**Mazda begins production of the all-new MX-5**

* **Initial output to go on sale in Japan in June; Europe and other markets to follow**
* **Fourth-generation MX-5 features latest active safety and connectivity technology**

Hiroshima / Leverkusen, 5 March 2015. Mazda Motor Corporation began production in Japan today of its all-new Mazda MX-5 roadster. The models rolling off the assembly line at Ujina Plant No.1 in Hiroshima are initially destined for the domestic market, where sales are slated to begin in June. The MX-5 is then to be rolled out progressively to other regions, arriving in Europe in fall.

The fourth generation of the iconic two-seater perfectly embodies Mazda's vehicle engineering philosophy: the pursuit of driving pleasure. “Innovate in order to preserve” was the development motto, as Mazda aimed to maintain the *Jinba Ittai* (“rider and horse as one”) fun element that has always defined the MX-5 while at the same time meeting ever-increase safety and efficiency requirements.

The all-new model is the lightest MX-5 since the first-generation and the first with SKYACTIV Technology, including a choice in Europe of two ultra-efficient lightweight petrol engines delivering 131PS and 160PS. Additional highlights include a sporty KODO – Soul of Motion design, the lowest centre of gravity to date on an MX-5, and a people-oriented interior optimised for open-top driving. It is also available with the MZD Connect smartphone connectivity system and a range of i-ACTIVSENSE active and pre-crash safety technology.

First launched in 1989, the MX-5 instantly revived the market for affordable lightweight sports cars. Some 26 years and almost 200 awards later, the legend is still going strong. With production surpassing 950,000 units in January, Mazda continues to hold the Guinness World Record for the best-selling two-seater sports car of all time.

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