2016 MAZDA MX-5 MIATA WINS SAMA 'BEST SMALL CONVERTIBLE' AWARD

MEMBERS OF THE SOUTHERN AUTOMOTIVE MEDIA ASSOCIATION (SAMA) VOTED THE 2016 MX-5 AS THEIR "BEST SMALL CONVERTIBLE" AT THE 2015 TOPLESS IN MIAMI DRIVE AND EVALUATION EVENT.

IRVINE, Calif. (June 12, 2015) – Not even a week after the first driving impressions of the North American version of the 2016 Mazda MX-5 Miata were published, the fourth-generation of the world's most popular two-seat roadster has already picked up its first award. Members of the Southern Automotive Media Association (SAMA) voted the 2016 MX-5 as their "Best Small Convertible" at the 2015 Topless in Miami drive and evaluation event.

"The automotive press has been consistent in its lauding of MX-5's performance, style and spirited driving dynamics through the years," said Jim O'Sullivan, president and CEO, Mazda North American Operations. "We're honored to receive SAMA's 'Best Small Convertible' award as further affirmation that we're building the cars people want to drive over and over again."

Smaller, more nimble, quicker and more fuel-efficient than its predecessor, the 2016 MX-5 distills Mazda's flagship roadster back to its roots that made drivers all over the world fall in love with it. Despite MX-5's more focused approach to unadulterated driving pleasure, it boasts more usable interior room for drivers of all sizes and more standard features for today's discerning drivers like Bluetooth wireless phone and audio pairing, a standard six-speed manual transmission and LED headlights and tail lights.

Optionally available are features like blind spot monitoring, adaptive headlights and automatic high beam control, which are all part of MX-5's i-ACTIVSENSE safety package. Other available features include a performance-focused Bilstein suspension, Brembo brakes and BBS wheels in MX-5 Club models and a nine-speaker BOSE premium audio system that comes with either the MX-5 Club or MX-5 Grant Touring.

The 2016 MX-5 goes on sale this summer starting at $24,915, not including $820 for destination and handling or tax, title or registration fees.

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.

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