

Welcome to Enthusiast!

Thanks for picking up our first issue, I hope you come to the same realization as us, that there is an area overlooked by the big car magazines these days, nestled in between the fancy new car review mags and the import oriented modification mags. Enthusiast strives to fill a niche devoted to the true car nut, who would rather drive above all else. Nothing flash, nothing over the top.



Affordability plays a key role in our approach. After all, we figure if you have to work every hour of your life just to afford a car, you will never have a chance to truly drive it or better yet race it.

Sure we all love to day dream about being at the helm of a Ferrari 430 Spider, twisting through the Swiss alps, opening up the throttle to listen to the music from the flat plane crank V8 in a tunnel. But the reality is that most of us consider ourselves lucky to see a Ferrari let alone drive one. So we are leaving the dream content to the big boys like NZ Autocar and EVO, after all they do it well, so no need to compete with that.

*'Enthusiast is not a car magazine,
it is a driving magazine'*

No, Enthusiast isn't about \$100k cars at all, in fact this is the last you will hear about it. Actually Enthusiast isn't really a car magazine, it's a **driving** magazine. It's a subtle difference, but one we hope you will enjoy. Our focus is always about being behind the wheel, what is going on in the pedal box, the feedback coming from the steering. Sure the practicalities always need to be mentioned, and history plays a critical role, but it always comes down to cars that are designed to be driven and more important the driving itself.

Additionally, Enthusiast seeks to showcase Kiwi ingenuity with our *Kiwi Built* section focusing on what is going on in the shed of the average bloke. Whether that be helping with a tune up or building a self designed sports car.

And finally Enthusiast focuses on racing and track days. While there are several magazines out there that follow NZ motorsport quite well, they tend to leave out

the little guy, the one who is in it for the sheer fun of driving, not the glory, not the money. The ones that rally fans miss because they are at the back of the field. Well no longer will you go unnoticed, Enthusiast will provide extensive coverage of all fields of 4 wheeled motorsport from karting on up. And just as important we feel it is our duty to encourage more people to participate, and as such we will try to show you the ropes so to speak.

It would be easy to jump on the import car scene bandwagon, after all it does speak to a lot of what we do, that of the inexpensive car, modifications and such. But we are taking a very different approach, no boy racers here, no bikini clad models. You won't hear mention on how 'slammed' a car is, of Lambo style doors or of a boot filled with subwoofers (that is unless we can devise a way to get 100kg of weight in the trunk to be a performance advantage!). No, Enthusiast isn't about showing off, we have nothing against taking a car coated in primer to the track and blitzing the competition.

So we hope that every article speaks to your interests and is a trigger for action, that motivates you to spend a few more hours in the shed and a few more kilometers behind the wheel.

Enthusiast seeks to do this through a solid grounding in quality. Quality design, photography and writing. It would be easy to create such a magazine to a low production standard, after all we aren't bankrolled by the major manufacturers. Heck we are contradictions to their entire existence, encouraging the purchase of a quality used car as opposed to the overgrown, overly electrical cars they so desperately want you to buy.

This includes a real attention to detail, from hiring the best photographers to produce stunning imagery, to making ensuring the design is up to date and something you are proud to place on the coffee table.



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