

MAZDA PREVIEWS 2016 SEMA CONCEPTS: MX-5 MIATA SPEEDSTER EVOLUTION AND MX-5 RF KURO

CONCEPTS BORROW FROM GLOBAL MX-5 CUP RACE CARS WITH TRACK-TESTED PERFORMANCE ALONG WITH PREMIUM CRAFTSMANSHIP

IRVINE, Calif. (October 25, 2016) – Always mixing performance and polish, Mazda North American Operations (MNAO) is offering a glimpse of its 2016 Specialty Equipment Marketing Association (SEMA) concept cars ahead of their formal debut. Borrowing style and speed from the Global Mazda MX-5 Cup race car, as well as elevating Mazda's iconic and lightweight sports car with premium details, are the MX-5 Speedster and MX-5 RF Kuro concepts.

After debuting the Global MX-5 Cup race car at the 2014 SEMA show, Mazda first introduced the MX-5 Speedster to the world at the 2015 SEMA show, taking the base car's lightweight ethos to a new level. For this year's show, Mazda's design team took a big step forward, creating the Evolution, painted White Ether, taking the concept a step further with more than 100 lbs. removed from last year. Now just under 2,000 lbs., MX-5 Speedster Evolution is approximately 350 lbs. lighter than a stock MX-5 soft top.

Mazda also is displaying the MX-5 RF Kuro concept, based on the 2017 MX-5 Retractable Fastback that will be on sale early next year. MX-5 RF Kuro is painted in a semi-matte metallic concept color developed in-house called "Kuro," which means "charcoal" in Japanese. It rides on 17×7.5-inch RAYS forged wheels, 215/45R17 BFGoodrich Rival G-Force tires and the adjustable suspension from the Battery Tender Global Mazda MX-5 Cup presented by BFGoodrich Tires.

Both concepts were conceived by Mazda Design Americas to showcase contrasting directions that create a "Mazda Premium" experience while paying homage to Mazda's performance heritage. They were designed and built in-house by Mazda's Design team in Irvine, California.

MX-5 Speedster Evolution and MX-5 RF Kuro concepts will be on display at the SEMA Show on November 1-4 in the Mazda booth, #11647, in the North Hall of the Las Vegas Convention Center.

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.

#

Additional assets available online:

[PHOTOS \(2\)](#)

<https://news.mazdausa.com/2016-10-25-mazda-previews-2016-sema-mx-5-miata-concepts>