MAZDA STARTS PRODUCTION OF ALL-NEW MX-5

HIROSHIMA, Japan (March 5, 2015) – Mazda Motor Corporation today began production of the all-new Mazda MX-5 two-seater lightweight sports car (known as Mazda Roadster in Japan) at Ujina Plant No.1 in Hiroshima. The first models produced are destined for the Japanese market. Sales of the all-new MX-5 will begin in Japan around June this year and interested buyers can make an appointment for pre-sale discussions through a dedicated website from noon on Friday, March 20. Following sales start in Japan, the MX-5 will be progressively rolled out to overseas markets.

The MX-5 is an iconic model representing Mazda's vehicle engineering philosophy: the pursuit of driving pleasure. With production exceeding 950,000 units as of the end of January 2015, the MX-5 continues to hold the Guinness World Record for the world's best-selling two-seater sports car.

In order to respond to ever increasing demands for safety features and environmental performance while maintaining the element of fun that has always defined the model, development of the fourth generation MX-5 was carried out under the motto "innovate in order to preserve". In addition to incorporating SKYACTIV TECHNOLOGY and KODO—Soul of Motion design, development focused on enhancing the senses and sensations through which people enjoy cars.

Moving forward, Mazda will continue to enrich the lives of its customers through a variety of touch points including the production of high-quality vehicles, and become a brand that maintains a special bond with its customers.

News release regarding bookings for all-new Mazda MX-5 pre-sale discussions (Japanese only)

http://www.mazda.com/jp/publicity/release/2015/201502/150205a.html

Special pre-sales website for all-new Mazda MX-5 (Japanese only)

http://www.roadster.mazda.co.jp/pre/

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Additional assets available online:
PHOTOS (1)

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