



For Immediate Release

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## **Mazda's Holiday Treat: 2018 MX-5 Miata with New Dark Cherry Soft Top Option**

*- MX-5 Club soft top now available with heated RECARO sport seats -*

New for 2018:

- The 2018 Mazda MX-5 Miata soft top offers a variety of new color choices, with an available Dark Cherry soft top; Auburn Nappa leather interior; and Soul Red Crystal and Machine Gray Metallic premium exterior paint options
- MX-5 Club with Brembo/BBS Package adds heated, black, leather-trimmed seats
- Heated, RECARO sport seats headline new Brembo/BBS RECARO Package
- MAZDA CONNECT™ infotainment system standard on MX-5 Sport
- 2018 MX-5 soft top goes on sale nationwide beginning January 2018 with a starting MSRP<sup>1</sup> of \$25,295

IRVINE, Calif. (December 20, 2017) – In the spirit of the holiday season, Mazda North American Operations (MNAO) today announced design, functional and performance updates to the 2018 Mazda MX-5 soft top models, furthering MX-5's mission to provide one of the best-driving cars in the world regardless of price point.

For 2018, customers will have the option to choose between a new Dark Cherry or Black soft top. Additionally, an Auburn-colored interior and Nappa leather seating surfaces are available in MX-5 Grand Touring models, which was previously only offered in the MX-5 RF Launch Edition.

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<sup>1</sup> MSRP does not include \$890 for destination and handling (\$935 in Alaska), taxes, title or additional fees. Dealers set actual sale prices.



While MX-5 is already known for its handling prowess, the soft top's rear suspension and power steering have been retuned to provide an even more surefooted ride. These improvements also help suppress unwanted cabin noise.

As in the past, there's an MX-5 for every kind of customer with three trim levels available. The entry-level MX-5 Sport represents the purest distillation of the MX-5 formula, while MX-5 Club is harder-edged, and MX-5 Grand Touring represents the most sophisticated option.

For 2018, MX-5 Sport adds a newly standard MAZDA CONNECT™ infotainment system with 7-inch full-color touchscreen display, multi-function Commander and HD Radio connectivity. Additional features in the MX-5 Sport include LED headlights and tail lights, cloth bucket seats, leather-wrapped shift knob and handbrake, Bluetooth phone pairing and audio streaming, dual cupholders and one USB port to interface with the audio system. Mazda Advanced Keyless Entry is also newly standard on all models, as it was previously an option on manual-transmission-equipped models.

MX-5 Club introduces newly heated cloth seats with red stitching, and it also comes standard with 17-inch dark gunmetal aluminum alloy wheels, a BOSE® 9-speaker Premium audio system, including driver and passenger headrest speakers. MX-5 Club's upgrades over MX-5 Sport include two USB ports and Blind Spot Monitoring with Rear Cross-Traffic Alert. Models equipped with the six-speed SKYACTIV-MT manual transmission feature Bilstein shocks, a limited-slip differential and a shock tower brace.

Available for MX-5 Club models is the Brembo/BBS Package, which now includes heated, black leather-trimmed seats, replacing the standard cloth seats. The features aerodynamic side sill extensions, a rear bumper skirt, forged 17-inch BBS wheels and front Brembo brakes that provide greater heat tolerances in heavy braking. The new model year also ushers in the new Brembo/BBS RECARO Package that builds on the Brembo/BBS Package and substitutes the leather-trimmed seats for heated, RECARO sport seats.



MX-5 Grand Touring comes standard with heated, leather-trimmed seats, automatic climate control, automatic on/off headlights, High Beam Control with Adaptive Front-lighting System, Lane Departure Warning, auto-dimming rearview mirror, navigation, rain-sensing windshield wipers and additional sound absorption material in its cloth headliner, among a much longer list of creature-comfort features.

In addition to the Dark Cherry soft top and Auburn Nappa leather interior options, the 2018 MX-5 offers the newly available paint colors Eternal Blue Mica, Snowflake White Pearl Mica and Soul Red Crystal. Machine Gray Metallic, which was previously only available on MX-5 RF retractable fastback models, also joins the color palette. All MX-5 models sold in the U.S. come with a quick-revving, 2.0-liter SKYACTIV-G engine that delivers 155 horsepower. Power is routed to the rear wheels via a six-speed SKYACTIV-MT manual transmission or an available six-speed automatic with paddle shifters.

MSRP<sup>2</sup> for MX-5 soft top models is as follows:

	<b>6-Speed Manual Transmission</b>	<b>6-Speed Automatic Transmission</b>
<b>MX-5 Sport</b>	\$25,295	\$26,645
<b>MX-5 Club</b>	\$29,155	\$29,755
<b>• Club Brembo/BBS Package (6MT Only)</b>	\$3,770	
<b>• Club Brembo/BBS RECARO Package (6MT Only)</b>	\$4,470	
<b>MX-5 Grand Touring</b>	\$30,195	\$31,270

<sup>2</sup> MSRP does not include \$890 for destination and handling (\$935 in Alaska), taxes, title or additional fees. Dealers set actual sale prices.



Premium interior color (MX-5 Grand Touring only):

<b>Auburn Nappa Leather</b>	<b>\$300</b>
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Premium paint colors:

<b>Soul Red Crystal</b>	<b>\$595</b>
<b>Machine Gray Metallic</b>	<b>\$300</b>
<b>Snowflake White Pearl Mica</b>	<b>\$200</b>

The 2018 MX-5 soft top begins arriving at dealerships at the end of December and will be available nationwide in January. Pricing and packaging information for the 2018 Mazda MX-5 RF will be announced at a later date.

Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 600 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 [InsideMazda.MazdaUSA.com/Newsroom](http://InsideMazda.MazdaUSA.com/Newsroom).

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