

Rockford Fosgate's 350Z: Revolutionary Sports Car Resurrected

By Nicole Allard (Nicky LaMarco)

In 1966, Nissan recognized a gap in the American auto market and began working on a high performance, comfortably priced sports car. On October 22, 1969, Nissan shipped the new 240Z to dealers across the country, which came equipped with a 150 HP, six-cylinder engine that delivered a 0-60 time in less than 9 seconds. The '70 compact sports car was most popular, because of its price tag of \$3,526 for a brand new 240Z. During 1970, less than a year after its debut, the value of the new Nissan actually went up! For a used 240Z, Kelly Blue Book rated the value at \$4,000. Needless to say, this little machine didn't stay on the lot for long. The demand for the 240Z was incredible, but 1996 seemed to be the final year for the Z car. The 300ZX didn't make the safety and emissions standard for America. Although it was sold in other countries, America missed out on the fast and affordable Z car. Fortunately, in 2003, Nissan completely redesigned the Z car, creating the new 350Z. The popularity remained strikingly high for the extravagant sports car. Why wouldn't it when the Z car once again lives up to its past? It's super fast, agile and priced at a comfortable \$26,370 blowing away sports car competition.

Rockford Fosgate, a world leader in the design and manufacturing of high-end auto sound equipment, picked up this incredibly designed 350Z from Nissan North America in September of 2002. At first glance, the striking paint colors seem to give the body a magnificent 3-dimensional look; it's crisp, stylish and absolutely seductive. The three different shades of red compliment the other daring colors of orange, silver, pink and yellow. The stunning designs came courtesy Rocky's Pure Kustom in Mesa, Arizona. The silky black wraps around the bottom of the car, giving a smooth accent color that stops just after front doors to make way for the brilliant colors while shimmering silver gives a crisp base color throughout. An innovative design seems to begin at the top of the headlamps, fan out on the doors and wrap around to the back just under the taillights. With Rockford Fosgate's unique logo printed on either door, this paint job is truly unique in every way.

A Nismo spoiler is poised neatly atop the bottom of the hatch, adding another touch of shimmering silver. Come around to the front and you'll notice the irregular shaped, but extremely attractive headlamps. Sitting between those is a stylish carbon fiber hood from Fiber Images with one black stripe down the center and two triangle shaped stripes on either side giving the hood a smooth, crisp touch in comparison to the rest of the car's bold colors.

When the sun goes down, Rockford Fosgate lights 'em up with the custom under car neon kit. Graham's Custom Neon of Mesa supplied this illuminating effect that compliments the car's exterior paint.

Bridgestone Potenza S-03's are looking fierce with 245/35/19s under the curves of the front wheel wells and 275/30/19s in the rear. Ray's Engineering Volk GT-C Face 2 rims accentuate the car's silver glimmer with 19x9.5 wheels in the rear and 19x8.5 in the front.

Under the carbon fiber hood roars a 3.5 Liter, DOHC, 24-Valve six-cylinder with an impressive output of 287HP. This little sports car may look cute in size, but inside it roars like, well, a sports

car should. The added Espiler cat-back exhaust system helps it all flow and keeps the engine roaring. The HKS Hypermax LS coil over suspension kit is tuned and valved specifically for luxury sports cars.

Factory matched vinyl for custom fabricated interior parts came courtesy RTTI. The seats were reupholstered in leather and suede to match the exterior paint and the design is a perfect match. Stitchcraft Interiors of Huntington Beach, California did a flawless job making these super cool custom seats. Leather surrounds each seat in a silky black, and a soft suede in the center shows off the bright colors in red, pink, orange, yellow and white. In between both seats rests a Nismo carbon fiber shift knob that compliments the notable 6-speed transmission. Those custom floor mats from Electro Luminescent Floors is not only incredibly eye catching, but they actually light up too!

Rockford Fosgate, known for their great audio components, didn't stop at the paint. One look at the dash gives a hint to the electronics lurking throughout. This stylish system was designed and fabricated by Rockford Fosgate RTTI in Tempe. The head unit consists of a classy DVD, CD and MP3 player and an Omni-Fi DMP-1 digital media controller. Located front and center in the dash is a 7-inch Rosen Entertainment LCD screen to show off your favorite movie and remarkable electronics, with 2 more of those LCD screens.

I think this sports car became a 2-seater when Rockford Fosgate got their hands on it. The iridescent subwoofer case seems to occupy the back seat with two 12-inch subs tucked inside of some fiberglass mat, machined aluminum parts, and gallons of fiberglass resin. Located throughout the vehicle are Rockford Fosgate's 6.5-inch speakers in the front and 5.25-inch speakers in the center. Three Rockford Fosgate Type XC3 amplifiers help power the system, along with one XC7 for the woofers. Four batteries help keep the juice flowing with 1 RF battery and 3 Lightning Audio batteries. The complete super system is electrically tied together with RF Competitive Series Wires and Terminals. Rockford Fosgate also used approximately 240 cans of Red Bull and other stimulating liquids for the 4,356 total man-hours spent on this mean machine. I don't think these guys sleep much. They sure didn't miss a thing when it came to this sports car's design. Bumper to bumper, every color and design ties in together to make this car utterly stunning. And the sound system's pretty impressive, too.

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