



For Immediate Release

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## **Enhanced Engine, New Brown Soft Top for 2019 MX-5 Miata**

*- 2019 MX-5 features numerous updates, starting at \$25,730 -*

- SKYACTIV-G 2.0 receives a power increase of 26 horsepower and 3 lb-ft of torque
- A new, available brown soft top option for MX-5 Grand Touring models
- New, standard telescoping steering column, helping each driver find the ideal driving position

IRVINE, Calif. (October 01, 2018) – The feeling you get on the open road in a lightweight roadster is unmatched. To build upon that feeling, Mazda’s engineers have enriched the 2019 MX-5 Miata’s [SKYACTIV-G 2.0-liter engine](#) to boast 17 percent more power and greater fuel-efficiency than last year’s model. As a result of numerous changes, MX-5 is quicker, more responsive and aims to be more engaging to drive, adhering to Mazda’s *Jinba Ittai*—“horse and rider as one”—engineering philosophy. The 2019 MX-5 Miata is currently on sale with a starting MSRP<sup>1</sup> of \$25,730.

Beyond engine improvements, the 2019 MX-5 introduces many other updates:

- Available brown soft top for MX-5 Grand Touring models
- New, standard tilt/telescoping steering column with 30mm of telescoping and 42mm of tilt range
- New aluminum steering column to save weight versus the previous steel unit
- New standard rearview camera
- New, available package options at each trim level
- Available Traffic Sign Recognition
- Available Smart City Brake Support low-speed automatic emergency braking

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<sup>1</sup> Manufacturer’s suggested retail price does not include \$895 for destination and handling (\$940 in Alaska), taxes, title or additional fees. Dealers set actual sale prices.



MX-5 Sport continues to serve as the entry point into the MX-5 family, offered exclusively with a black soft top. Standard features include LED headlights and tail lights; 16-inch alloy wheels; cloth seats; dual power side mirrors; power windows; a 6-speaker audio system, including headrest speakers; Bluetooth phone pairing and audio streaming; two USB audio inputs; MAZDA CONNECT™ infotainment with a 7-inch monitor that features both touchscreen and Commander control functions; a leather-wrapped steering wheel, parking brake and shifter knob; steering-wheel-mounted audio controls; and Mazda Advanced Keyless Entry.

For 2019, MX-5 Sport can be supplemented with the i-ACTIVSENSE Sport Package that adds low-speed Smart City Brake Support automatic emergency braking, Lane-Departure Warning and Blind Spot Monitoring with Rear Cross-Traffic Alert.

Building upon MX-5 Sport continues to be the more luxurious MX-5 Grand Touring and harder-edged MX-5 Club models. Both are offered as soft tops as well as in MX-5 RF—retractable fastback—configurations.

MX-5 Grand Touring upgrades from the base MX-5 Sport with 17-inch dark silver wheels; body-color interior trim; auto on/off headlights; an auto-dimming driver's side mirror; rain-sensing windshield wipers; automatic climate control; auto-dimming rearview mirror with Homelink®; heated, leather-trimmed seats; a 9-speaker BOSE® Premium audio system; a fabric-lined soft top for greater sound insulation; Sirius XM Satellite radio with a 4-month trial subscription, Mazda Navigation; Blind Spot Monitoring with Rear Cross-Traffic Alert; new Traffic Sign Recognition; Adaptive Front-lighting System; High Beam Control; Lane-Departure Warning; and Smart City Brake Support.

Listening to customers' demands, Mazda will offer a new GT-S Package for MX-5 Grand Touring models equipped with the SKYACTIV-MT 6-speed manual transmission, equipping those models with a front shock tower brace, limited-slip rear differential and Bilstein dampers.



MX-5 Club models continue the two-pronged, higher-trim strategy, offering a harder-edged foil to the MX-5 Grand Touring. MX-5 Club builds upon MX-5 Sport with standard Bilstein dampers, shock tower brace and limited-slip rear differential in models equipped with the SKYACTIV-MT transmission. All other MX-5 Club models receive standard heated cloth seats with red contrast stitching, body-color interior trim; Metallic Black alloy 17-inch wheels, front air dam and rear lip spoilers, a 9-speaker BOSE® Premium audio system, SiriusXM Satellite Radio with a 4-month trial subscription and Blind Spot Monitoring with Rear Cross-Traffic Alert.

MX-5 Club models are available with an i-ACTIVSENSE Club Package that comes with Smart City Brake Support and Lane-Departure Warning.

Additionally, MX-5 Club SKYACTIV-MT can be had with the Brembo/BBS Package and Brembo/BBS/Recaro Package. The Brembo/BBS Package include front Brembo rotors and calipers; red-painted brake calipers on all four corners; 17-inch, dark gunmetal BBS forged alloy wheels; functional side sill extensions; a rear bumper skirt; and heated leather-upholstered seats. The Brembo/BBS/Recaro Package, which returns for the soft top and is new for MX-5 RF, replaces the leather-trimmed seats with heated Recaro buckets.

All 2019 MX-5s come standard in the U.S. with a SKYACTIV-G 2.0-liter engine, producing 181 horsepower at 7,000 rpm and 151 lb-ft of torque at 4,000 rpm. That represents an increase of 26 horsepower and 3 lb-ft of torque over the previous model. Thanks to a host of internal improvements, including lighter pistons and rods and a larger throttle, MX-5's engine produces more torque throughout its rev range and enjoys a 700 rpm higher redline for the new model year. The new engine comes paired to either a standard SKYACTIV-MT 6-speed manual transmission or an available 6-speed automatic transmission with paddle shifters and Sport mode.

MSRP<sup>2</sup> for all models is as follows:

Model/Package	MX-5 Soft Top	MX-5 RF
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<sup>2</sup> Manufacturer's suggested retail price does not include \$895 for destination and handling (\$940 in Alaska), taxes, title or additional fees. Dealers set actual sale prices.



<b>MX-5 Sport 6MT</b>	\$25,730	
<b>MX-5 Sport 6AT</b>	\$27,080	
<b>• i-ACTIVSENSE Sport Package</b>	\$850	
<b>MX-5 Grand Touring 6MT</b>	\$30,780	\$33,335
<b>• GT-S Package (6MT only)</b>	\$550	\$750
<b>MX-5 Grand Touring 6AT</b>	\$31,855	\$34,410
<b>Auburn Nappa Leather (MX-5 Grand Touring only)</b>	\$300	\$300
<b>MX-5 Club 6MT</b>	\$29,590	\$ 32,345
<b>• Brembo/BBS Package</b>	\$3,770	\$3,770
<b>• Brembo/BBS/Recaro Package</b>	\$4,470	\$4,670
<b>MX-5 Club 6AT</b>	\$30,190	\$32,945
<b>• Club i-ACTIVSENSE Package*</b>	\$450	\$450

\*Not available with Brembo/BBS Package or Brembo/BBS/Recaro Package

Premium exterior colors:

<b>Soul Red Crystal Paint</b>	\$595
<b>Machine Gray Metallic Paint</b>	\$300
<b>Snowflake White Pearl Mica</b>	\$200
<b>Brown soft top (MX-5 Grand Touring only)</b>	\$200

The 2019 MX-5 is currently on sale nationwide.

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 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 [InsideMazda.MazdaUSA.com/Newsroom](http://InsideMazda.MazdaUSA.com/Newsroom).



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