Mazda USA Newsroom

MAZDA ANNOUNCES PRE-ORDER WEBSITE FOR 2016 MX-5 MIATA LAUNCH EDITION

NEW YORK, April 1, 2015 /PRNewswire/ — Mazda North American Operations (MNAO) unveiled the 2016 Mazda MX-5 Miata Club at the New York Auto Show, but it hasn't stopped there with information regarding the world's most popular two-seat roadster. Mazda also has announced sales plans for the 2016 MX-5 Launch Edition, which will be limited to the first 1,000 roadsters earmarked for the U.S. market. Preorder registration and information is now available at www.longlivetheroadster.com.

Mazda's 2016 MX-5 Launch Edition will be the first new-generation MX-5 to go on sale in the U.S., following on the success of last year's 2015 MX-5 25th Anniversary Edition, which sold out in just 10 minutes. Based on the premium MX-5 Grand Touring, all Launch Edition MX-5s will come in Soul Red with a Sport Tan leather interior – a color combination exclusive to the Launch Edition for 2016.

"The MX-5 Launch Edition will give enthusiasts the opportunity to take ownership of one of the very first, very exclusive, 2016 MX-5s to arrive in the U.S.," said Jim O'Sullivan, president and CEO, MNAO. "Along with the privilege of exclusivity and being among the first 1,000 to take delivery, owners will be able to enjoy our latest entertainment, safety and luxury technologies – many of which are unique among sports cars. And of course, they'll be the first to experience the exhilaration of being behind the wheel of one of the last true lightweight, driver-focused sports cars available today."

Starting May 5, customers who preregistered atwww.longlivetheroadster.com will have the opportunity to return to the site to place a $500 deposit toward the purchase of an MX-5 Launch Edition, until the 1,000-car allotment is reserved. Full pricing will be announced at a later date.

The MX-5 Launch Edition features 17-inch alloy wheels, heated seats, automatic climate control, SiriusXM® satellite radio, MAZDA CONNECT™ Infotainment System with navigation, a BOSE® nine-speaker audio system, i-ACTIVSENSE safety technologies, including blind spot monitoring with rear cross-traffic alert, lane departure warning and automatic high-beam control, among other amenities.

Customers who take delivery of an MX-5 Launch Edition also will receive a Mazda-branded BOSE SoundLink® Mini Bluetooth® speaker in a gift box, along with select items from Mazda's upcoming Heritage Collection apparel line.

Similar preorder launch programs for the MX-5 have begun in Japan and Europe. U.K. preorders have totaled nearly ten percent of last year's 2,973 MX-5 sales in the first three weeks of the program.

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.

Photo – http://photos.prnewswire.com/prnh/20150331/195894
Logo – http://photos.prnewswire.com/prnh/20131205/MM28870LOGO

To view the original version on PR Newswire, visit:http://www.prnewswire.com/news-releases/mazda-announces-pre-order-website-for-2016-mx-5-miata-launch-edition-300058989.html

SOURCE Mazda North American Operations

Additional assets available online:
PHOTOS (1)

https://news.mazdausa.com/2015-04-01-Mazda-Announces-Pre-Order-Website-For-2016-MX-5-Miata-Launch-Edition