

Multi-Media Friday Issue XLVI, March 4, 2016

Lime Rock Park's wintertime once-per-week interweb heads-up for all you Automotive Ethernauts out there. It's not rocket surgery...

A Steeply Moving Video

In an Audi-Red Bull mash-up, this cool TV commercial is the result, filmed on America's steepest residential street. Your MMF editor has driven it, having lived and gone to college in Pittsburgh. "37 degrees" doesn't sound like all that big of an angle, but trust us, it is... Oh, and every year around Thanksgiving, there's a bike race in Pittsburgh called "The Dirty Dozen," where entrants must complete the climbing of 13 of the Steel City's steepest streets (make that a baker's dozen), including the star here, Canton Avenue. You can [click here for the story](#) behind the commercial, and on the image for the TV commercial itself.



The image is a screenshot of a news article from CBS Pittsburgh. At the top, there is a blue header with the CBS Pittsburgh logo and logos for KDKA 2, KDKA HD, and CW. Below the header is a navigation menu with links for Home, News, Weather, Sports, Traffic, Health, Video, Audio, Best of, Events, Directory, and Travel. A secondary menu lists categories: Latest News, Local, Consumer News, Politics, Business, Health, Entertainment, and National. The main headline reads "World's Steepest Street Featured In New Audi Commercial". Below the headline, it says "March 2, 2016 1:00 PM By John Shumway". Underneath, there is a "Filed Under:" section with tags: Audi, Audi A4 Quattro, Beechview, Canton Avenue, John Shumway. The main content area features a large image of a red Audi A4 Quattro parked on a steep, leaf-covered street. A person is sitting on a bicycle leaning against the car. A play button icon is overlaid on the image, indicating it is a video player.

Okay, so this happened...



...as did this.



Let's Talk About the Elephant in the Room

Elephants are smart. Elephants are strong. Elephants are... not happy being eye candy in parades? Memo to self: Don't eff with elephants. Oh, and what you see is apparently not uncommon. [Watch this video](#), too. (Includes elephant driver-dismount that even the Russian judge scored at 9.1)



Hoon, Again

The Hoonigan team of Monster Energy Drink, Ford and Ken Block keep making these brilliant “[gymkhana](#)” vids, just for our audio and video pleasure. The problem, if you will, is they’re under pressure to keep upping the ante. How do you top the top? You be the judge: Here’s the latest (#8), shot in Dubai, and [clicking here takes you to #7](#), the one from L.A., November of 2014.



[Ken Block Gymkhana #8](#)

Red Bully

[Not a] News Flash: Formula One cars are stupid-fast around a race track. They don’t make crazy amounts of horsepower (a bit more than a Dodge Hellcat), but they are very light, the aero is NASA-grade, and the Pirellis stick like erasers on sandpaper. Watch a “late model” Red Bull school two other vehicles that, in any other context, are actually stupid-fast...



Until next Friday, we remain...
Lime Rock's Automotive Ethernauts



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