

XZIBIT

REQUIRED INTERVIEW

TEXT BY JOEL MARASIGAN

Interviewing one of today's multi-media artists shouldn't be this easy to set up. All it took was a conversation with Assistant Photo Editor, Alisa Applegate—who knows damn-near everyone—who talked to her people and—Voila—I got an interview.

Xzibit's fifth album *Weapons of Mass Destruction* is set to coincide with the first episode of his hugely popular MTV show "Pimp My Ride!" (now in its second season). The tandem dropping will grab existing fans and mix them with the 80 million TV junkies. With this much promotion the album is almost guaranteed to go platinum.

ROCK
A TO X TO THE Z



A man with braided hair, wearing a black suit jacket over a white dress shirt, stands in a vast, arid desert landscape under a cloudy sky. He is looking directly at the camera with a serious expression, his right hand raised to his chin in a thoughtful pose. The background shows a flat, sandy terrain with some distant structures and a fence line.

2NR: IF YOU COULD DO SOMETHING
OVER, WITH PAST ALBUMS, WHAT
WOULD IT BE?

XZIBIT:NOTHING

2NR: Describe your music.
X: Original.

2NR: What's your sign?
X: Exit. <Laughs.>

2NR: The song that made you get into music?
X: "What's goin' on?"
2NR: Marvin Gaye?
X: <Laughs hard.> Nah man. I listen to all types of music. It's hard to say what particular song.

2NR: What's the genre of music you listened to before urban?
X: I listened to urban music first. I was born in Detroit, so I had Motown. So soul and urban was all you heard. Journey wasn't on the radio.

2NR: It surprised me when you were on stage with Linkin Park.
X: Don't be surprised, homie. Rap and rock have gotten along for years.

2NR: Is there a group outside of hip hop you'd like to work with?
X: I'd like to do something with Lenny Kravitz.

2NR: What are some of your old-school inspirations?
X: Public Enemy, A Tribe Called Quest, Ice Cube, Chubb Rock, Big Daddy Kane, LL, Poor Righteous Teachers.
2NR: That's all late '80s early '90s stuff. When did you start listening to hip hop?
X: My brother introduced me. He brought home a Raising Hell cassette. It was green and grey. I wore that mothaf***a out. It was so worn I rubbed the words off the tape. It was just a clear tape by the time I was done.

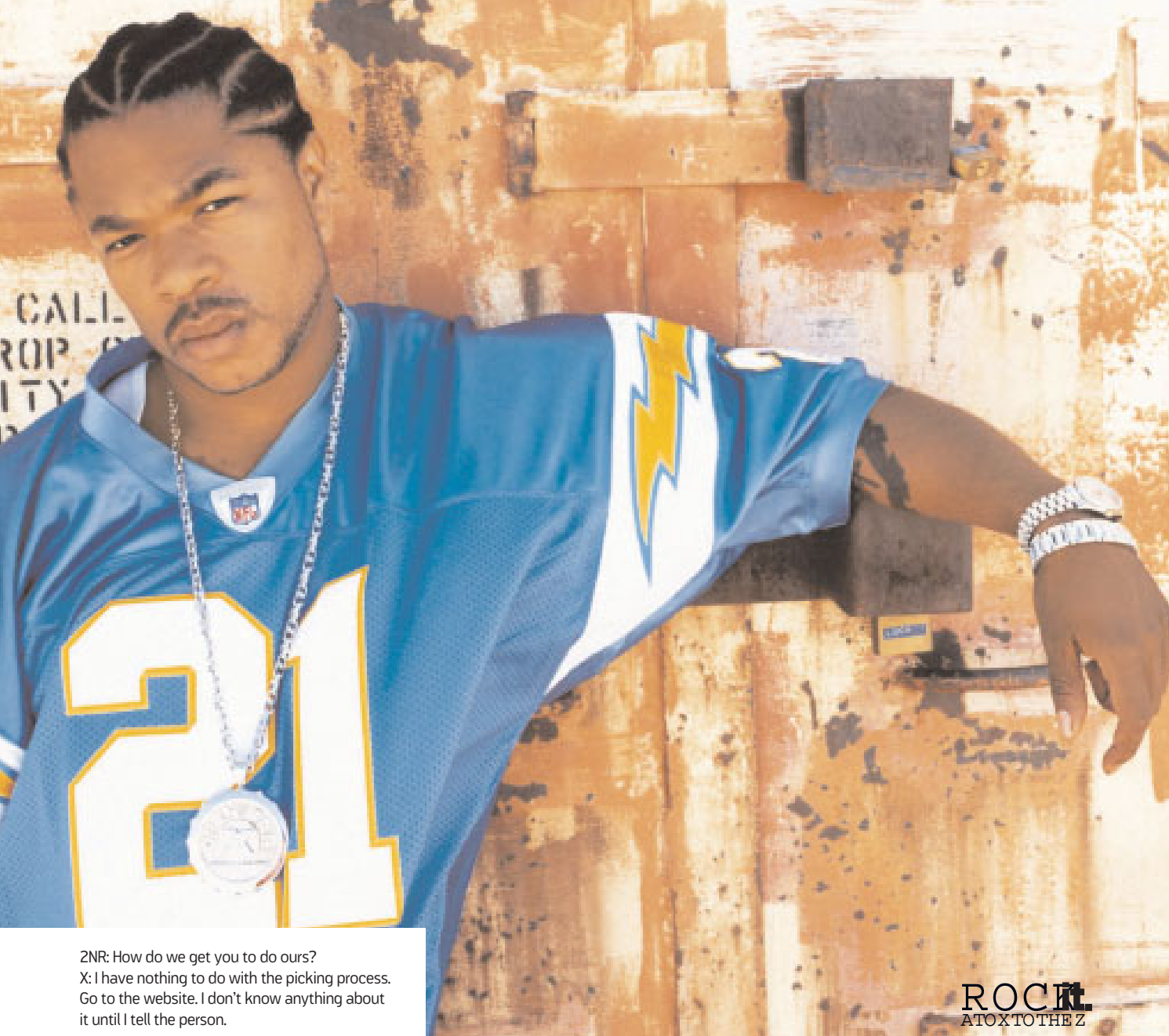
2NR: Everybody knows some artists get a car to showoff for a show. What do you really drive?
X: I have a Mercedes S500 and H2.

2NR: What do you plan to buy next?
X: A Bugatti.

2NR: What's "pimped" in your ride?
X: Everything. I got more shit in my car than it's worth.
2NR: What gets done up first?
X: Do it all at once. Why f**k around?
2NR: Well, the rest of us have to show our friends in stages.
X: Well that works too—you gotta crawl before you walk.

2NR: Besides that un-pimpable Ford Escort and the "Fly-Jet" what ride should never be pimped?
X: A Geo! Or a Hybrid car! <Laughs>

2NR: Did you have a favorite car on the show?
X: The yoga girl's car. The big yellow Land Cruiser. That shit was banging. We put on monster truck tires. We put a yoga studio in it—with hardwood floors. It had a gong. It was crazy.



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2NR: How do we get you to do ours?

X: I have nothing to do with the picking process. Go to the website. I don't know anything about it until I tell the person.

2NR: What are your three rules of business?

X: Get a good lawyer. Get good management. Get a good business manager.

2NR: What's so important about those three things?

X: <Laughs> You don't need them, but it's in your best interest to have them!

2NR: Your fifth album, *Weapons of Mass Destruction*, is dropping soon. If you could do something over with past albums, what would it be?

X: Nothing.

2NR: Not even the promotions on the last album?

X: F**k it. Everything happens for a reason. I don't go by how many records I sell. I still have songs on the radio—from the first album to the last. It's the longevity of these albums that perpetuates my success. Whether I sell 500 thousand or two million, I'm still doing what I like to do: performing live and touching the fans.

2NR: What jobs did you have before you made it?

X: I had the regular shit. I worked at Wendy's, a movie theater, at a car wash. And I used to work at the Original Cookie Company at the f**kin' mall!

2NR: Looking back, did any of those jobs help you today?

X: Yeah. They made me realize I didn't wanna do that shit! <Laughs>

2NR: If you were to quit music today, what would you want to be known for?

X: Being authentic. Steppin' it up and pushing the album out. Beating the odds!

2NR: You've been doing this since 1992. When did you start getting paid what you were worth?

X: <Pauses to think.> Man. I guess I started making cents from the second record.

2NR: What did you want to buy?

X: A car. Like a stupid ass.

2NR: So you'd do it differently if you could?

X: A house would have been good. When you see a dream come to fruition you want to do it the way you imagined it in your head. When a kid becomes an athlete or entertainer he thinks about buying a car, or going to Vegas and getting a stripper, or going on vacation with his girl. In my mind I wanted a f**kin' car! <Starts giggling> So I went and took my little chips <laughs more> and bought my little Benz and f**kin' drove around!

2NR: Do you still have it?

X: Hell no! It was a piece of shit!

2NR: You are in *XXX: State of the Union* playing a small arms dealer. Big roll or small roll?

X: It's a huge roll. I don't die, and my character appears throughout the movie. It's pretty cool.

2NR: How does that fit into your life plan? Will you get Will Smith-y on us?

X: I don't know. That guy gets \$20 million a flick. I don't know if I could shoot that down.



2NR: Right Guard Xtreme Cool Spray. Big roll or small roll?

X: Nah. That's a commercial. Don't get slick dog.

Damn. I just got "West-sided" by X to the Z. At this point I'm a little nervous and can feel the shit about to pop from my ass. After a pause I gather myself and move on.

2NR: Sorry. Your start was Los Angeles underground and you are currently rolling with Strong Arm Steady (Kronon, Phil Da Agony, and Mitchy Slick). Will you ever promote past groups like Golden State Warriors and the Liks?

X: No. Strong Arm Steady is just another expansion team. I've been around these dudes for years. It's a piggyback situation. The Liks brought me in and I'll do the same for SAS. I was going to do that for Golden State but things fell through, so I wasn't able to put it out through Open Bar. Ras is coming home and we're going to put his shit out. SAS replaced Golden State.

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2NR: Is *Weapons of Mass Destruction* politically charged?

X: It has overtones. But nobody likes to be preached to. The album has certain points and topics that relate to politics, but the album isn't like Public Enemy or Chuck D's.

2NR: Do you want your son, Tremaine, to follow in your footsteps?

X: My son has fun just being a 9-year-old boy. He has no interest in being a musician or an entertainer. He's on two basketball teams and goes to a Montessori private school. He loves being who he is and enjoys being with his dad.

2NR: Name three drinks: A drink that will f**k you up; a drink that will f**k her up, and a drink that's fu**ed up.

X: Hennessy will f**k me up. A Grey Goose martini, straight up—no ice—and two olives will f**k

her up. A drink that is f**ked up is Jagermeister.

2NR: Xzibit's key to making it?

X: Faith.

2NR: The best way to roll a blunt?

X: In a Sweet Aromatic Backwood cigar. The purple pack.

2NR: Give me the lowdown on the new album.

X: *Weapons of Mass Destruction* drops Oct. 26, 2004. Buy it.

I gotta tell you my hands were a little sweaty after the interview. But as soon as I hung up the phone I was like "F**k you X. You think you're a badass?" On the way home I popped in my *Restless* CD and listened. I got home that night and watched a rerun of "Pimp My Ride!" It hit me: Xzibit is a badass.