# MAZDA MX-5 MIATA 30TH ANNIVERSARY MODELS BEGIN TO ARRIVE

## FANS EXCITED TO START DRIVING THEIR COMMEMORATIVE ROADSTERS

August 14, 2019

IRVINE, Calif. (August 14, 2019) – Three decades since its debut, the iconic MX-5 Miata is still catching the attention of enthusiasts from around the globe. In February 2019, Mazda announced that a limited run of 3,000 Mazda MX-5 Miata 30th Anniversary models would be produced for worldwide distribution. With a limited allotment coming to the United States, fans quickly placed their pre-orders hoping to own a piece of history for themselves. As proud as Mazda is to debut the 2019 Mazda MX-5 Miata 30th Anniversary, it is even more excited to see fans enjoying them on the roads and in their driveways.

One of those passionate fans securing a celebratory roadster is Gerald Blum of St. Petersburg, Florida. Mazda North American Operations was pleased to welcome Blum to Tyrone Square Mazda in St. Petersburg, Florida where he was one of the first to take delivery of a 2019 Mazda MX-5 Miata 30th Anniversary in the U.S.

This will be the 13th Mazda the Blum family has owned, starting with a first-generation 1978 Mazda RX-7 that was the 249th unit produced. Blum is a regular at Tyrone Square Mazda having purchased seven other Mazda vehicles from them. Blum is a fan of the brand and, according to him, it was a “no brainer” to pre-order the anniversary vehicle to go next to his Soul Red Crystal 2016 MX-5 Miata Club.

“What I love most about Mazda is the experience of driving the car,” Blum said. “As a diehard Mazda enthusiast, I’m thrilled to be among the first to get the new MX-5 Miata 30th Anniversary and cannot take my eyes off the brilliant Racing Orange paint scheme. Orange is the new red!”

Its striking Racing Orange paint scheme and unique, non-sequential serialized “30th Anniversary” badging commemorates the 30-year anniversary. While the refined Skyactiv-G engine, RAYS ZE40 17-inch Dark Gunmetal forged alloy wheels, orange Brembo front brake calipers and exclusive RECARO sports seats help heighten the trademark sporty driving experience of a MX-5 Miata. The world’s best-selling roadster will continue being a torchbearer for Mazda, helping to carry along its rich legacy and elevating the brand to a premium level.

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.

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