Rover to lose its spare tire?** Moved from the engine hood to the rear gate years ago, the spare's final resting-place is where it should be: under the carriage. The transition from safari to the asphalt jungle is aided by an optional air suspension; hence those wheel arches that may look a bit too big on Yonge Street but just right on Mont Tremblant.

Overall a great job, a definitive step up from the replaced Discovery. With the help of an whopping \$1.4 billion recent investment in Land Rover's Solihull, West Midlands, England plant, Land Rover may be set to rewrite its reputation in North America.

MICHAEL PISTOL



**God is in the details?** LR3 carries many traditional Land Rover design cues, from the Range Rover-like lights to the trademark side vents. Terrain Response control on console is new

# spotlight



The Carlu has quickly become one of this country's most exclusive and intriguing special event venues. Thank the Eatons, an inspired architect, and its DRIVEN ownership.  
**By Michael La Fave**

When the T. Eaton Company opened Eaton's College Street in Toronto in 1930 the showpiece of the entire store was the series of grand function spaces on the seventh floor. Modeled after the reception rooms of the great ocean liners of the period, the floor consisted of the Concert Hall, the Grand Foyer and the exquisite Round Room, all playing host to Toronto's most sophisticated and elegant soirées and celebrations.

The genius behind this architectural masterpiece was French architect and designer, Jacques Carlu (1890 – 1976), one of the leading architects of the twentieth century working in the "Art Moderne" style.

In its day Carlu's Auditorium hosted an exceptional array of international talent on its famed stage, including concerts by Billie Holiday, Horowitz, the Juillard String Quartet, Rachmaninoff and Canada's Glenn Gould. In addition to its celebrated acoustic excellence the design featured a spectacular ceiling of metal and glass to draw the guest's eye to the stage.

The showstopping, domed Round Room is one of the most significant examples of Art Moderne architecture in Canada, featuring a wraparound mural painted in oil on the curved walls by Jacques' wife and collaborator, Natacha Carlu.

Complete with a platform for fashion shows, railings of Monel metal, steps of Belgian marble and walls originally covered with French fabric, the focal point of the room is undoubtedly the circular Lalique fountain in the centre of the room, lit from below through shimmering water.

Jacques Carlu's design of the Eaton's College Street seventh floor – in all of its original splendour – exemplifies the ideal marriage between fine arts and architecture in the classic French tradition of Art Moderne. The building, noted for its 'modern spirit' at the time, attracted a great deal of attention and was considered to reveal the spirit of the day, in both the practical and the aesthetic.

Until its rejuvenation and subsequent reopening May 1, 2003 the former seventh floor of Eaton's College Park spent 30 years boarded up or used as storage. Local entrepreneurs Jeffrey Roick and Mark Robert (pictured in the Round Room) signed a thirty-year lease for the space that has, through years of work and millions in investment, become one of Canada's hottest special event venues.

#### About the Carlu

Guests to date:	75,000	Awards Dinners	17
Total events:	229	Charity Functions	16
Corporate Events	69	Fashion Shoots	15
Corporate Meetings	40	Bar/Bat Mitzvahs	13
Trade Shows	39	Political Events	5
Weddings	26	Film Shoots	3



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# GET a LIFE (style)

As much as anybody, we've been told to get a life, to act our age, to act appropriately, even. What exactly that means is beyond us, but the last time we heard it, we got thinking. Could you go out and just get a life? Turns out the answer is not quite. But the good news is that you can go out and get a lifestyle... Here are four "Lifestyle Solutions": each presents a comprehensive package of stuff within four price ranges; \$35K, \$75K, \$150K and cost-no-object.

The range of possibilities are limitless, but we kept it to what we consider essentials: clothes, gadgets, accessories, travel and automobiles (of which we recommend an SUV, sports car and sedan for each solution).

In the process, we followed a loose formula to guide us in dividing up the money. The automotive selections are roughly two-thirds of the total amount, and the other items share the last third to varying degrees. When it's all said and done, DRIVEN solutions provide a map to the right look, the right gear, where to play and what to drive.

Automobiles by Michael La Fave  
Fashion by Felicia Miedema  
Travel by Jeff Voth  
Technology by Paul Williams  
Accessories by Laurance Yap  
Photos by Andreas Avdoulos

# \$35k

**Cheap cars aren't what you'd call 'cheap' anymore.**

These days, they come packed with the same features and technology as the highest-end luxury models, with the added advantages of better maneuverability and superior fuel economy. With \$35,000 to spend, we figured you should stick to around twenty-grand for a car. Here are three of the best.

**Mazda3 Sport GT Hatchback, \$21,485**

If there's a better ambassador for the small car, we have yet to find one. The 3 steers like a BMW, goes as fast as you're ever going to need, and looks fantastic. Base 3s come with a sweet 2.0-litre powerplant, but the higher-end hatchback pictured here goes one better with a strong, smooth-revving 2.3-litre that produces 160 hp. Combine that with an excellent 6-CD stereo, an interior as classy as an Audi's, and you have the best small car there is on the market. Period.

**Honda Element, \$23,900**

Who would have thought that Honda, for so long the biggest proponent of low and sleek, could produce the box that boxy design came in? No matter — the Element is not only practical (so long as you'll only need four seats), but it's a nice-driving thing too, with strong power from its 2.4-litre engine, available all-wheel-drive, and the best ride this side of a Buick. Optional extras include a thumping subwoofer, a "skylight" for outdoor adventures, and a smooth-shifting automatic transmission.

**Hyundai Tiburon, \$20,495**

Who aren't the only ones who think that Hyundai's second generation Tiburon looks like a Ferrari 412GT. This is a good thing. Not only does the Tiburon look good but it brings a new level of refinement to this type of car and the interior materials are more competitive than ever. The base car comes laced with neat features such as 16" alloys, dual exhaust, power windows and locks, CD player and fog lights. If you've got a bit more cash, the V6 with the 6-speed manual is a blast to drive.

> get a lifestyle \$35k



> get a lifestyle \$35k



> the look



Dress to impress but shop around for your labels. Fall and Winter are about mixing it up. And if mixing is what you're about, put your groove on with loud colour and even louder combinations and layering. Top your über-hip jeans with a structured biker jacket. Show your conservative side with a dress shirt topped with a super-fly Tee. Ladies love a guy with his eye on style.

Peter is wearing Prada shoes, \$450, Levi's Premium Troy "injured" jeans, \$210, MAAC London limited edition cotton dress shirt, \$175, Marshall and Vox Tshirt, \$135, Paul Smith black leather belt, \$295, and Energie grey nylon biker jacker, \$299. All available through Holt Renfrew. Shoes by Brown's shoes at Holt Renfrew. Lisa is wearing a Missoni striped skirt, \$510, silk cami-sole shirt by H&M, \$40, Yves St-Laurent red satin shoes, \$598, with a Claudio Orcani leather and fur bag, \$655. Skirt and bag available through Holt Renfrew. Socks, H&M, \$6. Shoes available from Brown's Shoes at Holt Renfrew.

Dior Chris 47 square chronograph (\$2100) and Dior La D de Dior ladies' watch with diamonds (\$5015); [www.dior.com](http://www.dior.com). Peter courtesy Sutherland Models.

After an eighteen-year absence, the Canadian scooter market has grown exponentially. The Vespa Granturismo is the biggest, fastest, most powerful and technologically advanced Vespa that Piaggio has produced, offering comfort and performance on even the longest of rides. With a large steel body and 200cc engine, the Vespa Granturismo is the perfect mix of classic Vespa style and state-of-the-art technology.

The Granturismo boasts a 200cc engine, and is the first Vespa to have a four-stroke, four-valve, liquid-cooled engine, as well as 12-inch wheels, a two-disc brake system and a 20 hp maximum power output. This allows for exceptional agility and ease-of-use, especially in city riding, and an engine configuration that offers top performance, brilliant acceleration and a maximum speed of over 110 kph. \$7295; [www.vespacanada.com](http://www.vespacanada.com).

> get a lifestyle \$35k

**Get outside** After you've recovered from the club, what better way to recharge your batteries than to head into the great outdoors? The right toys make every outdoorsy foray all that much easier. Here are some of the best

**Hummer Tactical Mountain Bike**

What's more rugged and outdoorsy than a Hummer? How about the new Hummer mountain bike. It's built as tough as an H2, with rock-jumping suspension, and folds into a compact package for travel. \$795; [www.hummerstuff.com](http://www.hummerstuff.com).



> the accessories



**Swiss Army ChronoPro**

Though they've long been a player in the lower-end watch market, Swiss Army's latest offerings have really raised the bar in terms of quality and design. The new ChronoPro ticks away with the legendary automatic-winding Valjoux 7750 Chronograph movement, which is used in many high-end watches from much more expensive manufacturers like Panerai and Omega. You can watch it work through a see-through case back at a depth of up to 100 metres. \$1395; [www.swissarmy.com](http://www.swissarmy.com).



**Oakley Thump MP3 sunglasses** In the department of "answers to questions nobody asked" comes this pair of sunglasses with an integrated MP3 player. Available in 128 MB and 256 MB forms and in a selection of colours and finishes, Thump incorporates not only a pair of high-quality headphones (that swing away when you don't need them) but also Oakley's patented XYZ optics for perfect clarity. Thump is compatible with Macs and PCs, works with iTunes, and charges through a USB port in one of the sidepods. \$550; [www.oakley.com](http://www.oakley.com).

**Nike Epic 2 backpack**

When you hit the road, you don't want all of your toys banging around unprotected in some low-tech satchel. With a carbon-fiberglass exoskeleton, the Epic 2 is tough as nails, and has pockets for your laptop, shades, MP3 player and cell phone. Our creative director swears by his. \$149; [www.nike.com](http://www.nike.com).



> the experience



**Sandals Grande Ocho Rios Beach & Villa Resort**

Sandals is a private oasis where one price covers your entrance into paradise. It offers luxurious rooms and exclusive amenities in the most magnificent settings the Caribbean has to offer.

Opening this month, (December-04) in Jamaica, the resort is set to become the largest Sandals resort to date. Originally two separate properties, Sandals Grande Ocho Rios makes full use of its 110 acres. Two white sand beaches connected by a walkway grace the property, creating the largest single shoreline in Ocho Rios. A hilltop manor pool, with swim-up pool bar and panoramic ocean views, is just one of 95 at this grand resort.

Twelve restaurants entice guests while a total of 529 guest rooms make up the resort, offering accommodations that range from beach front suites, to the exclusive hilltop Villa's of Eden, each equipped with a personal chef. \$2,300-\$2,500 CDN pp; [www.sandals.com](http://www.sandals.com).



> get a lifestyle \$35k



> the tech

**Technogadgetry** When you're traveling, simplicity and ease of use is even more important than when you're at home. These are, therefore, not only the best gadgets in their class, but they're also the easiest

**Macintosh iBook G4 – 12" monitor with 512K ram, AirPort wireless, 30GB HD and an iPod (20GB)** The price of these sleek little notebooks keeps going down. Order one from Apple and it appears at your door in one or two days with free delivery. At a base price of \$1,299, you can afford to add 256K RAM and get a 20GB iPod as well. Apple's "AirPort" wireless technology is now included in the computer's base price. Rumours of Apple's inconvenience vis-à-vis Microsoft Windows are exaggerated. \$1,858; [www.apple.ca/store/](http://www.apple.ca/store/).

**Pentax Optio S5i** This tiny camera provides 5.0 megapixels of resolution; a 3X optical zoom and takes terrific pictures, especially in low-light situations. Its movie mode also works a treat and the camera is so small you can easily slip it into your pocket. Weighing just 105 grams, it's probably the most stylish of the ultra-compact. \$599; [www.pentax.com](http://www.pentax.com).

**PalmOne Tungsten T5** With a 320x480 colour display, big storage capacity (256MB), and Bluetooth compatibility, the new PalmOne T5 can synch with your desktop, connect wirelessly to the Internet (using a Bluetooth compatible phone), manage your email and browse the web. It'll play MP3 files, store videos, edit and create Word files, run Power Point shows and view PDFs. Oh, it'll do names and addresses, too. \$599; [www.palmone.com](http://www.palmone.com).

**Samsung A660 Tri-Mode** Java enabled and data ready with a colour TFT screen, and featuring voice-activation to launch your browser, and dial by name or number. Use it for text messaging and construct your own ring tone from a polyphonic library of 32 chords. Has the all-important (in our view) flip screen to protect the keypad and ensure against accidental activation. Looks good, too. \$249; [www.samsung.com](http://www.samsung.com).

**Sharp AQUOS LC13S1US 13" LCD** You can watch this liquid crystal display, flat panel TV eight hours a day for 20 years with no picture degradation, says Sharp Canada. It's got a wide horizontal and vertical 170-degree viewing angle that eliminates the problem some LCD TVs have with viewing from the side. This set comes with an easel-style stand, or you can mount it on the wall. Progressive DVD compatible, and a very bright image give you a great picture. Now, what do you want to watch eight hours a day? \$699; [www.sharp.com](http://www.sharp.com).

Contact us at 1-800-PORSCHE or [porsche.com](http://porsche.com). ©2004 Porsche Cars North America, Inc. Porsche recommends seat belt usage and observance of all traffic laws at all times. All prices shown are Porsche suggested retail prices only. MSRP excludes tax, license, registration, dealer prep, options, and destination charge. Dealer prices may vary. Specifications for comparison only.



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That's your story and you're sticking to it.**

Your story begins with room for five and innovative safety features. Then, a segue into the confidence-inspiring ability of Porsche Stability Management. Whether you mention that it is after all a Porsche, we'll leave up to your discretion. Porsche. There is no substitute.

**The Cayenne. Starting at \$58,500.**



**PORSCHE**

> get a lifestyle

# \$75k

Now we're getting serious. Out of a possible \$75,000, why not plump \$50,000 or so on your ride. Our chosen three – an SUV, sedan, and sports car – are packed with performance, technology, and style. They represent the pinnacle of the value bell curve. For this money you sacrifice nothing – and we're only half-way up the scale.



**BMW Z4 2.5i, \$51,900**

Car critics can't stop complaining about the Z4's Chris Bangle-designed shape, but we love its sharp curves and clean, almost stark interior. It's nothing like the sausage-shaped BMWs of the past, and a breath of fresh air in the roadster market. Thankfully, the Z4 does drive like a BMW, with superb steering and braking, a silken inline-six engine (2.5-litre, 184-hp or 3.0-litre, 225-hp, your choice), and a slick six-speed shifter. The fully automatic soft top is the fastest on the market.



**Infiniti FX35, \$52,900**

Is there any vehicle on the road with this much styling bang for your buck? We don't think so. The demon child of a 350Z and an off-roader, the FX should be the worst of both worlds—it's an SUV that isn't practical, and a sports car that's big and heavy—but the result is actually wonderful. The interior is luxurious and high-tech, the driving experience is fantastic, and the 3.5-litre V6 has more than enough power to haul the FX around, without the V8's massive fuel consumption. It sounds great, too.



**Cadillac STS V6, \$55,995**

Cadillac continues to remake itself into the "standard of the world" that it once was, and the new STS is the latest step in that evolution. Now available with V6 and V8 engines, along with optional all-wheel-drive, the STS gives up nothing to its German and Japanese competitors in terms of performance, luxury, or technology, and comes with the added bonus of a stylish design that blows other companies' boring, conservative efforts into the water. We can't wait for the faster V-series version...

> get a lifestyle \$75k



> get a lifestyle \$75k

> the look

NIKON ad material



It's hip to be square when you head out to the driving range in a super-structured, ultra-modern line of golf wear. Conservative doesn't have to be so conservative. The money is in the details, and so is your game. Bring it on with dynamic looks in modern fabrics then dazzle them with your killer putting.

Deney is dressed in J.Lindeberg black nylon golf pants, \$235, white golf shirt with light grey detailing, \$135, grid patterned round neck sweater, \$195, terry golf cuffs, \$26, and J.Lindeberg belt, \$155. Miu Miu shoes, \$400, available through Brown's Shoes at Holt Renfrew. TAG Heuer Link steel chronograph, \$3995; [www.tagheuer.com](http://www.tagheuer.com). 2005 Land Rover LR3, \$61,900; [www.landrover.com/ca/](http://www.landrover.com/ca/). Deney courtesy Fulcher Agency.

> get a lifestyle \$75k

**High tech is high touch** Advanced materials and advanced design used to have a cold, slightly clinical feel to them. But the latest generation of high-tech toys has all of the playfulness and warmth you would expect of more traditional designs. Here are three of our favourites



**Swiss Army SwissChamp**  
If you're anything like us, you wanted the biggest, baddest Swiss Army Knife when you were a kid. Rejoice, because there's a new biggest, baddest Swiss Army knife on the block. The SwissChamp has over fifty built-in tools, from a screwdriver to a bottle opener and everything in between. It has a warm resin body and feels great to hold. Just remember not to bring it to the airport when you travel, because security will take it away. D'oh! \$300; [www.swissarmy.com](http://www.swissarmy.com).

**BMW StreetCarver** Yes, we know, if you actually took one of these to a skateboard park, your skateboarding friends would probably beat you up for having a BMW skateboard. Still, we love the StreetCarver because it really elevates the board to a whole new level. Instead of wobbling about on a flat board, you carve through corners on a moulded fiberglass plank that flexes as part of the suspension. And that suspension? It's all-aluminum, and actually uses parts from a 5-series. The five-spoke alloy wheels and racing slicks only add to this skateboard's appeal. We wouldn't even need to ride one to want one; this would look as good on the wall as on the street. \$785; [www.bmw.ca](http://www.bmw.ca).



> the accessories



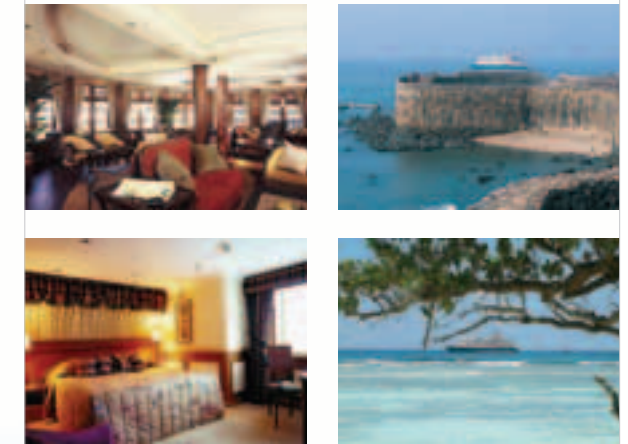
**Omega X-33** More than forty years on from the original Speedmaster "Moon watch" comes the X-33, nicknamed the "Mars watch" (it was used in a couple of Mars movies and is actually flight-qualified by NASA for use during Space Missions). The X-33 may look cold and high-tech but the solid titanium case and kevlar strap are actually warm and soft to the touch. Features include two timers (stopwatch and mission), a five-year battery life, second time zone, and the most incredible alarm you'll find in a watch, at 80 freakin' decibels. \$4600; [www.omega.ch](http://www.omega.ch).

> get a lifestyle \$75k

**Hebridean Isles of the Gods cruise**

Hebridean Cruise Lines first set sail in 1989 with the Hebridean Princess. To this day, the company maintains their philosophy that "small is personal". Take a journey in the shadows of Alexander the Great and set sail to this ancient land from Naples amid the glowing night sky. Visit Sicily and the Greco-Roman theatre at Taormina. An evening gala is followed by a cruise across the Ionian Sea to Itéa and Apollo's Delphi on the slopes of Mount Parnassus. A memorable transit through the spectacular Corinth Canal brings guests of Hebridean Cruises to the isles of Póros; Overnight passage means a morning arrival in Crete. The final leg of the journey sails to Rhodes in Turkey and the walled town of the Knights of St John. A gala dinner brings an end to the cruise and guests depart for home, enriched with memories from a different era. £2,775-£4,175 seasonal pp; [www.hebridean.co.uk](http://www.hebridean.co.uk).

> the experience



> get a lifestyle \$75k



> the tech

**The image manager** When image is everything, only the highest-performance, highest-quality processing tools will do. Here are five gadgets that will help your pics look their best

**Apple iMac G5** Even if you're true-blue PC, you've got to admit the new G5 desktop is quite the device. The "works" as it were, are behind the monitor, so other than the keyboard and mouse, what you see is all there is. We've suggested the 1.8 GHz version, which comes with a 20" widescreen LCD display and 160GB hard drive. We've added AirPort Extreme wireless and Bluetooth. Some extra RAM would be good, but the standard 256MB will get you going. \$2,678; [www.apple.ca](http://www.apple.ca).

**Canon Powershot G6** The Canon "G" series of cameras has offered great value for years. Not that this is a budget piece, mind you, but you'll have to spend a lot more to get a significantly better machine. This is a rugged camera that does a lot of things well. The 2" rotatable LCD display is so useful you'll never want another camera without it. The G6 is a 7.1 megapixel camera that uses inexpensive compact flash cards for storage. It's not a toy. \$899; [www.canon.ca](http://www.canon.ca).

**Panasonic D-Snap SV-AV100** This ultra-compact and portable video camera records movies in MPEG2 and MPEG4 formats on a secure digital (SD) card. The 2.5" liquid crystal display flips up for playback and around for recording through the camera's 10X optical zoom lens. And look, no tapes! Everything's stored on the card, which makes for simple recording, playback and editing in an amazingly small package (it weighs 190g including the battery, and is slightly bigger than a sardine can). \$1,449; [www.panasonic.ca](http://www.panasonic.ca).

**Sony LF-X1 LocationFree TV** It's one thing to buy a sexy flat-panel TV, but quite another to operate it wirelessly. Sony's new LocationFree sets receive signals from a home base station that streams movies, TV shows, email and the Internet. As well as moving around your home without the restriction of wires and cables, you can take the touch-screen 12" LF-X1 on the road, or across the ocean. Using WiFi hotspots the LF-X1 can access the base station in your home, enabling you to watch shows being broadcast there, or previously recorded.. \$2,499; [www.sonystyle.ca](http://www.sonystyle.ca).

**Motorola V600** Motorola describes this phone as having "stunning and killer functionality." Death threats aside, the V600 is something of a mobile marvel. Bluetooth, of course, integrated camera with zoom, colour screen, runs video clips, plays Java games, does multimedia messaging (MMS), quad-band enabled for global roaming, polyphonic speaker, and custom colour-keyed functions. Not your average phone. Yet. \$474; [www.motorola.ca](http://www.motorola.ca).

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Little  
Black  
Book.



With the Nokia 6225 camera phone you can shoot, store and send dozens of different pictures. Which means you can use it to keep track of just about anything.

**NOKIA**  
CONNECTING PEOPLE

[nokia.ca](http://nokia.ca)

> get a lifestyle

# 150k

**This is the ultimate in performance and style.** \$100,000 will buy you a lot of car, but it also buys you a lot of choice. Whatever your predilections, you're sure to find something you'll want to drive.



**Audi A8 L, \$99,500**

There are more obvious choices for a high-end luxury sedan, but none of them is as interesting as this. Though it packs all of the features and amenities you would expect satellite navigation, air suspension, and vanity mirrors with magnifiers are all standard the A8 is also attractive for more cerebral reasons. Indeed, with its lightweight aluminum structure, voice-activated controls, and intelligent MMI interface, this is the smartest luxury car there is.



**Hummer H2 SUT, \$72,695**

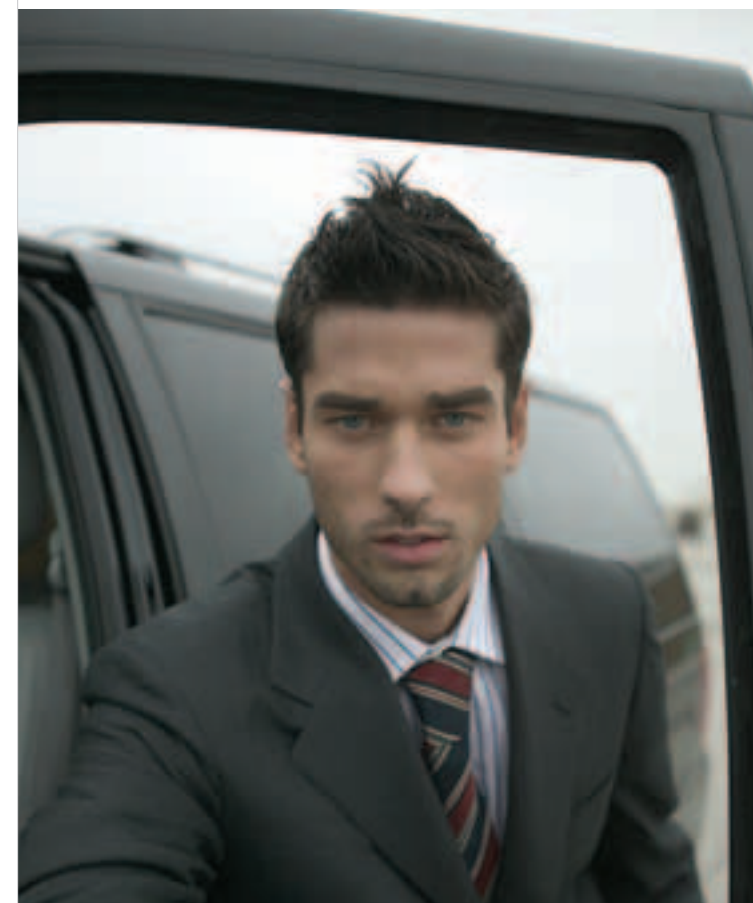
Obnoxious? Of course it is. But the Hummer SUT – “sport utility truck” is the new body style for 2005 – is also insanely capable. Like the original, it will happily climb over walls or up grades that would fell most other SUVs, and does so while remaining comfortable and, given what it's capable of, quite easy to drive. Sure, its fuel consumption is atrocious, and sure, the cabin isn't much roomier than most cars, but there's nothing like the H2 on the road today.



**Porsche 911, \$101,400**

What more can we say? For decades now, the 911 has been, and will continue to be, the seminal sports car. Not only is it wonderful to drive hard and fast, but it's also a remarkably civilized city cruiser; easy to drive slowly when you're running your daily rounds. Though there are a number of different models, we like the base Carrera the most; it best exemplifies the mix of supercar and everyday car that made the 911 a legend.

> get a lifestyle \$150k



> get a lifestyle \$150k



> the look



Warm wool makes a dapper suit for your power winter wear. Think fine fabric and fine dining, and at the end of the day you'll look good and feel good too. A good suit never goes out of style, but stay current and think quality when you head out with your pocketbook this season.

Justin is wearing a Kiton Napoli wool suit, \$6995, Ermenegildo Zegna pinstripe dress shirt and tie, \$355 and \$170, and Salvatore Ferragamo brown leather shoes, \$650, all available through Harry Rosen. TAG Heuer Monaco steel bracelet, \$4600; [www.tagheuer.com](http://www.tagheuer.com). 2005 Lincoln Navigator, \$73,195; [www.lincolnvehicles.com](http://www.lincolnvehicles.com). Justin courtesy Sutherland Models.

> get a lifestyle \$150k

**Dual personalities** When you're shopping at this level, you want stuff that will do it all; that combines old-fashioned luxury with the latest technology. Our selections do just that; they're cutting-edge and classic at the same time



**Herman Miller Eames Chaise**  
Crafted of leather with a sculptural aluminum base, the Eames Chaise is soft, comfortable, and just 18 inches wide. When you lie on it, you naturally fold your arms over your chest. Doze off, and your arms fall to your sides, waking you up. A beautiful place to relax for a spell in your study, den, or executive office. \$5500; [www.hermanmiller.com](http://www.hermanmiller.com)

> the accessories



**Porsche Design Roadster Luggage** The Roadster lineup mixes traditional leather and nylon with decidedly modern detailing, thanks to its cast aluminum handles and mag wheels. \$425-\$1500; [www.porsche-design.com](http://www.porsche-design.com)

**TAG Heuer Monaco 69** Combining the best of both watch worlds, the Monaco 69 has a conventional hand-wound mechanical watch on one side with a super-accurate stopwatch (good to 1/1000 of a second) on the other. All it takes to go between the two is a quick pull and twist. Combine that novelty with classic Monaco styling and you have the year's hottest timepiece. So hot, in fact, that there's already a waiting list forming online. \$8500; [www.tagheuer.com/monaco69/](http://www.tagheuer.com/monaco69/)



> the experience



**Nomadic Expeditions "From Yak to Kayak"**

To the outsider, Mongolia is land shrouded in mystery. Endless blue skies and rolling green hills stretch for miles in a land shaped as much by the climate as it is by its nomadic people. A remote jewel of the civilized world, Mongolia remains one of the few countries to preserve its ancient culture.

Discover for yourself Mongolia's natural beauty while hiking, kayaking, camel riding, and horse trekking. Visit nomadic families and experience traditional hospitality that is extended to passing travelers. Experience the stunning landscapes of Mongolia from Lake Hovsgol, known as the "blue pearl," to the endless rolling steppe and legendary dinosaur fossil sites in the Gobi Desert. From Yak to Kayak is one of the most unique adventures you will ever take, allowing you to explore an ancient land with traditional modes of transportation. From \$2,700 US pp; [www.nomadicexpeditions.com](http://www.nomadicexpeditions.com).



> get a lifestyle \$150k



> the tech

**The homebody** Let's be honest: when you've reached this level, do you really want to have to lift a finger for anything? Of course not. Here's how to do it all from your couch

**Velocity Raptor Extreme Edition** Call that a computer? No, this is a computer. It arrives in a brushed anodized aluminum box with window that contains a 3.2Ghz Pentium 4 Extreme processor, two gigs of cache, a gig of fast memory, and two Western Digital 32 GB hard drives running with a third 400 GB Hitachi hard drive. There's a 256MB nVidia GeForce FX 6800 Ultra Velocity video card, two Plextor PX-708A multi-format rewritable DVD drives, a set of audiophile Klipsch ProMedia Ultra 5.1 speakers connected to a SoundBlaster Audigy 2 sound card, and a 20" Sharp flat panel monitor. "Immaculately hand wired and built, with a personalized owner's portfolio," says the Technical Team. \$6,500; [www.velocitymicro.com](http://www.velocitymicro.com).

**Panasonic Vierra Plasma 42PX20** It's a new visual era, according to Panasonic. Utilizing the company's "Plasma Reality Technology" a lifelike picture is generated from this High Definition, ultra thin, TV set. The screen is composed of two glass panels, only one-millimetre apart, between which xenon and neon gas is injected. Charge the gas with electricity and you get the "plasma phenomenon" which lights up the display. Pure whites, blues and reds, and deep blacks contribute to picture quality that exceeds CRT displays and approaches European high definition standards. \$7,699; [www.panasonic.ca](http://www.panasonic.ca).

**Bose Lifestyle 38 Home Theatre** You find Bose speakers in so many luxury cars that you may forget the company makes award winning home and stage systems. This package uses VideoStage 5 decoding technology to create five-channel surround sound from any source (even monophonic). It'll store all of your CDs, "learn" the music you like, and intuitively select what you will want to hear next. Finally, someone (something?) that shares your tastes! Digital Dynamic Range Compression circuitry balances soft passages and loud special effects to create a cinematic experience at home. \$4199; [www.bose.ca](http://www.bose.ca).

**Motorola OJO** Just coming onto the market, this phone offers face-to-face communications with full-motion video and synchronized audio. Of course, you need someone with an OJO at the other end, but by using VoIP (Voice over Internet Protocol) technology, this personal video phone becomes a replacement for your standard land-line clunker. \$895 (approximate); [www.motorola.ca](http://www.motorola.ca).

**Motorola HMEZ1000** We love this, although we're not sure why. The Motorola HMEZ1000 is a home monitoring system that includes a base station and camera (we've added two extra cameras). Plug the base station into your desktop using a USB port, strategically place cameras around your home, and you have a surveillance system you can access from anywhere via the Internet. Use it to keep an eye on your fancy hardware. \$650; [www.motorola.ca](http://www.motorola.ca).

# HITACHI

Inspire the Next

CINEFORM HD PLASMA TELEVISION



55HDT51

## What good is the big play on a small screen?



42HDT51

### Hitachi CineForm™ HD Plasma Television.

Don't just watch football. Live it on a Hitachi High Definition Plasma television. With its state-of-the-art technologies, grid patterns commonly found on other plasma televisions are eliminated leaving you with a smoother, bolder, sharper picture with enhanced lifespan. It's like you're actually there. And thanks to two powerful speakers and an external A/V control centre, it's a complete home entertainment solution. So sit back, relax and enjoy. Before long, you'll realize that the highlight of the game is hanging on your wall.

HITACHI PLASMA TELEVISIONS ARE AVAILABLE IN 42" AND 55" SIZES (STAND OPTIONAL ON 55HDT51).

For more information on Hitachi Plasma Televisions or to locate an authorized dealer, please visit [www.hitachi.ca/video](http://www.hitachi.ca/video) or call 1.800.HITACHI.



Hitachi is a proud sponsor of the NFL.



# THE BIG SCREEN BLITZ IS ON!

You could WIN 2 tickets to Superbowl XXXIX.

Visit your local Hitachi retailer for a chance to WIN a trip for 2 to Super Bowl XXXIX in Jacksonville, Florida\*.

But hurry, this offer is for a limited time.



\*No purchase necessary. Contest open to residents of Canada 18 and older at the time of entry. Trip for two includes round trip airfare, hotel accommodation -based on double occupancy, two Super Bowl XXXIX tickets, and access to exclusive game day activities. Contest entry forms available at participating retailers. Contest closes December 31, 2004. Full details available at participating retailers. \*\*NFL shield and Super Bowl are registered trademarks of the National Football League 2004.

> get a lifestyle

# cost no object

**With an unlimited budget, you can really play.**

The sky's the limit here. What do you want? How fast do you want to go? Once you're in the top snack bracket, off-the-shelf transportation no longer applies; we're talking custom toys with all the trimmings



**Boeing Business Jet, \$8.5 million/year**

In this era of international commerce, Mr. Big types need to fly farther, faster, in comfort, be productive en route, and reach their destination relaxed and refreshed. With nearly three times the interior space of the competition at a comparable price, and a range of more than 6,000 nautical miles, the BBJ and the BBJ 2 meet these demands.

You can pretty much configure the 1000-square foot interior any way you want so pack in all the comforts of home. On the list of available

creature comforts: a spacious executive suite with a queen-size bed that allows you to get a good night's sleep or, um, take part in some other distractions; a dining room (Queen Anne chairs optional); and private offices for serious work or dozing on the job.

One of the greatest advantages is that you can pretty much leave for anywhere in the world with four hours' notice and no lineups.

All this goodness comes in at a not unreasonable (cough) \$7.5M a year in fixed operating costs and \$1600 an hour wherever you go.



**Knight boat**  
118 WallyPower is like a New York SOHO loft crossed with an F-117 stealth fighter



**118 WallyPower, \$24 million**

Have you ever been struck by how uninspired all the yachts moored in most harbours are? Despite the vast amounts of money spent on them, and the huge pride taken in them, their look is pretty uniform. Their structures are conventional, and their interiors are, on the whole, dreadful. Why isn't there a yacht that is technically innovative but visually stimulating, too?

Imagine, then, your first sight of the new 118 WallyPower superyacht. It's just incredibly exciting. Its beveled edges and high-tech materials make you sit up and stare. Here is the future of luxury yachting: an intelligent, innovative and highly covetable object. Simply put, there is nothing on earth that comes close to the 118 for sheer presence and breathtaking design. Its optional (\$8 million over the standard \$16-million US base price) propulsion system consists of three gas turbines generating 16,800 HP. Two of the jets are steerable, and the exhaust system is made of titanium. Thanks to its sophisticated hybrid structure, the yacht displaces only 95 tons, meaning that at its cruising speed of 60 knots, it has a range of 400 miles. Low-speed maneuvering is accomplished with its two diesel engines at around 9 knots.

The pure lines of the 118 WallyPower are enhanced by the absence of visible cleats, mooring winches, radar antenna, TV dome, or anchor system: everything is perfectly and neatly concealed and hidden without sacrificing functionality. The chameleon-like paint finish is metallic dark green and changes colour depending on the light and landscape.



> get a lifestyle cost no object



**Victory Hammer** 88 hp; \$21,949 Victory is kicking off 2005 with the hard-hitting and all-new Hammer. This motorcycle is a surefire head-turner, thanks to its bigger-than-life wheels, 100 cu-in Freedom engine, 110 lb-ft of torque, sleek lines and sturdy look. We love it! [polarisindustries.com](http://polarisindustries.com).

> the bikes

**Bikes to the Bone** Today, motorcycles are one of the purest forms of a luxury pastime. You need a fat wallet to be able to don the leather vest that real motorcyclists wear. First and foremost, though, you need to be a rebel, a free spirit who isn't willing to compromise. Here are five models for the new millennium that titillated our senses. *By Genviève Pépin*



**Ducati 999R** 150 hp; \$44,995 Ducati will be making waves in AMA races this year with its 999R, driven by Ben Boström for the Ducati Austin team. This Italian bike truly asserts itself: 150-horsepower and superior construction (Öhlins fork, Brembo brakes, steel-tubing trestle-type frame). Known for its many World Superbike titles, the Ducati 999R promises many wins in the AMA, and it can now be yours! Just think—a Superbike on a winding road, with your hands on the handlebars! [www.ducati.com](http://www.ducati.com).



**BMW K1200R** 167 hp; Price N/A The German manufacturer is going great guns! Following its R1200GS and K1200S, BMW has introduced the new, restyled K1200R, which features the engineering of other Bimmer bikes. No detail has been overlooked, making the BMW K1200R a must for your garage. With its distinctive style that is in large part attributable to its headlights, this new roadster has already made us drool with desire. Where do we sign? [bmw.ca/motorrad](http://bmw.ca/motorrad).



**Yamaha YZF-R6** 126 hp; \$11,799 As the preferred wheels of Pascal Picotte, reigning Canadian Supersport 600 and Superbike champion, the brand-new Yamaha YZF-R6 will awaken the motorcyclist in you. The 2005 model's strong points include more power, stronger brakes, a better suspension and better handling and road holding. [yamaha-motor.ca](http://yamaha-motor.ca).



**Suzuki Burgman 650** 55 or 32 hp; \$10,999 or \$7,999 Suzuki's Burgman line spearheaded the trend of muscular scooters that are so popular in Europe, and it's easy to understand why: pleasant, even easy handling, unrivaled comfort and sufficient horsepower for regular use on our roads. It's perfect for those who want to feel the freedom of riding a motorcycle, while enjoying the ease of a scooter. [www.suzuki.ca](http://www.suzuki.ca).



**KTM 950 Adventure** 98 hp; \$18,498 The KTM 950 Adventure can go anywhere: muddy trails, paved roads or rivers, it's up to any challenge. Its two-cylinder, 942 cc, V-type engine will definitely make you want to go outside and play! You won't ever need a therapist—the 950 will make you forget your worries, even visits from your in-laws. Now who wouldn't pay for that? [ktm-canada.ca](http://ktm-canada.ca).

> get a lifestyle cost no object



> the look



The money's in the belt and classic pinstripes for your best look this winter. A new take on the 'money' brings out the flash as designers such as J.Lindegberg find inspiration from the classic Lamborghini Countach. With the sophisticated aggression that built your empire, set out on the town with the look to match.

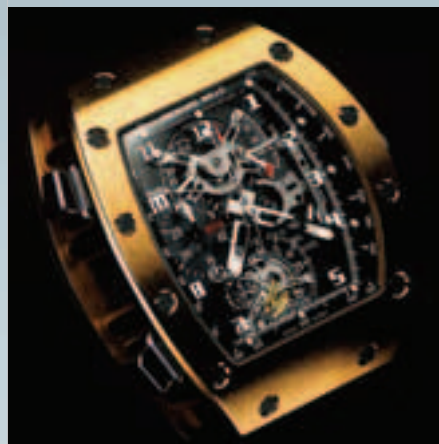
Doug wears a J.Lindegberg Prunella stripe jacket and pants, \$795, Olin pure cashmere sweater, \$275, and leather belt, \$155. Alex is wearing Isola techno rib knit sweater, \$250, Party skirt in accent poly, \$195, and Slater belt in metal grease leather, \$155. J.Lindegberg clothing retailers available through 1-888-TRILUXE. TAG Heuer Microtimer with diamonds, \$9500; [www.tagheuer.com](http://www.tagheuer.com).

If you needed transportation you would take the limo, the plane or the boat. This isn't a car, it's a mobile adrenaline shot. Built in South Africa (the engine is installed here), the Superformance Mark II is a cut above. The quality is superb, every detail down to the gearshift pattern is correct, and the performance, with over 500hp in a 2500 lb shell, is electrifying. \$85,000; [www.superformance.ca](http://www.superformance.ca).

Stylist: Veleshia Chung; Makeup and hair: Naeerna Rehmani

> get a lifestyle cost no object

**Grand complications** By this point, you're beyond mere functionality. This is more about want than need, and mechanical artists have proven up to the task of amusing you



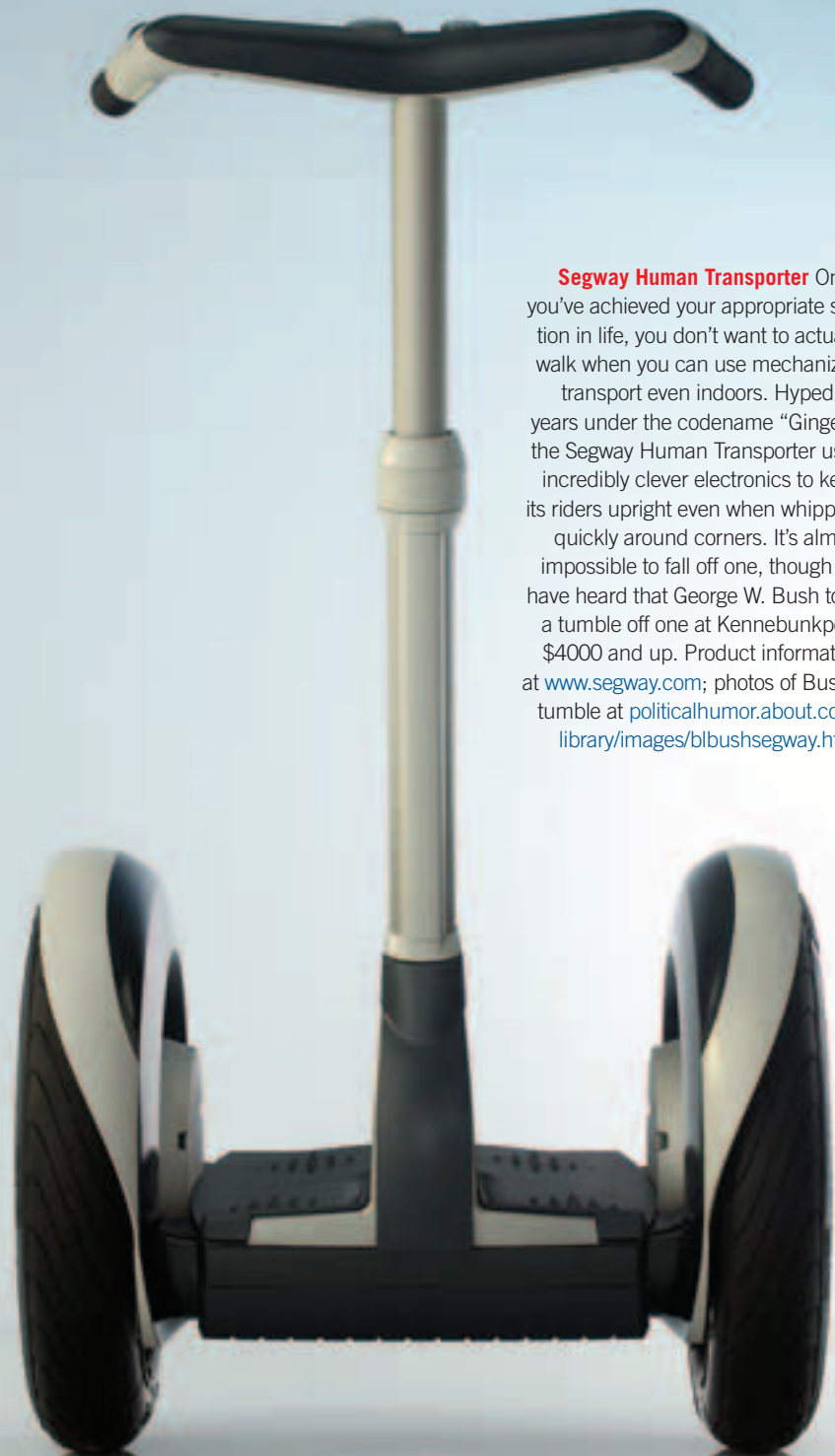
**Richard Mille RM008 Tourbillon Chronograph**

Obsessed with Formula 1 cars, watchmaker Richard Mille only goes for the best, and most exotic, when building his limited-edition timepieces. His latest, the RM008, is a hand-winding stopwatch with a "tourbillon"—an oscillating device in the watch that compensates for inaccuracies caused by the position of the wrist. Add that to a sapphire-and-gold case that lets you see all that's going on inside, torque and power-reserve indicators, and a crown with a "transmission" that shifts between wind, neutral, and set, and you have one complicated—and exclusive—timepiece. From \$439,000, at Westtime in Los Angeles; [www.westtime.com](http://www.westtime.com).



**House of Eight belt buckles** To go with your new RM watch, you'll need the world's most complicated and expensive belt buckles. Crafted out of precious metals with wood and diamond inlays (your choice), the House of Eight buckles have the most amazingly complicated latch we've seen. Pull your belt through and watch it un-cinch just the right amount so you won't need to adjust after a big meal. \$8000 and up; [www.houseofeight.com](http://www.houseofeight.com).

> the accessories



**Segway Human Transporter** Once you've achieved your appropriate station in life, you don't want to actually walk when you can use mechanized transport even indoors. Hyped for years under the codename "Ginger", the Segway Human Transporter uses incredibly clever electronics to keep its riders upright even when whipping quickly around corners. It's almost impossible to fall off one, though we have heard that George W. Bush took a tumble off one at Kennebunkport. \$4000 and up. Product information at [www.segway.com](http://www.segway.com); photos of Bush's tumble at [politicalhumor.about.com/library/images/blbushsegway.htm](http://politicalhumor.about.com/library/images/blbushsegway.htm).

> the experience

**Orient-Express Safaris**

The trumpeting sounds of a bull male fill Savute Elephant Camp with an age old sense of wonder and amazement. Situated on the banks of the dry Savute Channel in the northwest Okavango Delta, it offers a picturesque view of untouched Africa as it was hundreds of years ago.

Botswana is the ultimate safari destination in Africa, and who better to explore it with than Orient-Express Safaris. A British protectorate until 1966, Botswana is now one of Africa's most economically profitable countries, due in part to several large diamond pipes discovered in the mid-late sixties. With a population of 1.5 million, 80% of which are located in the eastern part of the country, it also boasts many of the finest locales in the continent to experience African wildlife in their natural environment.

Savute is a traditional African style safari tent camp, set amid towering acacia trees in semi-desert country. It accommodates up to 24 guests, in 12 spacious and luxurious tents built on 72 sq. meter raised teak decks with views over the Savute channel. The camp is built largely of timber with sturdy canvas covering.

Savute is just one of three unique resorts that await those traveling to Africa with Orient-Express Safaris. Eagle Island Camp and Khwai River Lodge offer an equally rewarding, yet diverse experience. A world class leader in travel and accommodations, Orient-Express offers uncompromised luxury with personality.

New services for 2005 include private charters from Johannesburg's Lanseria Airport direct to Khwai River Lodge's private airstrip, as well as private charters to all camps from Livingstone Airport near Victoria Falls.

Tailor-made packages are available with Orient-Express Safaris at [www.orient-express-safaris.co.za](http://www.orient-express-safaris.co.za), or by emailing [reservations@orient-express-safaris.co.za](mailto:reservations@orient-express-safaris.co.za).



> get a lifestyle unlimited



> the tech

**Early adopter** We don't know if all of these will be around in five years, but we sure think they're cool

**Sony HDRFX1 camcorder** The world's first high definition camcorder, the Sony HDRFX1 takes movie-style wide-angle recordings with its specially developed Carl Zeiss Vario-Sonnar T\* lens. The camera employs the same MPEG2 compression used for digital broadcasts and DVDs, and features a 3.5" hybrid monitor that produces a bright image that won't wash out in sunlight. If you want to get creative, the camera features an array of pre-programmed cinematic features. Show up with this camera, and your friends will hide theirs. \$4999; [www.sonystyle.ca](http://www.sonystyle.ca).

**Sony 61" KDE61XBR950 XBR Plasma TV** Why not? Somebody's got to own one, and it might as well be you. This is the biggest plasma TV currently on the market, and one that many reviewers describe as "beautiful" without even turning it on. A piece of techno-sculpture, this set is rich with features like PIP and split screen, but the sensational picture quality is its claim to fame. As one reviewer said, "the HDTV pictures appear as if you are watching the event in person." \$29,999; [www.sonystyle.ca](http://www.sonystyle.ca).

**Linn home theatre system** We've selected Linn because Aston Martin did and we like their cars. You'll need \$16K for the Unidisc 1.1 DVD (and all other disc formats) player, \$25K for the KISTO pre-amplifier and \$10K each for the seven (or more) KLIMAX power amplifiers (at least one per speaker, as this is an active system). For speakers, we're recommending the Linn AKURATE line, and you'll need 8 for a 7.1 surround system (about \$50K). We've allowed a few extra thousand for wires and a Linn guy to set it up. You might want to look at the B&W Nautilus or Signature speakers (George Lucas uses them) although they're typically used in a studio environment. But with an unlimited budget, go ahead and build a studio. \$175,000; [www.linn.co.uk](http://www.linn.co.uk).

**RacingIntegration BV Formula 1 simulator** (not pictured) An unlimited toy budget opens the door to many outrageous pastimes. Driving a Grand Prix car for recreation becomes possible with RacingIntegration's GPF1 simulator that recreates the Formula 1 experience to the finest level of detail. With the GPF1 you actually get in a car, on a platform, in front of a bank of monitors, and make like Michael. RacingIntegration is in Holland, but don't worry, they deliver. \$249,000.

**Banyru, personal Guard Dragon** You'll want to protect all this gear, but dogs are messy and security services require interaction. A Guard Dragon, however, is just the thing to startle the uninvited. Not that they won't pick up Banyru and drop-kick him into the next yard, but by that time you've grabbed your Motorola V3 RAZR (with its chemically etched keypad created from a single sheet of nickel-plated copper alloy) to summon your private army. \$23,000; [www.sanyo.co.jp](http://www.sanyo.co.jp).

ROGERS ad material

> advertising feature

# between the **ROCK** and a hard place

Targa Newfoundland is the first and only event of its kind to be held in North America. It is an annual event that forms a 2200 km long, seven-day, automotive adventure through some of Canada's most picturesque scenery. The event allows the owners of historic, classic and modern sporting motor vehicles to drive them the way they were designed to be driven. What better test for the new 250-hp turbocharged Subaru Legacy GT?

Story by Nadine Filion  
Photos by Subaru Canada





**You can jump in a plane** and pretty much go anywhere you want these days – save a few, uh, ‘hot’ zones at the moment. If, however, you want to see real country, Canadian country, up close and personal the next few pages might lure you into an adventure, a road race adventure. Herein lies the tale of a novice driver’s impressions of her first automotive rally, my first rally.

**Read fast**  
Even in touring class, keeping pace with route directions was a challenge

The event, called the Targa Newfoundland, started three years ago and is earning a reputation as one of the best such events in the world. Essentially it works like this – pay the Targa organizers an entry fee, get yourself and your car to Newfoundland, arrange for some accommodations and proceed to rip up the roads of “The Rock”. There are two classes you can enter; a Targa class that involves full out racing and some full on race cars (one such car reached 180 km/h on one section) or the Touring class. The latter is what I did and although it involves a pretty aggressive pace, it relies more on your ability to tell time and read a map.

Essentially, you have 10 days to travel 2200 kilometers, through 70 different communities, from salty villages to mountainous vistas... In other words, from no-where to no-where. And it’s just great.

Of course, Newfoundland isn’t just any part of the Canadian countryside but is, instead, one of the most beautiful maritime regions on the entire planet, with its sea shores populated by small fishing villages of closely-knit communities, seaside cliffs and undulating countryside. Real ‘Salt of the Earth’ type stuff.

Hotels have never heard of magnetic room keys, restaurants wouldn’t know Atkins

if he fell from the sky; Fish’n Chips and cod tongues are all too often the “Specialité du jour”. High-speed internet? Don’t hold your breath; most computers are still running Windows 98.

We came well prepared, having been provided with a black Subaru Legacy GT, in which we installed real race seats, six-point seat belts and some safety equipment. Over-kill? Maybe, but we wanted to be more than competitive – we wanted to win.

It’s not likely Subaru is going to give you a car for a week to go rallying in, but daily drivers are welcome so long as they have the necessary safety equipment and can pass a technical inspection. That being said 40 stages, 6000 route book entries and 3900 curves awaiting for it might qualify as “excess wear and tear” so you might want to read the fine print on your lease.

The aforementioned entry fee is \$3500 (hotels and diners not included) for the Touring class, the one where homing pigeons prevail over speed demons. The goal: complete the stages in the given time, at the average speed prescribed. Too quick or too slow and you are penalized – your not allowed to stop either to waste time if you are too fast. It sounds simple, but the process requires patience, concentration and discipline.

> advertising feature



**Lasting memories**  
Though the driving was exhilarating, it was Newfoundland's people that left the most indelible impression

If you are as crazy as most of your friends think you are, modify your car with a safety cage, performance brakes and tires and pack some more power under the hood, and sign up for the Competition class – same price, but more testosterone, guaranteed!

Pedal to the metal, you will be tasked with beating your own record, six or seven times a day. There is perverse pleasure in passing speed limit signs going two or even three times the posted maximum. You will laugh at the yellow line, because without any traffic coming the other way, you will have all the road for yourself. And you will chuckle at those skids, at those tires screaming on the asphalt. You will ask for more speed and tighter corners.

A small tip, though. Begin with the Touring class. It's the best way to familiarize yourself with the rally's procedures and decorum. If you do jump right into the Competition class you might want to have a second vehicle handy for the trip home. There are no guarantees that your car will survive incident-free. Such was the case with a 1961 Corvette that didn't so much fly into the woods as it did over the woods. Yes, the antique car survived, thanks to a whole night spent in a local garage and a lot of duct tape.

One last tip; take the time to discover Newfoundland and its people. We've all heard about Newfoundland hospitality, and it's no myth. Area residents are so committed to supporting the Targa that they close schools, boutiques and banks, not to mention the roads, when the event rolls into town. They gather by the side of the road to wave at us and at the end of each day's drive, they pack arenas and community centers where all the cars are parked for the night. We were even asked for autographs!

Above all, take the pulse of the rally, of its participants, and let the overwhelming sense of team spirit prevail on you from the beginning to the end of the race. New friends will be made from regions far and wide and the 10 days of camaraderie and adventure will provide memories to last a lifetime.

Some of my fondest memories are of the Northern Lights in Terra Nova Park...

A stage that was delayed because the local priest had to attend to someone on their death bed...

That corner I attacked really fast – too fast – and planted the Subaru firmly in the lawn of a Roberts Bay resident...

Moose soup...

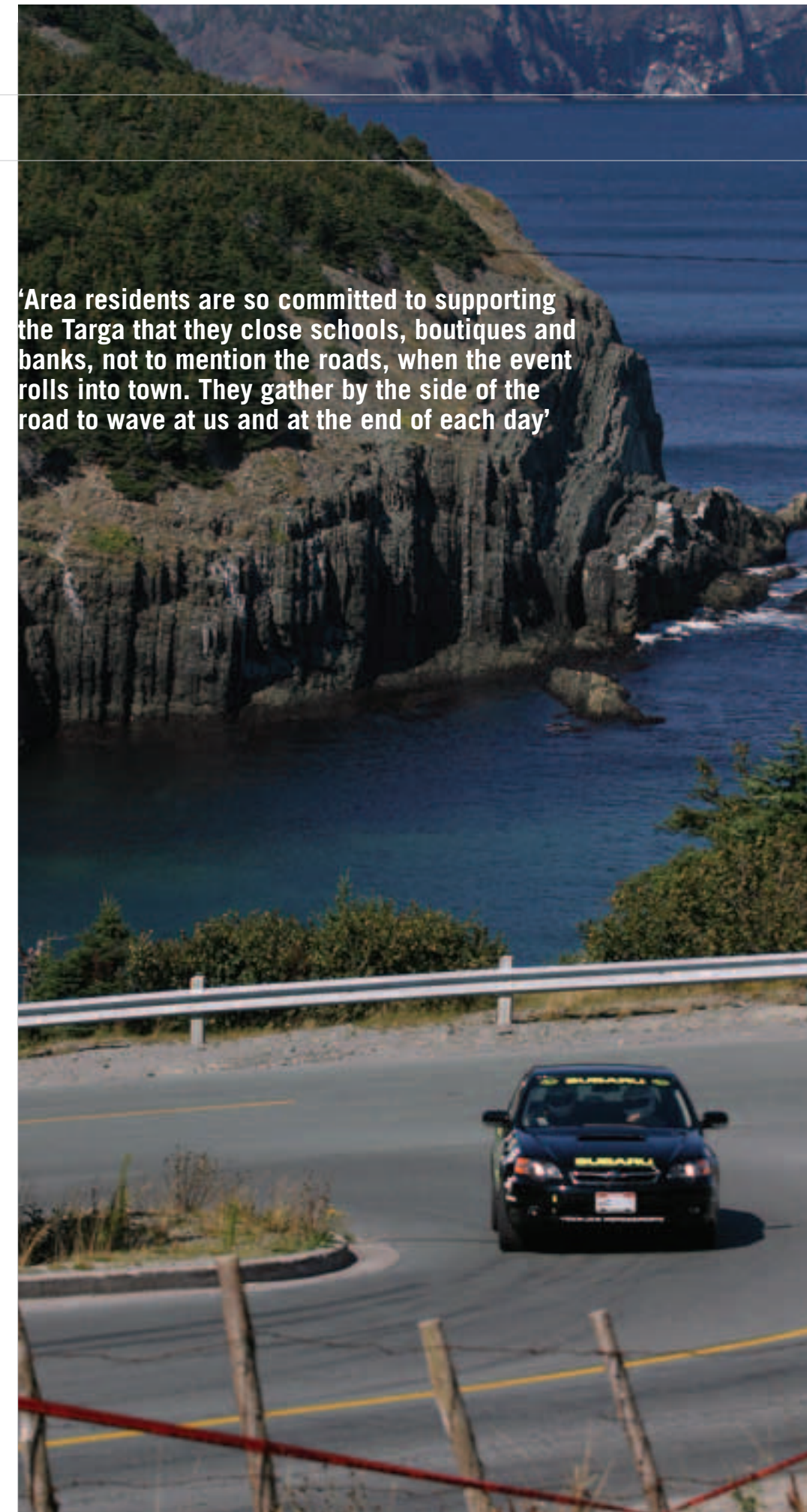
An uncommon day when weather was so lovely we took a walk on the beach where, depending on the season, you can glimpse whales or icebergs...

Perhaps the best memory was when the Subaru team gather at the rear of the service truck, seated on tool boxes, having a well deserved beer and signing "Targa, old Targa"...

For those who are interested, we finished 4th in our class. Not bad, for a first experience and certainly not our last.

The 4th edition of Targa Rally will be held from the 10th until the 18th of September 2005, in Newfoundland. [www.targanewfoundland.com](http://www.targanewfoundland.com)

'Area residents are so committed to supporting the Targa that they close schools, boutiques and banks, not to mention the roads, when the event rolls into town. They gather by the side of the road to wave at us and at the end of each day'



Subaru's rally heritage helps develop its all-wheel-drive system

Rallying is one of the most highly demanding forms of motorsport in the world, taking place over some of the most varied racing conditions imaginable while pushing vehicle and driver to the limit. Regardless of weather or course conditions rally drivers strive to post the fastest time possible by placing their trust in their skills, their co-driver, their team and their car.

The team-oriented, daunting and ever-changing nature of rallying is the perfect arena for Subaru to develop and refine its core technologies in the pursuit of one goal: to prove the superiority of the Subaru symmetrical full-time All-Wheel Drive system. Since establishing a strong presence on the world circuit in 1990 and the Canadian circuit in 1992, Subaru has done just that, becoming one of the most dominant forces in rallying – much to the benefit of our customers. The lessons learned through Subaru's extensive rally heritage are evident in its full line-up of vehicles, including our rally-inspired, award-winning Impreza WRX and Impreza WRX STI.

For the fourth year running, Subaru Rally Team Canada members are getting set to launch an attack on the Canadian Championship. On-board for 2004 are reigning 2003 Canadian Champion driver Tom McGeer and 2002 Champion Patrick Richard. The SRTC, will campaign 2 vehicles in 5 of the 6 event CRC Championship.

Subaru Canada has been very supportive of rallying over the past 12 years and enters their thirteenth campaign looking to win their sixth Manufacturers Championship and fifth in a row.

With the Canadian championship reduced to six events in 2004, the team is working hard to prepare their vehicles. The SRTC will campaign one car at Round 1, Rallye Perce Neige, then take the next few months to prepare for the balance of the season. Plans are underway to build a new Open class WRX STI for reigning and 6-time Canadian Champion, Tom McGeer.



**Under \$3000:** Montegrappa of Italy salutes Ferrari with a series of aluminum, titanium, silver or pink gold pens inspired by the 612 Scaglietti. The prancing horse is silver or gold; pen barrels are Racing Red or Mirabeau Blue, and the presentation case features a 12-cylinder engine engraving. In titanium, \$2,200. [www.montegrappa1912.com](http://www.montegrappa1912.com)

## Write your way to the top

Your suit is tailored and your accessories are perfect. So why are you slipping a plastic ballpoint into your pocket? Fountain pens are impressive, elegant, and no longer leaky or messy. Rollerballs are popular because they mimic liquid ink, but there's no substitute for the real thing. And unlike ballpoint pens that grind the ink in, fountain pens glide over the paper for a unique writing experience. A good-quality pen is smooth, never scratchy. Test-drive before you buy: pens vary in weight, balance and nib sizes, and a pen that initially looks too large or small may feel just right in your hand.

By Thomas Weston



**Cost no object:** At this level pens are considered collectibles, but don't let that stop you from using them – you've earned the right to write. Loiminchay carves the Forbidden City from a single piece of solid jade and uses 18k gold fittings and nib. Matching ink well is available. In High Grade green jade, \$90,000; [www.loiminchay.com](http://www.loiminchay.com).



**Under \$300:** Pelikan Souverän 400. Pelican cap logo and gold bird-beak clip identify Germany's Pelikan, which has been making pens since 1929. The mid-size 400 has a 14k gold nib and semi-translucent barrel that shows ink supply. Souverän ranges from the small 200 to the massive 1000; many consider them the very best for the price. \$250; [www.pelikan.com](http://www.pelikan.com).



**Under \$5000:** Alongside its regular lines, Krone makes special editions, including the Duke Ellington. Made of solid sterling silver and lacquered in orange, the barrel features Ellington's signature, piano keyboard and musical notes from Take The A Train. A stunning collector piece that's also a brilliant writing instrument. \$3,700; [www.kronepen.com](http://www.kronepen.com).



**Under \$1000:** Montblanc Meisterstück 149. This classic model has been around since 1924. Made of Montblanc's unique precious resin, this large pen is accented with rhodium, has an 18k gold nib in four sizes and carries the famous "white mountain top" cap logo. Smaller Meisterstück versions are also available. \$685; [www.montblanc.com](http://www.montblanc.com).



# 睡 觉 的 巨 人 醒 了

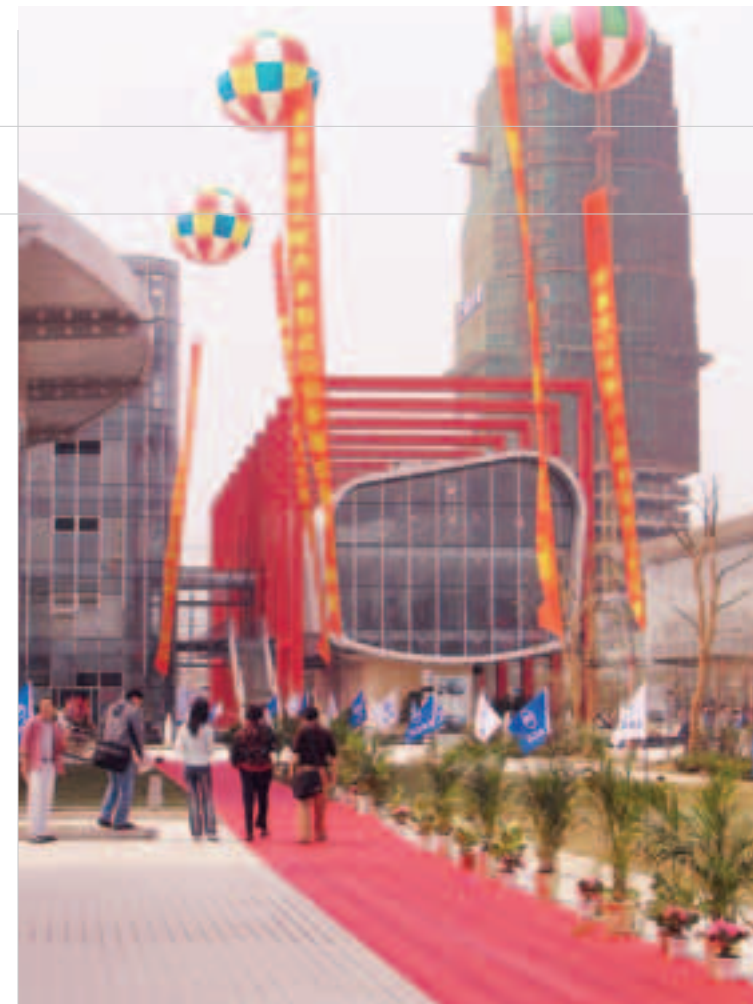
THE  
SLEEPING  
GIANT  
AWAKENS

There are currently 1.3 billion people in China, and 20 million cars. Five years from now they'll have 140 million cars and even more people. Is China ready for cars?

Story and photos  
by Paul Williams

# 巨 人 唤 醒

> driven does china



**Shanghai, a city of 17 million people, is an eye-popping showcase for the “new” China.**

It's a city of futuristic skyscrapers, five-star hotels, sweeping superhighways and bumper-to-bumper BMWs. The super-modern landscape contrasts dramatically with toiling riders of heavily laden bicycles. Swarms of buzzing motor scooters zip past old people eking a living from sidewalk pop stands, as leftover trucks from the Cultural Revolution belch black diesel fumes by the tonne.

The new China, it turns out, is a work in progress. It's a society happily diving straight into the deep end of 21st century consumerism, where from dawn-to-dusk and beyond, everybody is nothing if not busy.

In Shanghai's Pudong New Area, for example, an entire downtown core has replaced the empty fields of only a few years ago. The signature 468-metre Oriental Pearl television tower looks like something from the imagination of George Lucas, and if you did see a spaceship landing nearby, you'd probably mistake it for some clever Chinese version of urban transit.

You want a Formula 1 racetrack? It appears almost overnight, and not just some second-rate construction. No, this track, like just about everything else the Chinese build these days, sets a new international standard. One thing that was clearly apparent during a visit to attend the 2004 Challenge Bibendum, is that the Chinese LOVE cars, and younger people, at least, are finally making enough to buy them. One of the most popular is the Honda Fit (soon coming to Canada, although maybe with a different name), but anything on four wheels is a coveted possession.

However, with the country's 20-million vehicles expected to reach a staggering 140-million by 2010, the implications of that love affair are profound.

**An entire nation learning how to drive**  
Shanghai traffic is predictably unbelievable; visitors are admonished to take a cab or a bus, and in fact can be arrested for driving

One obvious result will see the global demand for fuel rising, as supply is further depleted. Then there's the impact on the environment (both theirs and ours), and as far as traffic congestion in Shanghai goes, it's already just about impossible to move, let alone get anywhere.

One bright spot, somebody joked wryly: Beijing is worse. The effect of all this on Chinese culture? That's likely to be profound as well, as bikes are enthusiastically discarded in favour of Buicks (another popular brand), and Chinese food becomes Kentucky Fried.

For most people in the west, though, China is still a mystery. Are the Chinese allowed to talk to foreigners? Can you go wherever you want? Can you get online?

Yes, yes, and yes are the short answers, but there are practicalities to overcome.

For instance, while many Chinese greet visitors with a perfectly practised "Good morning," (just as I developed a passable "xie xie," or thank-you), that's typically as far as it got.

Not because they're unfriendly or anything, but away from tourist hotels and fancy restaurants, languages other than Chinese are rarely heard in Shanghai. This is especially challenging when you're hungry, or when you need to get somewhere.

Fortunately, menus in the larger restaurants have pictures of each meal, and some have English translations. Of note to those with a less adventurous palette, the Chinese tend to keep separate the parts that we grind into hot dogs. Ears, tongues, brains, tails, feet and offal of all kinds are prepared in a multiplicity of unexpected ways. Snake is popular, but rice figured marginally, if at all, in most of our meals.

When you do venture out alone (i.e. not as part of a tour group), getting around is best accomplished by taxi, which by Canadian standards is surprisingly inexpensive (\$20.00 for a 45-minute ride). On a shopping trip to one of Shanghai's vast (everything here is vast) consumer electronics malls, computers, monitors and hi-tech gadgets were seen stacked to the ceilings. Young people lounged around playing games and surfing online between the piles of hardware, and the environment seemed almost relaxed (like a computer lounge, rather than an electronics marketplace). Our group of four shoppers was a major curiosity to some, but mostly we were ignored.

Unfortunately, bargains were not to be found. Prices for everything, including fancy micro-notebooks, desktop computers, digital cameras and PDAs, are about the same as in Canada. The brands are familiar – LG, Sanyo, Sony, Pana-

## > driven does china

**A country of contrasts**  
Street scenes like this stand by the side of roads crammed with shiny new cars and even shinier new buildings

sonic – and all are “made in China” as one young salesman proudly pointed out in halting English.

As I said, traffic is unbelievable. While the Chinese are friendly and polite in person, everything changes when they're behind the wheel of a vehicle in Shanghai. Apparently three people die in road related incidents every ten minutes in China, which is not surprising, given that driving is effectively a continuous game of chicken, with buses, trucks and cars in combat mode at all times. Pedestrians, bicycles and motor scooters move through intersections in groups (the “safety in numbers” approach), using red and green traffic lights merely as recommendations.

Traffic control, other than the token lights, is left to the occasional beleaguered official, eyes watering, masked from the fumes, vainly trying to control the hordes. It's probably the first job you get when you sign on.

By all means, take a cab or a tour bus when visiting Shanghai.

Challenge Bibendum participants mostly shuttled between the luxurious Sheraton Shanghai hotel, the imposing campus of Tongji University and the stunning Shanghai International Formula 1 circuit. At each location, huge edifices, designed presumably to show what the Chinese are capable of now that the old ways are mostly behind them, dwarfed us.

How we came to be driving on the same track that Michael Schumacher used only the month before is anyone's guess, but in vehicles powered with everything from biodiesel to hydrogen to lithium batteries, the point was certainly made that gasoline is not the only game in town. Some Chinese students even made on old Volkswagen run on hydrogen peroxide. Strategically located between the university and the track, Shanghai's Automobile City offers a centralized location for assembly plants, office towers and familiar glass showrooms for the world's automotive manufacturers.

Chinese-made Dongfeng electric buses contrasted with Porsches and Peugeots during a special “public day.” Brightly coloured balloons, banners and signs advertised the deals to be had as curious visitors admired the vehicles on display. Salesmen and women rehearsed their pitch; the cars shone tantalizingly under fluorescent lights.

From the consumer point of view, China's emerging car culture looks all too familiar. It's just that where ours took almost a century to develop, theirs will do so in a decade.

Nestled between all the techno-glitz and flash architecture you will find quiet gardens, Buddhist temples, and tranquil parks. But the Chinese seem more interested in the future than the past.

As one tour guide said, “We used to all wear the same clothes and we had nothing. It was ridiculous. Now the young people are educated and can work for big companies, and they want to catch up.”

When it comes to catching up, the Chinese certainly mean business.



> driven does china

**Michelin Challenge Bibendum** This year's event, held in Shanghai, was a showcase for upcoming environmental technology, and no small amount of wackiness

An international exposition of "clean" vehicles sponsored by the Michelin tire company took place in Shanghai last September. It was the sixth annual "Challenge Bibendum," (Bibendum is the name of "the Michelin Man" as we know him in Canada) and the first time it was held outside of North America or Europe.

In a keynote address to 500 journalists from 45 countries, representatives from 57 companies, plus an army of government officials, Edouard Michelin, the company's youthful CEO, explained that the event's goal is to become a catalyst for the development of solutions to global pollution and the dependence on fossil fuels.

"Sustainable mobility" was the catchphrase, and new, clean, technologies were seen as the way to achieve it.

"Already great strides have been made," said Mr. Michelin. "Many different technologies are being developed, with hydrogen fuel cells the most promising in the longer term as a replacement for gasoline, but hybrids, diesels and electric alternatives are here now."

People just have to start buying them, he suggested, and that will accelerate development of even more effective solutions.

The sleek and appealing Volvo 3CC hydrogen-fuelled concept car was one of 150 "alternative" vehicles demonstrated at the

event. Its clever lines and configuration (it's a three-seat car; two in the front, one in the back) are designed to prove that environmentally compatible cars can also look good and be fun to drive.

The Canadian Ballard fuel cell featured in several vehicles from Ford and DaimlerChrysler, while Honda and Audi brought their latest "clean" diesels. There were electric buses from Chinese company Thunder Sky, and colourful, propane-powered "Forever" motor scooters darting cheekily between big dogs of the automotive industry.

After four days spent poking, prodding, debating and driving the latest clean and safe vehicle technologies, most participants left believing that manufactures and governments are serious about sustainable mobility.

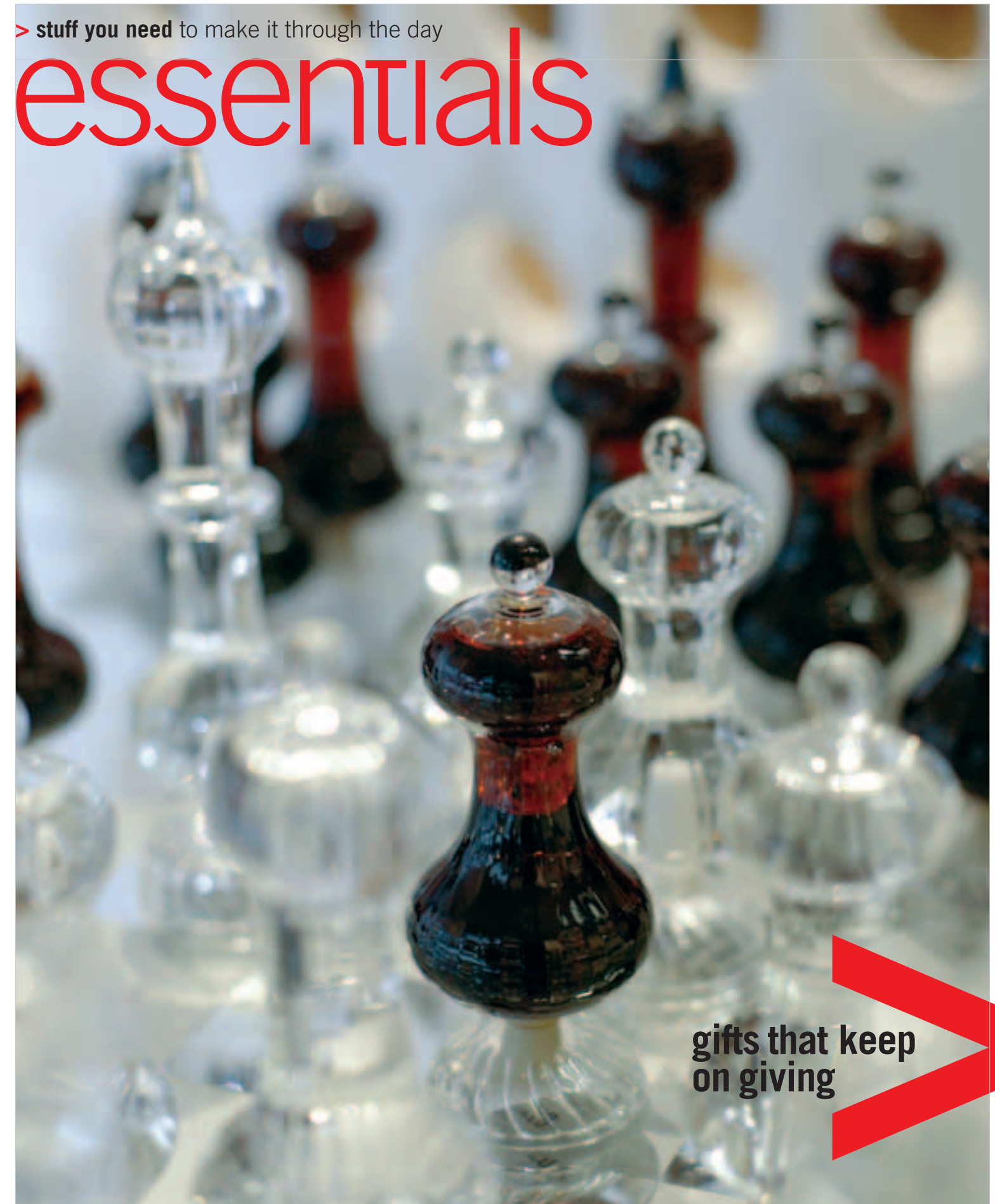
But the pace of development is perhaps slow for some, with no sign that the gasoline engine is disappearing anytime soon.

The next Challenge Bibendum takes place in Europe in 2006.



> stuff you need to make it through the day

# essentials



gifts that keep  
on giving



### Spirits to warm you

If your holiday parties and family gatherings are anything like ours, then you need a well-stocked bar to make it to the new year. Here's a carefully selected arsenal of unique alcoholic treats to warm your spirit(s). Photos by Andreas Avdoulos

Previous page:

#### **Mazzetti Grappa Chess Set in Wooden Case**

Within its wooden case, each glass chess piece contains Grappa di Graspanera or Grappa di Grignolino, and the chess board is mirrored glass. 4500 mL; \$1,499.95

This page, left to right:

**Absente with Water Carafe Gift Pack (from Distilleries Domaines de Provence)** Absente (Absinthe Refined) is fast becoming the drink of choice again. This gift pack includes a 17 oz. water carafe embossed with a stylized portrait of Vincent Van Gogh, one of the original Absinthe fans. 750 mL; \$69.95

**Poire William Pear Liqueur** Hand-blown glass art deco decanter, topped with a gold cap, contains pear liqueur and is finished with a delicate brass netting. Made in France, by Elie-Arnaud Denoix. 500 mL; \$84.95

**Barolo Cannubi 1999 Magnum with Gift Box (Marchesi di Barolo)** Single-vineyard Barolo in long, lean bottle. 1500 mL; \$149.95

**Louis XIII Magnum Cognac in Baccarat Crystal Decanter (Rémy Martin)** For this holiday season only, Louis XIII in a magnum format in Baccarat. Limited number available. 1500 mL; \$3,999.00

All items are in limited supply, so don't dawdle. Visit your local liquor retailer.

# the insider



**Time for Chrysler's Zetsche to move on** Chrysler CEO Dieter Zetsche needs to start looking for another job right now. That's my unsolicited advice as his unofficial career counselor.

The timing will never be better. Here's what I mean.

Chrysler, the U.S. unit of Stuttgart, Germany-based DaimlerChrysler AG (DCX), is now making money selling cars and trucks. Ford and GM couldn't do that in the third quarter of this year (July-September). If not for their respective finance arms, both Ford and GM would have been solidly in the red. Ford and GM's automotive operations lost \$609 million and \$130 million respectively (all figures in U.S. dollars) in quarter three.

But Chrysler, four years after tanking with massive combined losses of some \$4 billion in 2001 and 2002, is now Detroit's star player. It managed to post an operating profit of \$269 million on the strength of nine new models, two of them certifiable hits (the Chrysler 300 and Dodge Magnum), and relentless cost cutting. Just over the last year alone, Chrysler has slashed 10 per cent of its workforce or 9,870 jobs.

Chrysler has now made money for five quarters in a row, after posting an operating loss of \$637 million in 2003.

Meanwhile, Chrysler's market share is up — by 0.6 per cent in Canada to 13.9 per cent and by 0.2 per cent in the U.S. to 13 per cent. By any reasonable measure, in this Chrysler's make-it-or-brake-it-year, Chrysler is making it.

But everyone in the car business can see storm clouds and is being rattled by thunderclaps. Oil prices are high, interest rates are on the rise, and sales incentives have exploded to unsustainable levels.

Zetsche's colleague, DaimlerChrysler chief financial officer Manfred Gentz, mentioned all this when talking about the company's third-quarter results. He thinks auto sales are ready to slow, which is bad news for Chrysler's recovery. In a slowing market, Chrysler could face production cuts and slipping profits.

So the current situation, combined with historical precedent, suggest this is exactly when Zetsche — acting out of supreme self-interest — should pull the plug and move on before the bottom falls out. He'll leave a hero.

There is more to it than that, though. Zetsche arrived at Chrysler in the fall of 2001 loaded with great contacts back at company headquarters in Stuttgart. He was able to use them to make all sorts of things happen that never would have materialized under an American or Canadian boss. (Yes, Zetsche did, indeed, replace Canadian Jim Holden as Chrysler CEO in the

winter of 2000).

For instance, Zetsche, a lanky, bespectacled engineer with an enormous handlebar mustache, oodles of charisma and broad international experience gathered during his long DCX career — he once even ran the company's truck business and before that he was a Mercedes product engineer — somehow managed to talk his old Benz friends into sharing with Chrysler some major components from the Mercedes' C-class and E-class.

And so Chrysler dealers are now able to tout the Mercedes kinship in the hot-selling 300 and Magnum. As 300C owner David Gibson told me recently, "It's basically a car with a Mercedes-Benz frame and good old American muscle."

Zetsche is the one Chrysler executive with the clout and charm needed to convince the Mercedes people to help him build Chryslers using Mercedes parts. But what if the buying public comes to think they are essentially getting a Mercedes for the price of a Dodge or a Chrysler?

Chrysler is promising 16 more new cars and trucks by the end of 2006, on top of the nine introduced this year. Analysts says Chrysler's plans are grand, to say the least.

They include a big Jeep Commander with three rows of seats, a replacement for the Sebring with styling cues from the Chrysler Crossfire, a new Dodge Charger muscle car with the same interior and underbody as the Dodge Magnum wagon, and a replacement for the Neon which will take the shape of a wagon like the Pontiac Vibe and Toyota Matrix.

In addition, Jeep should get a small SUV based on the Compass concept vehicle shown at the Detroit auto show in 2002, as well as a new version of the open-top TJ. And then there is a new Dodge SUV based on the Jeep Liberty.

At the same time, Chrysler is also moving to reduce the number of basic vehicle architectures it uses from 12 to three by 2008. That should reduce costs and add flexibility to Chrysler's remaining factories. It is not easy to chop platforms, however — and it is risky. When car companies share platforms across product lines, they often create too many lookalike products, and thus turn off customers.

So a lot of things can go wrong for Zetsche if he stays at Chrysler through all this. Zetsche, though he has never said so publicly, clearly wants a crack at the top DCX job. To get it, he'd need three more successful years at Chrysler. Chrysler's boom-and-bust history, not to mention all the competitive pressures of today's car industry, suggests the odds are against him.

Now where he would go remains an interesting question, and the possibilities are endless. What is certain is this: he would leave a huge hole behind.

The current chief operating officer (COO), Tom LaSorda, is an excellent manufacturing executive, but he has almost no experience in design, engineering, sales or marketing. And he doesn't have Zetsche's contacts back in Stuttgart, either.

Joe Eberhardt, Chrysler's top sales and marketing honcho and a long-time Mercedes-Benz executive, lacks Zetsche's experience in product development and LaSorda's expertise in the plants. Eric Ridenour, the current new product vice-president, has the design and engineering background, but his resume is thin on the sales and marketing side of the business, as well as with the financial community.

Then again, Stuttgart might choose to bypass these obvious contenders and instead send another German CEO to replace Zetsche if he were to go. But there really doesn't appear to be anyone back at DCX headquarters with Zetsche's combination of skills.

Of course, Zetsche might choose to act selflessly and actually see Chrysler through the next three years. There certainly is enough work to do. In the coming stage of its recovery, Chrysler plans not only to launch all these new vehicles, but also improve productivity by six per cent annually and match the highest industry benchmarks for quality by 2007. If Chrysler manages to accomplish it all, then the top job at DCX would have to be his.

But this career counselor isn't convinced Chrysler can manage to pull off such an ambitious plan. The implications for Zetsche and Chrysler's employees are obvious. JEREMY CATO



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Bluetooth compatible.**

**Pray it doesn't become self-aware.**



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# Welcome to Tucson.



TUCSON 2.7L V6 SHOWN

## Introducing The All-New TUCSON. The SUV for Civilized Adventures.

The adventure starts with a powerful 2.7L V6 engine featuring AWD, ABS, traction control, an advanced Electronic Stability Program, 16" alloy wheels and a comfortable, more refined car-like ride. You'll be spending a lot of quality time in your new SUV enjoying an AM/FM CD Player with MP3, air conditioning and the versatility of flat-folding seats for a variety of passenger and cargo options. Welcome to Tucson.



**7 YEAR/120,000 KM**  
POWERTRAIN WARRANTY

**5 YEAR/100,000 KM**  
COMPREHENSIVE LIMITED WARRANTY\*

**5 YEAR/100,000 KM**  
ROADSIDE ASSISTANCE PROGRAM\*\*



ALL HYUNDAI WARRANTIES HAVE NO DEDUCTIBLE. †† Includes fuel delivery service, flat tire changing, lock-out service, towing service and more. Just one toll-free call away, 24 hours a day. [www.hyundaicanada.com](http://www.hyundaicanada.com)

\*Hyundai's Comprehensive Limited Warranty coverage covers most vehicle components against defects in workmanship under normal use and maintenance conditions effective for vehicles sold on or after March 22, 2004. See dealer for details.