Mazda USA Newsroom

2017 MAZDA MX-5 MIATA RF LAUNCH EDITION PREORDERING BEGINS TODAY

PRICING FOR MX-5 RF LAUNCH EDITION MSRP1 TO START FROM $33,850

IRVINE, Calif. (September 26, 2016) – The wait is over, as pricing for the2017 Mazda MX-5 Miata RF Launch Edition has been announced in advance of the preorder site going live today.

Starting at 12 p.m. ET/9 a.m. PT, loyal Mazda customers who were sent an invitation with a personalized code will have a limited window of time to preorder one of the 1,000 MX-5 RF Launch Edition vehicles* on MX5RFPreorder.com. Customers will have the opportunity to place a $500 refundable deposit on the Retractable Fastback of their dreams, in addition to selecting the dealer of their choice for completing the transaction.

Pricing for the MX-5 RF Launch Edition will start at an MSRP[2] from $33,850 for the SKYACTIV-MT six-speed manual and $34,925 for models with the six-speed automatic transmission. Delivery of MX-5 RF Launch Edition vehicles will begin in February 2017, and continue through the spring.

“After a tremendously positive response to our global reveal of the 2017 Mazda MX-5 Miata RF, we knew we had to do something unique for the MX-5 RF Launch Edition,” said Robert Davis, senior VP, U.S. Operations, MNAO. “Exclusive access to the presale is a way we can offer something special to our most loyal customers who can’t wait to get behind the wheel of one of the most anticipated vehicles in Mazda history.”

The MX-5 RF Launch Edition is based on the Grand Touring trim level of the2017 Mazda MX-5 Miata RF and features a Machine Gray Metallic paint color and Auburn Nappa leather interior trim with a hand-painted black roof panel. Both the Nappa leather and black roof are exclusive to the MX-5 RF Launch Edition for 2017 in the U.S. All MX-5 RF Launch Editions will come with bespoke doorsill plates and Advanced Keyless Entry, the latter of which will be an option on other MX-5 RF models equipped with a manual transmission. MX-5 RF Launch Edition customers will have but one option choice to make — manual or automatic transmission — with each car built to order.

MX-5 RF Launch Edition buyers will also receive a custom-designed, serialized 42mm Tourneau watch to complement his or her purchase.

MX-5 is no stranger to vehicle presale opportunities for Mazda fans and enthusiasts. The 2016 MX-5 Launch Edition was the first example of the fourth-generation model to go on sale in the U.S. in 2015, and the 2015 MX-5 25th Anniversary Edition sold out in just 10 minutes when it went on sale in 2014.

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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*The invitation to the preorder the 2017 MX-5 RF Launch Edition does not guarantee the successful purchase. Ordering opportunities for 2017 Mazda MX-5 Miata RF Launch Edition models will open to the general public on October 3, 2016, provided vehicle allotment does not sell out in the first week. Additional details for customer loyalty requirements for preordering can be found by calling the Mazda Customer Experience Center at (800) 222-5500 or visiting MX5RFPreorder.com for full details.

[1], 2 MSRP does not include $835 for destination and handling ($880 in Alaska) or any additional taxes or fees. Dealers set actual sale prices.

Additional assets available online:
PHOTOS (1)

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