Mazda USA Newsroom

MAZDA'S FIRST TO THE FINISH DOCUSERIES NOW STREAMING ON PRIME VIDEO

New series offers exclusive access to the Mazda MX-5 Cup Championship and the racers chasing victory

IRVINE, Calif., March 25, 2025 /PRNewswire/ -- Mazda North American Operations today announced that *First to the Finish*, an all-new docuseries providing unprecedented access to the Whelen Mazda MX-5 Cup Championship, is now streaming exclusively on Prime Video.

Produced in collaboration with Boardwalk Pictures, the series follows the journeys of two rising female drivers, Sally Mott and Heather Hadley, as well as team owner Shea Holbrook of BSI Racing, as they navigate the high-stakes world of professional racing. With in-depth storytelling, behind-the-scenes access, and thrilling race footage, *First to the Finish* captures the grit, passion, and determination required to compete in one of the most exciting motorsports series in North America.

First to the Finish is available now on Prime Video, bringing viewers closer than ever to the intense competition and personal sacrifices that define the Mazda MX-5 Cup Championship.

For more details on the series, visit the series page, and watch the official trailer here.

About Mazda North American Operations
Proudly founded in Hiroshima, Japan, Mazda has a history of sophisticated craftsmanship and innovation, and a purpose to enrich life-in-motion for those it serves. By putting humans at the center of everything it does, Mazda aspires to create uplifting experiences with our vehicles and for people. 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, Canada, Mexico and Colombia through approximately 795 dealers. Operations in Canada are managed by Mazda Canada Inc. in Richmond Hill, Ontario; operations in Mexico are managed by Mazda Motor de Mexico in Mexico City; and operations in Colombia are managed by Mazda de Colombia in Bogota, Colombia. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at news.mazdausa.com.

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SOURCE Mazda North American Operations

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