

MAZDA ANNOUNCES DATES FOR MILLIONTH MIATA CELEBRATION TOUR

18-STOP TOUR TO BEGIN AND END AT MAZDA RACEWAY LAGUNA SECA

IRVINE, Calif. (July 28, 2016) – Since the announcement of the production of the [one-millionth Mazda MX-5 Miata](#) this past April, Mazda has been taking the vehicle on a worldwide appreciation tour to thank fans and owners for their loyalty toward making the MX-5 the best-selling roadster of all time, as well as the torchbearer of pure driving joy.

Now, the one-millionth MX-5 is coming to the U.S. on an 18-stop tour that begins at Mazda Raceway Laguna Seca for the Monterey Motorsports Reunion from August 18-21. The car will travel the country, ending at the same venue October 1-2 for Miatas at Mazda Raceway. Along the way, thousands of loyal MX-5 owners and influential people in MX-5’s early history and development—as well as those helping write the next chapter in the MX-5 Miata’s destiny—will make the tour one to remember for a long time.

“Last year was the ‘Year of the Miata’ with the launch of the all-new 2016 MX-5, but even a year into the sales of the fourth-generation roadster, that momentum has continued,” said Robert Davis, senior VP, U.S. Operations, Mazda North American Operations (MNAO). “From winning the 2016 World Car of the Year and World Car Design of the Year, to the introduction of the all-new 2017 MX-5 RF, to our one-millionth Miata milestone, the MX-5 continues to symbolize the innovation and spirit that propels Mazda. With the Millionth Miata Celebration, we’re excited to give back to those who, like us, continue to believe that driving matters.”

For the entirety of the Millionth Miata Celebration Tour, the one-millionth car—a right-hand-drive Japanese-specification soft top equipped with a 1.5-liter SKYACTIV-G engine—will be traveling with the progenitor of the line, the 15th Miata ever built. A Classic Red 1990 model that made its world debut at the 1989 Chicago Auto Show, this 27-year-old classic is owned by Mazda North American Operations and is part of the company’s Heritage Collection.

At each tour stop, the first 240 owners and fans will have the opportunity to sign the one-millionth MX-5, and approximately 400 attendees will receive a commemorative “Millionth Miata Celebration Tour” T-shirt at each tour stop.

TOUR STOPS ARE AS FOLLOWS:

Date	City	Location
August 18-21	Monterey, California	Mazda Raceway Laguna Seca Rolex Monterey Motorsports Reunion
August 25	Boston, Massachusetts	Quirk Mazda
August 27	New York, New York	Wayne Mazda
August 28	Philadelphia, Pennsylvania	Young Mazda
September 2	Cleveland, Ohio	Classic Mazda
September 3	Countryside, Il	CJ Wilson Countryside
September 6	Indianapolis, Indiana	Tom Roush Mazda
September 7	Columbus, Ohio	Germain Mazda
September 8	Charlotte, North Carolina	Mazda of South Charlotte
September 9	Atlanta, Georgia	Mall of Georgia Mazda
September 10	Jacksonville, Florida	Duval Mazda at the Avenues

September 17	Daytona Beach, Florida	Daytona Mazda
September 23	Houston, Texas	Grandsport Speedway "MX-5 Experience"
September 24	Austin, Texas	Roger Beasley Mazda
September 25	Dallas, Texas	Globe Life Stadium
September 27	Phoenix, Arizona	Earnhardt Mazda
September 28	Los Angeles, California	Galpin Mazda
October 1-2	Monterey, California	Mazda Raceway Laguna Seca Miatas at Mazda Raceway

Locations were chosen based on MX-5 sales history, as well as overwhelming enthusiasm from owners' clubs that expressed interest when MNAO announced the tour.

More information and updates will be distributed both via email to area MX-5 owners and through InsideMazda.MazdaUSA.com, where visitors will be able to track the one-millionth MX-5. Fans can also follow the conversation on social media with hashtags #LongLiveTheRoadster, #MX5 and #Miata.

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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Note: Mazda North American Operations reserves the right to change or cancel the dates or locations of "Millionth Miata Celebration Tour" without notice.

Additional assets available online:

 [PHOTOS \(1\)](#)

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