

2017 MAZDA MX-5 MIATA RF PRICED FROM AN MSRP [1] OF \$31,555

MX-5 RF TO REACH SHOWROOMS BY EARLY 2017

IRVINE, Calif. (October 4, 2016) – Coming standard with exotic looks and an unrivaled driving experience, presale orders for the [2017 Mazda MX-5 Miata RF](#) began last week with great fanfare for loyal Mazda customers and this week to the general public with the Launch Edition model.

Mazda North American Operations (MNAO) announced full pricing for the 2017 MX-5 RF this past weekend at “[Miatas at Mazda Raceway](#),” the largest MX-5 owners event in North America. MSRP [\[1\]](#) for Mazda’s latest model starts from \$31,555.

In addition to the Launch Edition, the hardtop sibling of the [2016 World Car of the Year](#) and World Car Design of the Year will come in tech-laden MX-5 RF Grand Touring and harder-edge MX-5 RF Club trim levels and will be available with a SKYACTIV-DRIVE six-speed manual transmission or six-speed automatic in either trim level.

While most features of the MX-5 RF are carryover from soft top models, there are a few additions for 2017 that will separate the Retractable Fastback from its cloth-covered sibling, including a 4.6-inch full-color TFT gauge and the availability of Machine Gray Metallic paint in substitution of Meteor Gray Mica that is available on the soft top. For 2017, all MX-5 Club models will come standard with Blind Spot Monitoring and Rear Cross Traffic Alert, regardless of their roof option. Previously, these features were available only on MX-5 Grand Touring models.

All MX-5 RF models come with a seven-inch MAZDA CONNECT™ touchscreen infotainment system that integrates audio, SiriusXM and HD Radio, phone and diagnostic functions that can also be used via Commander control knob or voice commands as well as a nine-speaker BOSE® audio system with integrated headrest-mounted speakers, leather-wrapped steering wheel and shifter knob and LED headlights and tail lights. MX-5 Club models come with premium cloth seats with red stitching, a Bilstein suspension, front and rear black functional aerodynamic body extensions and a limited-slip differential in models equipped with the six-speed manual transmission.

MX-5 RF Club models equipped with the six-speed manual transmission can be further optioned with the Brembo/BBS Package that includes a front shock-tower brace; side sill body extensions; forged, lightweight BBS 17-inch wheels; and Brembo front brakes with wider brake pads for greater heat dissipation during spirited driving. The package also includes red-painted brake calipers.

MX-5 RF Grand Touring models feature heated leather seating surfaces, Adaptive Front-lighting System, High Beam Control and Lane Departure Warning.

The MX-5 RF Launch Edition, which started preorders with loyal customers on September 26 via [MX5RFPreorder.com](#), will be the only available hardtop model with the hand-painted black top and premium Nappa leather interior for 2017 in the U.S. Launch Edition models also feature unique door sill plates and come with a serialized, custom-designed 42mm Tourneau MX-5 RF Launch Edition watch. Preordering for remaining MX-5 RF Launch Edition models is now open to the general public and is still available while supplies of the 1,000-car allotment last*.

MSRP [\[2\]](#) FOR ALL MODELS IS AS FOLLOWS:

MX-5 RF Club 6MT	\$31,555
MX-5 RF Club 6AT	\$32,285
• Brembo/BBS Package (6MT only)	\$3,400
MX-5 RF Grand Touring 6MT	\$32,620

MX-5 RF Grand Touring 6AT	\$33,825
MX-5 RF Launch Edition 6MT	\$33,850
MX-5 RF Launch Edition 6AT	\$34,925
• Advanced Keyless Entry (Standard on 6AT and Launch Edition models)	\$130

PREMIUM PAINT OPTIONS:

Soul Red Metallic	\$300
Machine Gray Metallic	\$300
Crystal White Pearl Mica (GT models only)	\$200

All three trim levels of the 2017 MX-5 RF—Club, Grand Touring and Launch Edition—are expected to arrive at dealers nationwide by early 2017.

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.

[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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