Mazda USA Newsroom

2016 MAZDA MX-5 MIATA FUEL ECONOMY IMPROVES DRAMATIC 25 PERCENT VERSUS OUTGOING MODEL

IRVINE, Calif., April 24, 2015 /PRNewswire/ — Lighter, quicker and more nimble than its predecessor, the 2016 Mazda MX-5 Miata demonstrates the power innovation can have when re-engineering a roadster from the ground up. In addition to all of the aforementioned improvements the 2016 MX-5 has, fuel economy can now be added to the list, with MX-5 achieving an EPA-estimated 27 mpg city/34 mpg highway/30 mpg combined when equipped with the standard SKYACTIV-MT six-speed manual transmission (EPA-estimated 27 mpg city/36 mpg highway/30 mpg combined when equipped with the six-speed automatic).

This performance represents a 25-percent increase in fuel economy versus the 2015 MX-5's EPA-estimated fuel economy when paired with the outgoing model's available six-speed manual transmission, highlighting the benefits of SKYACTIV Technology.

"SKYACTIV Technology is more than a catchphrase for Mazda; it's a total effort to increase efficiency, improve performance, safety and technology and instill each Mazda vehicle with a directness and responsiveness that's unmatched in the segments in which our vehicles compete," said Jim O'Sullivan, president and CEO, Mazda North American Operations. "The 2016 MX-5 shows that a sports car can hit all targets today's buyers want."

MX-5 followed the same "Gram Strategy" Mazda global weight-savings initiative as other vehicles full engineered with SKYACTIV Technology before it – CX-5, Mazda6, Mazda3 in addition to the upcoming CX-3 – paring approximately 150 pounds while strengthening the body and improving safety. At the same time, the 2016 MX-5 has gained Mazda's torquey, yet fuel-sipping, SKYACTIV-G 2.0-liter engine.

"There has always been an MX-5 for all types of drivers, from weekend autocross and track-day enthusiasts to those who just want a stylish convertible sports car," said O'Sullivan. "With its improved fuel-efficiency, we believe that audience will grow even larger when it goes on sale this summer."

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.

Note: The EPA estimates fuel economy based on U.S. government standards. Actual customer mileage will vary.

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