

MAZDA STARTS PRODUCTION OF THE 2017 MAZDA MX-5 MIATA RF

HIROSHIMA, Japan (October 5, 2016) — Mazda Motor Corporation started production of the 2017 Mazda MX-5 Miata RF retractable hardtop (known as Roadster RF in Japan) yesterday at Ujina Plant No.1 near its global headquarters in Hiroshima. Production began with models bound for North American and European markets, where sales launches begin from early 2017. In Japan, the MX-5 RF will go on sale later this year.

An extension of the MX-5 family, MX-5 RF fully embodies the core value of “Lots of Fun” that has defined MX-5 throughout its 27-year history. This new two-seater sports car features a unique fastback design and offers an exhilarating open-air feel.

Production of the MX-5 reached 1 million units on April 22 this year. The model is highly acclaimed, boasting over 280 automotive awards from around the world, including being the first vehicle to win [World Car of the Year and World Car Design of the Year](#) in the same year at the 2016 New York International Auto Show.

Mazda will continue its efforts to enrich people’s lives through a variety of touchpoints, including the production of high-quality cars, and become a brand with which customers feel a strong emotional connection.

Mazda MX-5 RF Stories (Mazda Global Website)

http://www.mazda.com/en/notification/20160824_02/

<http://www.mazda.com/en/notification/20160831/>

<http://www.mazda.com/en/notification/20160921/>

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<https://news.mazdausa.com/2016-10-05-mazda-starts-production-2017-mazda-mx-5-miata-rf>