Mazda USA Newsroom

ONE -MILLIONTH MAZDA MX-5 MIATA TO END NORTH AMERICAN TOUR AT LOS ANGELES AUTO SHOW

FANS OF THE WORLD'S BEST-SELLING ROADSTER HAVE ONE LAST OPPORTUNITY TO SIGN THE MILESTONE MX-5 BEFORE IT HEADS OVERSEAS

IRVINE, Calif. (November 10, 2016) – The one-millionth Mazda MX-5 Miata has traveled throughout much of the world this year, already reaching fans all over the U.S. and Canada. Mazda North American Operations (MNAO) is proud to announce that it will be making one last tour stop at the Los Angeles Auto Show from November 18-27.

“We have been fortunate to have the one-millionth MX-5 on our shores since August, giving enthusiasts from the U.S. and around the world the opportunity to be a part of both Mazda history and a milestone for the automotive industry,” said Robert Davis, senior VP, U.S. Operations, MNAO. “This MX-5 shows just how far we’ve come—from a little company with big ideas to a torchbearer for defying convention and keeping the thrill of driving alive for everyone.”

Following MX-5 being awarded as the only vehicle ever namedWorld Car of the Year and World Car Design of the Year concurrently, excitement further swelled when Mazda Motor Corporation announced that the one-millionth MX-5 had been produced on April 22, 2016. That car traveled throughout Japan and Europe during the spring and summer and reached the U.S. in August, where it embarked on the “Millionth Miata Celebration Tour.”

Its first North American stop was in Monterey, California, at the Rolex Monterey Motorsports Reunion. It was then shipped to the East Coast, starting in Boston, and headed to the Midwest and through the South and through the Gulf region to end its U.S. tour at Mazda Raceway Laguna Seca for Miatas at Mazda Raceway.

Following Miatas at Mazda Raceway, the MX-5 traveled to Mazda Canada’s headquarters in Richmond Hill, Ontario, where it gathered another 350 signatures from owners, enthusiasts and employees.

In all, more than 4,000 people in North America have autographed the one-millionth MX-5. Mazda executives, engineers and employees have signed in its trunk and underneath its hood. Many engineers have signed parts they helped develop on the fourth-generation roadster, such as suspension arms and on the engine.

For its last hurrah in the U.S., the one-millionth MX-5—a 1.5-liter, right-hand-drive, Japanese-spec model—will be placed in the Ride & Drive area outside the Los Angeles Convention Center, where those who register to test-drive Mazda vehicles on public days will have the opportunity to sign the car. Signing will take place during normal auto show hours until all signature spots are filled but the 1,920 spots allocated for its final tour stops in Australia and New Zealand.

Following its visit to New Zealand next February, the one-millionth MX-5 will stay on permanent exhibit in the Mazda Museum in Hiroshima, Japan.

BY THE NUMBERS:

North American tour stops (total)	20
Farthest distance driven by a fan to sign car	1,400 miles (Calgary, AB, to Monterey, CA)
Number of spaces on car	13,050
Number of spaces filled in North America	Approximately 4,000 to date

State with most tour stops	California (4)
Largest MX-5 markets in the U.S.	1. Greater Los Angeles 2. Greater San Francisco 3. Greater New York City 4. Dallas-Fort Worth 5. Orlando-Daytona Beach
Farthest countries traveled from to attend Miatas at Mazda Raceway	· Netherlands · Japan · Thailand
Total North American tour distance traveled (including to L.A. Auto Show)	14,607 miles
Earliest known VIN in existence	No. 14 (white racecar in MNAO Heritage Collection)
Number of smiles produced as a result of driving an MX-5	Too many to count

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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Note: Signees must register for Mazda Ride & Drive or may sign if they are minors accompanied by registrant. Spaces subject to availability. MNAO may limit signature times based on weather conditions and availability. Please see L.A. Auto Show website for show hours. Ride & drive hours may vary from standard auto show hours. All participants must have a valid U.S. driver's license, be 18 years of age or older, sign a waiver form and pass a breathalyzer test. Participants must wear closed-toe shoes.

Additional assets available online:
PHOTOS (1)

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