For immediate release 24April 2015

**All-new Mazda MX-5 – Pricing and Specification Announced**

* Nine model all-new Mazda MX-5 range priced from £18,495 to £23,295 on-the-road (OTR).
* Five level grade structure – SE, SE-L, SE-L Nav, Sport and Sport Nav.
* Two SKYACTIV-G petrol engines – 1.5-litre 131ps and 2.0-litre 160ps
* All models feature LED headlights, alloy wheels and a six-speed manual gearbox.
* Seven colour choices including Crystal White pearlescent and Soul Red metallic.
* Pre-order open and the all-new Mazda MX-5 configurator will be live at Mazda.co.uk from 27th April.
* The all-new MX-5 will make its UK debut at the 2015 Goodwood Festival of Speed.
* Pre-order customers can win the chance to test the all-new MX-5 on Goodwood Racing Circuit.

Making its UK debut at the 2015 Goodwood Festival of Speed and Moving Motor Show, this year’s most anticipated sports car will be available in the UK from £18,495. With a superior power to weight ratio, rear-wheel drive, perfect 50:50 weight distribution and more comfort and technology than ever before, the all-new Mazda MX-5 is pure roadster. Offered with a choice of two SKYACTIV-G petrol engines it comes with generous standard equipment and new levels of safety technology.

With a choice of nine models across five trim levels, the all-new Mazda MX-5 promises to reaffirm Mazda’s dominance of the affordable sports car sector. Maintaining the driver-focused ethos that has made the Mazda MX-5 the best-selling two-seater sports car of all time, the latest MX-5 was conceived and developed under the concept of “innovate in order to preserve”. This engineering philosophy has allowed Mazda to maintain the agility, fun and engagement that has always defined the MX-5 while at the same time meeting ever-increasing safety and efficiency requirements, alongside improved refinement.

The lightest MX-5 since the iconic original, the all-new Mazda MX-5 is shorter, lower and wider than the outgoing car, with the smallest overhangs and lowest centre of gravity yet. These dynamic proportions combined with Mazda’s KODO: Soul of Motion design philosophy ensure that the all-new Mazda MX-5’s styling reflects its focus on driving pleasure in an unmistakably contemporary and dynamic way.

Featuring Mazda’s award-winning SKYACTIV technology, the all-new MX-5’s ultra-efficient lightweight petrol engines deliver new levels of performance and economy. Across the range the all-new Mazda MX-5 features alloy wheels, LED headlights, a leather steering wheel, plus a lightweight and sleek fabric hood. SE-L models add LED daytime running lights, climate control air-conditioning, DAB radio, Bluetooth® and cruise control, plus Mazda’s MZD-Connect connectivity and infotainment system with 7-inch Colour touch-screen display and Multimedia Commander.

SE-L models with the 2.0-litre 160ps engine are distinguished by 17-inch Gunmetal alloy wheels and piano black door mirrors, and benefit from a strut tower bar and limited slip differential.

Step up to Sport trim and both the 1.5 and 2.0-litre cars feature rain sensing wipers, rear parking sensors, smart keyless entry, Premium Bose® Surround-Sound and heated leather seats.

With the 1.5-litre engine, Sport trim MX-5’s come with 16-inch Gunmetal alloy wheels and piano black door mirrors. Sport models with the 2.0-litre 160ps engine benefit from a dynamic set-up that includes Sports suspension featuring Bilstein dampers, a limited slip differential and strut tower bar, while visually, they are marked out by their 17-inch Bright alloy wheels and body coloured mirrors.

Versions of the all-new Mazda MX-5 fitted with Mazda’s integrated navigation system come with three-years of free European map upgrades, while the range topping 2.0-litre Sport Nav is available with the optional £350 Safety Pack, which includes High Beam Control and Blind Spot Monitoring with Rear Cross Traffic Alert.

Ahead of its arrival in UK showrooms later this summer, the all-new Mazda MX-5 will take centre stage at the 2015 Goodwood Festival of Speed. Customers pre-ordering an MX-5 at Mazda.co.uk will be entered into a draw to win the opportunity to test drive the all-new MX-5 on the Goodwood Race Circuit and attend the Festival of Speed with a guest on Sunday 28th June. Fifty winners will get the chance to drive on the circuit, while they and a guest can enjoy the Festival of Speed from Mazda’s VIP trackside enclosure\*.

Jeremy Thomson, Mazda Motors UK Managing Director “The MX-5 is Mazda’s brand icon and it embodies all that is great about our products. Its fun to drive character has strengthened the bond between Mazda and its customers for 25 years so there’s no better place to showcase the all-new MX-5 than in front the enthusiastic crowd at the Goodwood Festival of Speed.

We’re delighted to give early ordering customers the opportunity to win a drive in the all-new MX-5 on the famous Goodwood Racing Circuit, while fans attending the Moving Motor Show will get to see our new sports car make its UK public debut. Our engineers have created an all-new sports car that incorporates our ground-breaking SKYACTIV technology, modern safety and superb efficiency with the driver focused enjoyment for which the MX-5 is loved. When it was launched in 1990 the 115ps Mk1 MX-5 cost £14,249 (equal to £31,687 in today’s money), yet 25 years later with vastly more standard equipment, the all-new Mazda MX-5 costs from £18,495, meaning more than ever the Mazda MX-5 sets the benchmark as the one of the world’s best and most affordable sports cars. “

With its lightweight design, sleek cabin, beautifully engineered mechanicals and balanced handling the all-new MX-5 is ready to cement its place in the hearts of driving enthusiasts.

- Ends –

Further press information is available from [www.mazda-press.co.uk](http://www.mazda-press.co.uk)

Interactive Press Packs for all models are available from [www.mazdamediapacks.co.uk](http://www.mazdamediapacks.co.uk)

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**All-new Mazda MX-5 – Pricing**

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Price | VAT | ‘On the Road’  Retail | CO2 (g/km) | RFL Band1) | % P11D Value | Monthly BIK  20% / 40% |
| Mazda MX-5 1.5i SE | £15,258.33 | £3,051.67 | £18,495 | 139 | E | 22 | £67 / £134 |
| Mazda MX-5 1.5i SE-L | £15,883.33 | £3,176.67 | £19,245 | 139 | E | 22 | £70 / £140 |
| Mazda MX-5 1.5i SE-L Nav | £16,383.33 | £3,276.67 | £19,845 | 139 | E | 22 | £72 / £144 |
| Mazda MX-5 1.5i Sport | £18,050.00 | £3,610.00 | £21,845 | 139 | E | 22 | £79 / £159 |
| Mazda MX-5 1.5i Sport Nav | £18,550.00 | £3,710.00 | £22,445 | 139 | E | 22 | £82 / £163 |
|  |  |  |  |  |  |  |  |
| Mazda MX-5 2.0i SE-L | £16,550.00 | £3,310.00 | £20,095 | 161 | G | 27 | £89 / £179 |
| Mazda MX-5 2.0i SE-L Nav | £17,050.00 | £3,410.00 | £20,695 | 161 | G | 27 | £92 / £184 |
| Mazda MX-5 2.0i Sport | £18,716.67 | £3,743.33 | £22,695 | 161 | G | 27 | £101 / £202 |
| Mazda MX-5 2.0i Sport Nav | £19,216.67 | £3,843.33 | £23,295 | 161 | G | 27 | £104 / £208 |

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  | Price | VAT | Recommended  Retail Price |
| **Options** | | | | | | | |
| Mica/Metallic/Pearlescent Paint | | | | | £450.00 | £90.00 | £540 |
| Soul Red Metallic Paint | | | | | £550.00 | £110.00 | £660 |
| Tan leather trim upgrade\* | | | | | £166.67 | £33.33 | £200 |
| Safety Pack (Includes: High beam Control and Blind Spot Monitoring with Rear Cross Traffic Alert)\*\* | | | | | £291.67 | £58.33 | £350 |

\*Optional on Sport Nav models only

\*\*Optional on 2.0 Sport Nav models only

**All-new Mazda MX-5 – Specification**

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| **Mazda MX-5**  **1.5 SE**  **Standard Features:** | **Mazda MX-5**  **1.5 SE-L**  **In Addition to SE:** | **Mazda MX-5**  **1.5 Sport**  **In Addition to 1.5 SE-L:** |
| - 1.5-litre 131ps engine  - 6-speed manual transmission  - 16” Alloy wheels  - LED headlights  - Manual air-conditioning  - Electric windows with one-  touch down (driver and front  passenger)  - Leather steering wheel and  gear knob  - Heated power door mirrors  - Remote central locking  - Single CD player with  AM/FM radio, four speakers,  MP3/WMA-compatibility and  auxiliary (AUX) input  - USB and iPod® connectivity  - Front and side airbags  - Dynamic Stability Control  (DSC) with Traction Control  System (TCS) | - LED daytime running lights  - Climate control air-  conditioning  - Cruise control  - DAB radio  - Additional 2 speakers in the driver’s headrest  - 7” Colour touch-screen display  and Multimedia Commander  - Integrated Bluetooth®  - Body colour coordinated  interior upper door trim  **2.0 SE-L**  **In Addition to 1.5 SE-L:**  - 2.0-litre 160ps engine  - 17” Gunmetal alloy wheels  - Piano black door mirrors  - Limited Slip Differential (LSD)  - Strut tower bar  **Mazda MX-5**  **SE-L Nav**  **In Addition to SE-L:**  - Integrated navigation system  with 3-years free European  map updates | - 16” Gunmetal alloy wheels  - Piano black door mirrors  - Rear parking sensors  - Dusk-sensing lights  - Adaptive Front lighting System  (AFS)  - Heated leather seat trim  (Black or Tan\*)  - Rain-sensing front wipers  - Auto-dimming rear-view  mirror  - Smart keyless entry system  - Lane Departure Warning  System  - Premium Bose® surround-  sound system with 9 speakers (includes 2 speakers in the Driver’s and Passenger headrest)  **2.0 Sport**  **In Addition to 1.5 Sport:**  - 2.0-litre 160ps engine  - Sports suspension featuring  Bilstein dampers and strut  tower bar  - 17” Bright alloy wheels  - Body colour door mirrors  - Limited Slip Differential (LSD)  **Mazda MX-5**  **Sport Nav**  **In Addition to Sport:**  - Integrated navigation system  with 3-years free European  map updates  **Option:**  - Safety Pack – High Beam  Control and Blind Spot  Monitoring with Rear Cross  Traffic Alert (Available on 2.0  Sport Nav models only)  - Tan leather trim upgrade  (Available on Sport Nav  models only)\* |

**\*All-new Mazda MX-5 Pre-order Terms & Conditions at mazda.co.uk**