Mazda USA Newsroom

MAZDA UNVEILS 2016 MX-5 MIATA ACCESSORIES CONCEPT DESIGN AT CHICAGO AUTO SHOW

CHICAGO, Feb. 12, 2015 /PRNewswire/ — The only thing better than the all-new 2016 Mazda MX-5 Miata is a personalized 2016 Mazda MX-5 Miata. Today at the Chicago Auto Show, where the first-generation MX-5 Miata was introduced to the world in 1989, Mazda revealed an MX-5 accessories design concept of the next-generation roadster that will hit showrooms this summer.

“There is so much MX-5 history at the Chicago Auto Show, and we wanted to continue building on that,” said Jim O’Sullivan, president and CEO, Mazda North American Operations. “The MX-5 is the soul of our company, and its enthusiast following both inside and outside of Mazda drives us to keep innovating new ideas for it and the rest of our lineup.”

Painted Ceramic Metallic, the 2016 MX-5 accessories concept will be on display from Thursday, February 12 through Sunday, February 22 and includes an Aero Kit, BBS Wheels and Brembo Brakes as well as a Luggage Rack shown separately in Mazda’s display. MX-5 concept accessories include:

> Aero Kit (Front Air Dam, Side Sill Extensions, Rear Bumper Skirt and Rear Lip Spoiler): The gloss-black Aero Kit is the same package found on the 2016 MX-5 Global Cup Car that debuted at SEMA in November.
> Brembo Brakes: Lightweight Brembo front brakes adorn the MX-5 as well as red brake calipers behind all four wheels.
> BBS Wheels: The forged black BBS wheels are sized 17x7J 45mm offset, wrapped in 205/45R17 tires.
> Luggage Rack: The stylish luggage rack is made of carbon fiber and weighs less than two pounds. The luggage rack mounts to the trunk and includes an integrated Center High Mount Stop Lamp (CHMSL).

The 2016 MX-5 has evolved to meet the needs of today’s customers, yet it retains the pure fun-to-drive nature of its predecessors, whether cruising on the highway or the racetrack. With the new roadster, Mazda’s engineers sought to capture the essence of the beloved first-generation MX-5 Miata, reducing overall length of the 2016 model by 4.1 inches to make it about the same size of the original. Engineers also reduced the MX-5’s weight by about 150 pounds versus the outgoing car, lightening and strengthening even the smallest parts.

Power for U.S.-bound MX-5s comes from Mazda’s 2.0-liter SKYACTIV-G inline four-cylinder engine, producing 155 horsepower and 148 lb-ft of torque. Both a SKYACTIV-MT six-speed manual and a six-speed automatic transmission will be available.

“For our next-generation MX-5, our designers and engineers obsessively focused on heightening the joy that comes with driving our signature sports car,” said O’Sullivan. “The concept parts and accessories we have showcased at the Chicago Auto Show were developed to give customers a look at what is possible for the new cars to make them truly one-of-a-kind, adding to that excitement.”

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at www.mazdausamedia.com.

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