



Open Road



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Slower Traffic, Keep Right!

Steve Jacobson, President, Indy Miata

Why do you drive the color of car you do? There have to be millions of color choices out there in car-dom. Why did you pick the one you did? Deep down inside I know that the color of the Miata really doesn't matter. It's the fact that you chose a Miata is what matters most!

I have often wondered why people choose certain colors. A quick search of the Internet gave me some info on what some colors may say about you:

Black: ambitious drivers that want to project success.

Red: outgoing and impulsive, easily bored

Silver: you have great style and are often successful.

White: the first choice of doctors and drivers who are reliable and methodical.

Blue: a team player that is sociable and friendly but lacks imagination.

There once was a time when the color of racecar told you a lot more than the name of the main sponsor. You could tell the nationality of the driver and the car owner by seeing the paint scheme. Traditionally red has been associated with Italian cars – Ferrari or Maserati. But not all Ferraris were red. English owned teams that drove a Ferrari painted theirs green. Whereas green cars usually were from the UK or another English commonwealth. German cars were white until Mercedes-Benz stopped painting their cars in order to save weight. These colors were assigned in the early days of Grand Prix racing by the FIA and are still followed somewhat today. Here are some of the traditional national racing colors according to Road & Track (January 1960):

Belgium: yellow and black.

Canada: green with white stripes.

France: blue and white (The Prost F1 team uses these colors.)

Germany: white then later silver (Mercedes F1 cars are silver to this day.)

Great Britain: green (This is where we get British Racing Green even though BRG is not one particular shade of green. Several have been used over the years.)

Japan: white with red (See the BAR Honda F1 team.)

Italy: red (Enzo Ferrari would turn over in his grave if he saw how Marlboro-“red” his cars look these days.)

Mexico: gold, white & black.

Spain: yellow & red

Sweden: blue, yellow and white (Kenny Brack's helmet is a good example of this.)

USA: white with blue stripes (Shelby Cobras)

The May '01 issue of Miata Magazine has a great chart that breaks down sales of the Miata over the years into numbers by colors. Do you know what the rarest Miata is? Sunburst Yellow from '92? Nope. There are three others that are more rare – the black with/ red leather from '93, Twilight Blue STO version from '97. And the rarest of all – Evolution Orange from 2000. Only 644 have been imported.

Why is it that there have been 8 different versions of blue Miatas? (Rumor has it that Miata designer Tom Matano likes blue.) It is a sportscar though and Classic Red has been a choice every year. Yellow is still popular even though it had limited sales for 1 year. I bet that we'll see it again very soon. We now have BRG back after a ten year absence. Maybe Sunburst will follow.

Update on the USGP Dinner Party that the Miata Owners Club is putting on – they have announced that Phil Hill, 1961 World Champion Ferrari driver will be one of the VIP guests for the evening! Sounds good to me! I will pass along other info as it trickles in!