MAZDA NORTH AMERICAN OPERATIONS REACHES PRE-ORDER CAPACITY OF 2019 MAZDA MX-5 MIATA 30TH ANNIVERSARY

500 VEHICLES RESERVED WITHIN FOUR HOURS

United States to receive 500 vehicles delivered throughout summer of 2019
United States order breakdown: 60 percent soft top – 40 percent RF
2019 Mazda MX-5 Miata 30th Anniversary has starting MSRP[1] of $34,995

CHICAGO (February 9, 2019) – Immediately following the global reveal at the Chicago Auto Show, a website for the 2019 Mazda MX-5 Miata 30th Anniversary was flooded with reservations for the celebratory vehicle. Within one-hour Mazda fans had reserved half of the U.S. allotment of 500, with 100 of those units secured in less than 15 minutes. Within four hours, all 500 of the 2019 Mazda MX-5 Miata 30th Anniversary allocated for the U.S. were claimed, and a waitlist for the vehicle continues to grow.

“Our Miata fans are truly remarkable. We are humbled by their devotion to our joyful roadster,” Masahiro Moro, president and CEO of Mazda North American Operations, said. “Our goal, as always, is to pay tribute to the important people and fans that have been part of the Miata’s incredible journey.”

Joining Masahiro Moro at the global reveal event were Tom Matano and Bob Hall, who were instrumental in the inaugural 1989 MX-5 Miata, as well as members of seven U.S. based Miata clubs. Nationwide there are more than 100 Miata Clubs and 22,000 members.

Mazda plans to premiere the 2019 Mazda MX-5 Miata 30th Anniversary in Europe at the Geneva International Motor Show on March 5, 2019. In total, the 2019 Mazda MX-5 Miata 30th Anniversary will be sold in 40 markets globally. Individual markets will disclose more information closer to their on-sale dates.

Mazda has a history for recognizing MX-5 Miata milestones over the past 30 years.

In January 1999, Mazda sold 7,500 “10thAnniversary Edition” vehicles in the globally common specifications to Japan, North America, Europe and Australia.
In 2015, Mazda sold out 100 of the 2015 MX-5 Miata “25th Anniversary Edition” models within 10 minutes.

Mazda fans placed reservations on a custom build to order website at www.mazdausa.com/30th-anniversary with the option to select either a soft top or RF with either a manual or automatic transmission. A refundable $500 deposit was required to reserve the vehicle.

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.

Follow MNAO’s social media channels through Twitter and Instagram at @MazdaUSA and Facebook at Facebook.com/MazdaUSA.

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[1] MSRP does not include $920 for destination and handling ($965 in Alaska), taxes, title or additional fees. Dealers set actual sale prices.

Additional assets available online:
PHOTOS (1) DOCUMENTS (1)

5-Miata-30th-Anniversary