Mazda USA Newsroom

MAZDA ANNOUNCES STARTING PRICE FOR 2016 MX-5

IRVINE, Calif., March 30, 2015 /PRNewswire/ — Mazda North American Operations (MNAO) today announced that the 2016 Mazda MX-5 Miata will start at $24,915[1] in entry-level Sport trim. Mazda has instilled the latest MX-5 with the pure driving experience that has won worldwide fanfare since the arrival of the first-generation MX-5 in 1989 as a 1990 model.

Yet, the fourth-generation MX-5 provides Mazda's latest safety features and technologies and maintains an inflation-adjusted price close to that of the original roadster. The 2016 MX-5 launches this summer and will be available in Sport, Club and Grand Touring trim levels.

"As we get closer to the MX-5's summer on-sale date, we're seeing a surge in interest and excitement from enthusiasts and journalists," said Jim O'Sullivan, president and CEO, MNAO. "Already, early MX-5 reviews have been overwhelmingly positive, and we expect the momentum that MX-5 has garnered to continue to build as drivers get behind the wheel of our fourth-generation sports car."

Infused with SKYACTIV®[2] TECHNOLOGY and KODO—Soul of Motion design, the 2016 MX-5 is smaller, lighter and more aggressive than its predecessor, with the base MX-5 Sport expected to outperform the sportiest previous road-going variants. However, even with its focus on delivering maximum driving enjoyment, the 2016 MX-5 boasts more creature comforts and a more functional interior than the vehicle it replaces.

For the first time, a six-speed manual transmission will come standard as well as LED headlights, USB audio input, Bluetooth phone and audio streaming, a leather-wrapped shift knob and power door locks.

"The three trim levels available – Sport, Club and Grand Touring – are tailored for three very different types of customers, broadening the MX-5's appeal," said Rod McLaughlin, MX-5 vehicle line manager, MNAO. "The Sport model is for those desiring a pure, lightweight, unadulterated wind-in-the-hair driving experience. MX-5 Club is for those seeking a more aggressive appearance and driving experience and Grand Touring models are for loyal MX-5 owners who seek premium amenities and a driving experience that only MX-5 can deliver."

A full list of pricing information, specifications, options, packages and other information will be available at a later date.

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.

[1] Starting price is manufacturer's suggested retail price (MSRP). MSRP does not include $820 destination charge (Alaska $865), title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.
[2] SKYACTIV is a registered trademark of Mazda Motor Corporation (MC).

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