

2017 MAZDA MX-5 MIATA RF LAUNCH EDITION PREORDER OPEN TO THE PUBLIC

**ALL CUSTOMERS CAN NOW VISIT MX5PREORDER.COM TO RESERVE A MAZDA MX-5 RF
LAUNCH EDITION**

IRVINE, Calif. (October 3, 2016) – Mazda North American Operations (MNAO) today announced the preorder for the 2017 Mazda MX-5 Miata RF Launch Edition is now open to the general public. With a majority of the MX-5 Launch Edition cars already spoken for by loyal Mazda owners, a limited supply is still available for customers to visit MX5RFPREORDER.COM to submit a \$500 refundable deposit toward purchasing one of the remaining 1,000 limited-edition vehicles.

Deliveries of the MX-5 RF Launch Edition will begin in early 2017.

“The MX-5 RF Launch Edition has a personality all its own, and stays true to the legacy of pure driving pleasure,” said Robert Davis, senior VP, U.S. Operations, MNAO. “The preorder is a great opportunity for current and prospective customers to join us as we usher in a new era for the beloved roadster. This helps pave the way for when the 2017 Mazda MX-5 Miata RF makes its way to dealerships next spring.”

Pricing for the MX-5 RF Launch Edition starts at an MSRP^[1] from \$33,850 for the SKYACTIV-MT six-speed manual and a MSRP¹ from \$34,925 for the six-speed automatic transmission. The special edition vehicle is based on the Grand Touring trim level of the [2017 Mazda MX-5 Miata RF](http://2017.Mazda.MX-5.Miata.RF). It features a Machine Gray Metallic exterior paint color and Auburn Nappa leather interior trim with a hand-painted black roof panel. No other U.S.-bound MX-5 RF model will have the black top or Nappa leather interior available for 2017, much less in the same vehicle.

The only option customers will need to select either the SKYACTIV-MT six-speed manual or a six-speed automatic transmission.

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

Additional assets available online:

 **PHOTOS** ⁽¹⁾

<https://news.mazdausa.com/2016-10-03-mx-5-miata-rf-launch-edition-preorder-open-to-public>