

MAZDA NORTH AMERICAN OPERATIONS ANSWERS ONGOING DEMAND FOR 2019 MAZDA MX-5 MIATA 30TH ANNIVERSARY

ADDITIONAL UNITS NOW AVAILABLE FOR WAITLIST FANS

IRVINE, Calif. (May 13, 2019) – It has only been a few months since the [2019 Mazda MX-5 Miata 30th Anniversary](#) revealed its brilliant Racing Orange paint scheme at the 2019 Chicago Auto Show. Immediately following the announcement that there would be 3,000 units worldwide, a frenzy of fans reserved all 500 allotted to the U.S. within [four hours](#). Hundreds of fans were placed on a waitlist and forced to cross their fingers. Now, Mazda North American Operations is answering the relentless requests by announcing 143 units from the original 3,000 produced will be available to the U.S. to fans on the waitlist. The new total allocation to the U.S. market is 643.

“We’ve said it for years, without our diehard fans, the Miata would not be a cultural phenomenon and best-selling roadster of all time,” Masahiro Moro, chairman and CEO of Mazda North American Operations, said. “Fan response to the 2019 Mazda MX-5 Miata 30th Anniversary has been incredible and we’re proud to bring additional units to those on the waitlist.”

With a heartbeat of a true sports car, this celebratory vehicle is equipped with RAYS ZE40 17-inch Dark Gunmetal forged alloy wheels, orange Brembo front brake calipers, exclusive RECARO sports seats and the Skyactiv-G 2.0 engine rated to deliver 181 horsepower. The dynamic driving feeling is matched with premium features such as Apple CarPlay™ and Android Auto™ infotainment technologies and a BOSE® nine-speaker audio system.

The 2019 Mazda MX-5 Miata 30th Anniversary has a starting MSRP^[1] of \$34,995 and is adorned with a unique “30th Anniversary” non-sequential serialized badge. Customers currently on the waitlist will be notified of the newly available inventory.

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](https://insideMazda.MazdaUSA.com/Newsroom).

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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 \(2\)](#)

<https://news.mazdausa.com/2019-05-13-mazda-north-american-operations-answers-ongoing-demand-for-2019-mx-5-miata-30th-anniversary>