MICROSOFT AND MAZDA ANNOUNCE MX-5 FORZA HORIZON 2 PHOTO SHARING CONTEST FOR XBOX ONE AND XBOX 360

IRVINE, Calif. (May 01, 2015) – Mazda North American Operations (MNAO) continues to integrate fans into the launch of the all-new MX-5 Miata through its third and final contest in Forza Horizon 2. The photo sharing contest will run from May 1, 2015 through May 26, 2015 and encourages drivers to capture the 2016 MX-5 (Xbox One) or the 1994 MX-5 (Xbox 360) in the most scenic pose they can find in the game. The grand prize winner of the Xbox One contest will get a new home theater system and a $200 Xbox gift card while the grand prize winner of the Xbox 360 contest will win an Xbox One and the same $200 Xbox gift card. Each contest will have four runner-up winners who will get a $100 Xbox gift card as well as a 12-month subscription to Xbox Live Gold.

“Throughout the launch of the all-new MX-5, we have developed new and innovative ways to involve the MX-5 enthusiasts,” said Russell Wager, vice president of Marketing, MNAO. “In real life, many enthusiasts will buy their car and then begin photographing it throughout their ownership. They are proud of their car and want to show others the modifications they have made and where they have been. The photo contest allows gamers to show their MX-5s off in a very similar manner throughout Forza Horizon 2.”

Developed to exist on both platforms, the photo sharing contest will involve two different MX-5s. Those who have Xbox One are asked to submit photos to the Forza Horizon 2 storefront of their 2016 MX-5, which can be obtained by downloading the Mazda Car Pack. Since the 1994 MX-5 is already in the game, Xbox 360 users simply have to upload their photos to the storefront. Both contests require the make of the car to be defined as “Mazda” and the description to be labeled as “mazdaphoto”. Five (5) finalists will be chosen for each contest by a panel of judges. The grand prize winner will be determined by online voting through Xbox Live. There is a limit of one (1) photo submission per person. Full rules of each contest can be found at http://rules.xboxpromotions.com/mazdaphotoxboxone (Xbox One) and http://rules.xboxpromotions.com/mazdaphotoxbox360 (Xbox 360).

The Mazda MX-5 is the world’s best-selling two-seat roadster, according to Guinness World Records, and recently celebrated its 25th anniversary. Further information about the 2016 MX-5 can be found on the Mazda branded hub on Xbox One or Xbox 360 or at www.longlivetheroadster.com.

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.

For further information: Nick Beard, Mazda North American Operations, (949) 727-6567
David Gordon, Mazda North American Operations, (714) 913-9943

Additional assets available online:
PHOTOS (4)

https://news.mazdausa.com/2015-05-01-microsoft-and-mazda-announce-mx-5-forza-horizon-2-photo-sharing-contest-xbox-one-xbox-360