

## **MAZDA SELLS OUT INITIAL ALLOCATION OF 1,000 MX-5 MIATA RF LAUNCH EDITIONS**

### **TWO-THIRDS OF CUSTOMERS SELECT MANUAL TRANSMISSION, DELIVERIES TO BEGIN EARLY 2017**

IRVINE, Calif. (October 11, 2016) – Mazda North American Operations (MNAO) today announced that it has sold out of the 1,000-car allocation for the 2017 MX-5 Miata RF Launch Edition.

In the first week of ordering, which started September 26, more than 500 loyal Mazda customers put down deposits to buy a Retractable Fastback MX-5 Miata. When ordering opened to the general public on October 3, the remaining cars sold out in just 13 hours. In all, 67 percent of customers opted for manual transmissions.

Each U.S.-bound MX-5 RF Launch Edition will be painted Machine Gray Metallic and come with Auburn Nappa leather seating appointments, a hand-painted black roof and special badging—the latter three exclusive to the MX-5 RF Launch Edition for 2017. Customers also will receive a serialized Tourneau 42mm MX-5 RF Launch Edition watch.

“The 2017 MX-5 RF Launch Edition preorder program was created to reward loyal Mazda customers with exclusive access to some of the first MX-5 RF models to be sold in the U.S., as well as to ramp up anticipation for what was arguably the star of the 2016 New York International Auto Show,” said Robert Davis, senior VP, U.S. Operations. “By every measure, this program was a success, and we’re excited to be that much closer to getting these cars into the garages of customers from all over the U.S.”

Production of MX-5 RF started last week, and orders have been submitted this week for the U.S. MX-5 RF Launch Edition, with deliveries to customers beginning early 2017.

With the MX-5 RF Launch Edition having sold out, focus now shifts to the standard-production MX-5 Club and Grand Touring models.

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.

## MSRP<sup>[1]</sup> FOR MX-5 RF CLUB AND GRAND TOURING MODELS:

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
• Advanced Keyless Entry (Standard on 6AT models)	\$130

## PREMIUM PAINT OPTIONS:

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

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](http://www.mazdausamedia.com).

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

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Additional assets available online:

 **PHOTOS** <sup>(1)</sup>

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