

CLIENT: CHEVROLET
GRAPHIC DESIGN

NEW ROADS MAGAZINE
“MAPPING SPEED”

New Roads magazine deepens the relationship between readers and the Chevrolet brand. Mailed to owners three times a year, the magazine tells the stories of American innovation and exploration as seen through the windshield of a Chevy. Select stories are also amplified on the brand website.

Our story about racecourses around the country where drivers can test their track skills put emphasis on the turn-by-turn tips drivers need to know so they don't show up in the track's bloopers reel. Still, we weren't talking to pros—this was strictly for amateur drivers out to have some fun. To convey those ideas, we commissioned actual wood replica maps of each of five well-known racecourses, then photographed them and combined them with playful illustrations of track landmarks and compass roses to bring the maps to life. The singular names for turns and straightaways were hand-labeled, emphasizing the heritage and charm of the individual tracks and affording value beyond being just a road map for aspiring track masters—giving readers a chance to revel in the language and culture of these iconic American racecourses.

FEATURE | MAPPING SPEED

No matter where you reside in the U.S., there's almost certainly a historic, challenging, or simply beautiful racetrack nearby. Take the trip this summer and make a memory.

MAPPING SPEED

STORY BY JAMES TATE



ACCESSORIZE. You can browse chevrolet.com/accessories for ways to customize your own Chevy performance vehicle inside and out.

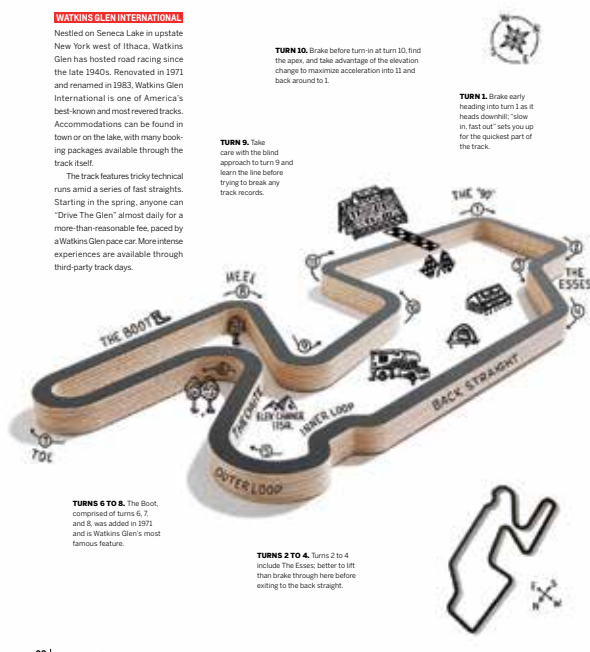
A SUNDAY DRIVE CAN BE GOOD FOR THE SOUL— a nice way to get out into the world during a time with limited options to do so. But for as much fun as it is, a quick drive is no substitute for a proper weekend getaway. By the same token, enjoying your Corvette or Camaro on a bit of country road or length of open highway (within reason, of course) isn't the same as taking your Chevrolet performance car to the racetrack.

You might assume track days are more expensive than they actually are, that any track worth the trip is too far away or so remote as to offer nothing in the way of vacation interests for the rest of the family. Nothing could be further from the truth. There are tracks all over America catering to all skill levels, with configurations to challenge novices and experienced drivers alike.

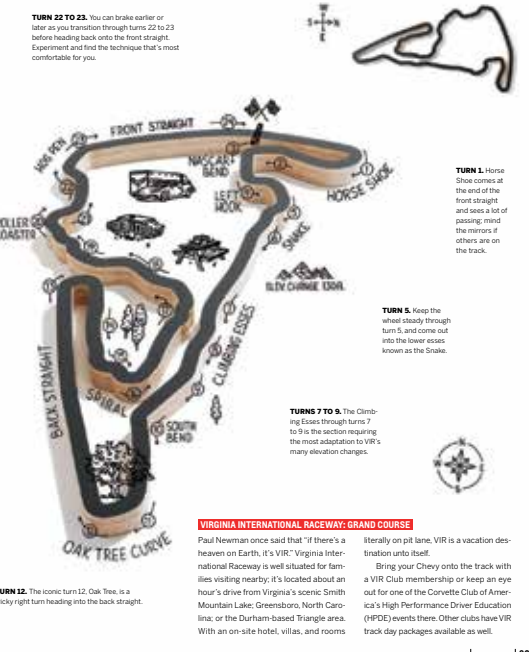
Fact is, if you're reading this in the continental U.S., you're likely within a day's drive of a great racetrack. Many are located near major cities or areas friendly and of interest to tourists. As a bonus, many feature track days run by a regional or national Chevy-centric club.

A weekend getaway—or indeed, even a longer vacation—to one of America's great racetracks is a way to unwind, see more of the country, have fun with the family, make new friends, and get more involved in the Chevrolet enthusiast community. That's not to mention the perks of becoming a more skillful, experienced driver. Let's scout out some of the best tracks you can visit, spread out across the country.

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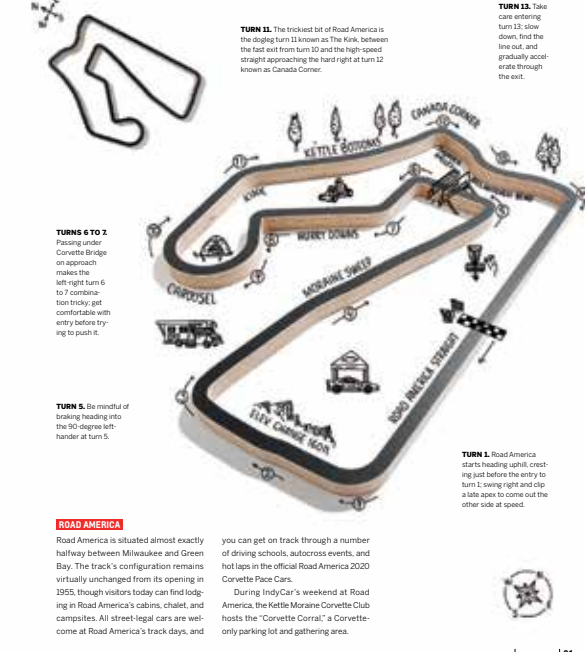
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