



For immediate release

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2009 Mazda MX-5 Hits Showrooms for Spring

- 2009 Mazda MX-5, available in showrooms now, offers improved specification and updated styling priced from £16,340 to £21,690 (on-the-road)
- Fuel economy improvements of up to 8 percent delivering up to 40.4mpg
- CO₂ emissions reduced by up to 7 percent
- New 'PowerShift' six-speed sequential paddle-shift transmission with full auto mode

The 2009 Mazda MX-5 range is now available in showrooms ready for the rush of open-top sports car fans this Spring. Both the soft-top and Roadster Coupe bodystyles have been updated for 2009 to echo the design language seen on the all-new Mazda3, on sale from May, the Mazda RX-8 R3 and the award-winning Mazda2 supermini.

Thanks to enhanced chassis modifications, the 2009 Mazda MX-5 remains unrivalled both as a rewarding driver's car and an open-top roadster that can be used for everyday motoring all year round.

Fine-tuning of the engines coupled to aerodynamic drag reduction have achieved significant reductions in CO₂ emissions down to 167 g/km for the 1.8i SE model, from 174 g/km. Add to that improved fuel consumption – just 40.4 mpg for the 1.8i SE, up from 38.7 mpg – all contributing to reduced running costs over the outgoing model. In addition, the whole sports car ownership experience is supported by Mazda's renowned reliability and durability.

"The latest exterior, interior and technical upgrades to the 2009 Mazda MX-5 range will ensure that the soft-top will continue to offer pure, fun-to-drive, open-top motoring thrills, while the Mazda MX-5 Roadster Coupe offers both open-top motoring as well as a more coupe-like, premium experience," commented Mark Cameron, Sales & Marketing Director, Mazda UK.

Both the Mazda MX-5 soft-top and Mazda MX-5 Roadster Coupe remain true to the original concept which made the Mazda MX-5 the world's best-selling sports car.

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Improved Specification for 2009 model range

For 2009, Mazda MX-5 customers now have a choice of four powertrains, the 126ps 1.8i or higher-revving 160ps 2.0i with five-speed gearbox, the 160ps 2.0i with a smooth-shifting six-speed manual gearbox and the new 160ps 2.0i 'PowerShift' six-speed sequential paddle-shift transmission with full-auto mode, offering thrilling B-road cross-country drives and easy city driving and motorway cruising.

The sportscar driving experience of the Mazda MX-5 2.0i with manual transmission is further enhanced by raising its rev-limit by 500rpm to 7,500rpm and retuning the engine to develop peak power (160ps) at 7,000rpm (up 300rpm). For models with the six-speed gearbox, the engine is fitted with a new Induction Sound Enhancer (ISE) which gives the power unit an even sportier sound.

Prices for the 2009 Mazda MX-5 soft-top range start from £16,340 (on-the-road) for the 126ps, 1.8i SE with a five-speed manual gearbox. Every Mazda MX-5 now comes with leather trimmed steering wheel, gear knob and hand-brake, alloy wheels, plus an MP3-compatible audio system with six speakers and a new auxiliary (AUX) input jack for MP3 and iPod connection.

All 2.0i SE models (from £17,340), delivering 160ps, feature DSC (dynamic stability control), TCS (traction control system), a Limited Slip Differential (except PowerShift models) and side airbags. Climate control air conditioning is a £550 option on these models.

2.0i Sport Tech models (priced from £19,690) are equipped with new 17-inch alloy wheels, uprated Bilstein dampers, a front suspension strut bracing bar, a six-speed manual transmission, front fog lamps and heated leather seats. New specification additions include climate control air conditioning, cruise control, a premium BOSE® audio system with 6-CD changer, seven speakers and Bluetooth® technology with voice recognition for hands-free telephoning.

The two new PowerShift models (from £20,190) are similarly equipped to Sport models, but feature the new paddle-shift transmission – instead of the six-speed manual – and are not fitted with a Limited Slip Differential or the uprated Bilstein dampers.

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2009 Mazda MX-5 Roadster Coupe

The Mazda MX-5 Roadster Coupe range starts at £18,340 and carries a modest £2,000 premium over the soft-top models. Designed and engineered by Mazda, the powered retractable hard top is the world's fastest – top-up or top-down in just 12 seconds.

Climate control air conditioning is standard on all Mazda MX-5 Roadster Coupe models. For those cold winter mornings heated leather seats, which have five-stage settings, are standard or available as an option – depending on model.

The 2009 Mazda MX-5 Roadster Coupe now has several additional features including a new mesh-type front grille surrounded by a chrome edging trim, headlamps featuring chrome bezels and exterior door handles with a chrome finish. The front fog lamps have silver inner bezels and there is a clear lens for the high-mounted rear stop light. The cabin is also better insulated with interior noise reduced by a significant 2.7dB at 37 mph.

A choice of seven body colours will be available – including two new colours (Aluminium Silver Metallic and Metropolitan Grey Mica). Carried over colours are Copper Red Mica and Stormy Blue Mica and solid colours Brilliant Black and True Red.

Excellent Levels of Security

Thanks to the excellent levels of security, including a Thatcham 1 alarm and immobiliser, together with the modest overall costs of crash repair, the insurance groups for the 2009 Mazda MX-5 range remain equally competitive from 11E to 13E.

Excellent residual values are also anticipated, ensuring the Mazda MX-5 remains an unbeatable proposition for retail customers, who will find their iconic roadster holds its value over many years, and for fleet operators wishing to offer user-choosers a broad and exciting model range.

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Upgraded Mazda MX-5 Price List – April 2009

Mazda MX-5	Power (ps)	'On the road' Retail	Emissions CO ₂ (g/km)	Road Fund Licence Band	Insurance Group
1.8i SE	126	£16,340	167	E	11E
1.8i SE Air Con	126	£16,890	167	E	11E
2.0i SE	160	£17,340	177	E	13E
2.0i SE Air Con	160	£17,890	177	E	13E
2.0i Sport Tech	160	£19,690	181	E	13E
2.0i PowerShift	160	£20,190	188	F	13E
Mazda MX-5 Roadster Coupe					
1.8i SE	126	£18,340	167	E	11E
2.0i SE	160	£19,340	177	E	13E
2.0i Sport Tech	160	£21,190	181	E	13E
2.0i PowerShift	160	£21,690	188	F	13E

NB 'On the road' prices include 15% VAT, number plates, delivery, 12 months road fund licence, first registration fee, 3 year or 60,000 mile warranty and 3 years European Roadside Assistance. All models are available with free 7-day drive away insurance.

Factory-fitted Options

Metallic / Mica Paint

Heated leather seats (Mazda MX-5 Roadster Coupe SE models only)

RRP

£385

£705

Ends..

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