

## MAZDA ADJUSTS MSRP ON SELECT 2025 VEHICLES, EFFECTIVE SEPTEMBER 3, 2025

IRVINE, Calif. (September 3, 2025) – Mazda North American Operations (MNAO) has implemented a mid-year MSRP<sup>1</sup> adjustment for select 2025 models. Effective September 3, the following vehicles will receive the listed increases:

Vehicle	Starting MSRP <sup>1</sup>
2025 CX-5	\$29,050
2025 MX-5 Miata Soft Top	\$29,830
2025 MX-5 Miata RF	\$37,850

These price adjustments will not impact existing dealer inventory, fleet units, or port vehicles that already have window labels. The 2025 CX-5 Carbon Turbo and MX-5 Miata 35th Anniversary Edition are not affected.

For more information on the 2025 Mazda lineup, please visit [MazdaUSA.com](https://www.mazdausa.com).

### 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](https://news.mazdausa.com).

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<sup>1</sup> MSRP does not include charges or destination and handling (D&H), taxes, title or additional fees. D&H charges are \$1,235 (\$1,280 in Alaska) for MX-5 Miata and Mazda3; \$1,495 (\$1,540 in Alaska) for CX-30, CX-5 and CX-50; \$1,455 (\$1,500 in Alaska) for CX-70 and CX-90. Dealers set actual sale prices.