

FORZA HORIZON 2 PLAYER WINS ALL-NEW 2016 MAZDA MX-5 AT E3; SECOND PARTICIPANT SURPRISED WITH MX-5

LOS ANGELES (June 17, 2015) - What started as a purchase of Forza Horizon 2 has turned into an all-new 2016 MX-5 Miata for David Goss of Missouri. Today at Electronic Entertainment Expo (E3) in Los Angeles, Goss defeated Colton Miller of Indiana in the Mazda MX-5 Challenge, hosted by Mazda and Xbox, taking home an all-new roadster. While Goss defeated Miller in the competition, Mazda surprised Miller and presented both participants with a 2016 Mazda MX-5.

"We'd like to say congratulations to David and Colton as we know they spent many hours behind the 'virtual wheel' leading up to E3 in anticipation of the big race," said Eric Watson, director of marketing, MNAO. "They both spent so much time preparing for this event that we didn't want one of them going home empty handed."

The Mazda MX-5 Challenge began in March 2015 and gave players the opportunity to compete for their very own 2016 MX-5. After downloading the car through the free Mazda MX-5 Car Pack in Forza Horizon 2, players were required to play in the appropriate 'Rival Mode' event on the Sisteron Perimeter Sprint Track. The two players with the fastest times were flown to Los Angeles to compete in a winner-take-all race.

"Through the campaign with Xbox and Forza Horizon 2, we've introduced thousands of players to the Mazda brand and the 2016 MX-5," added Watson. "Xbox One and Xbox 360 were the perfect platforms for Mazda to attract and inspire players within an interactive, virtual environment before the actual launch of the vehicle."

All-New 2016 Mazda MX-5

Lighter, quicker and more nimble than its predecessor, the 2016 Mazda MX-5 Miata goes on sale this summer and demonstrates the power innovation can have when re-engineering a roadster from the ground up. The 2016 MX-5 achieves an EPA-estimated 27 mpg city/34 mpg highway/30 mpg combined when equipped with the standard SKYACTIV-MT six-speed manual transmission and EPA-estimated 27 mpg city/36 mpg highway/30 mpg combined when equipped with the six-speed automatic.

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.

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