

For immediate release

5 August 2009

Another 'Best Roadster' Award for Mazda MX-5

- Mazda MX-5 wins 'Best Roadster' crown in 2009 *Auto Express New Car Awards*
- Fourth *Auto Express* win-in-a-row for Mazda's worldwide best-selling two-seater
- 10-strong Mazda MX-5 model range priced from £16,345 (on-the-road)
- New 'PowerShift' six-speed sequential paddle-shift transmission with full auto mode
- World's fastest powered retractable hard-top, only 12 seconds top-up or top-down
- Typical 0% APR* and 3.9% APR** finance packages available
- £3,000 discount available as part of Government-backed scrappage scheme

Mazda's range of 'Zoom-Zoom' vehicles continues to impress automotive experts, with the iconic Mazda MX-5 roadster once again selected for critical acclaim in the *2009 Auto Express New Car Awards*, announced in the weekly magazine today (Wednesday).

Presenting the Mazda MX-5 with a class-topping annual award for the fourth successive year, the judges from the UK's best-selling weekly automotive magazine ranked the iconic two-seater, rear-wheel drive sports car as 'Best Roadster' – beating BMW and Porsche rivals for the top ranking.

Praising the Mazda MX-5, *Auto Express* commented: "The pretty roadster is the default choice for affordable wind-in-the-hair thrills thanks to its simple folding fabric hood, entertaining rear-wheel drive handling and incredibly attractive prices. The folding hard-top Roadster Coupe variant only serves to boost the car's appeal, providing improved refinement and security. Prices start from £16,345, which makes MX-5 something of a bargain."

Significantly upgraded for 2009, the 10-strong range of new Mazda MX-5 sportscars, available with either traditional soft-top or in Roadster Coupe form featuring a powered retractable hard top, have a fresh design that enhances their dynamic appeal and is harmonised with Mazda's next-generation Mazda6, Mazda3 and Mazda2 line-up.

Chassis modifications ensure that all models deliver an evolution of Mazda's unique *Jinba Ittai* – oneness between car and driver – by enhancing the Mazda MX-5's legendary agility and controllability even further. Fine-tuning of both the 1.8i and 2.0i engines has achieved significant reductions in CO₂ and fuel consumption, as have improvements to the sportscar's aerodynamics.

Mazda Motors UK LTD

Riverbridge House, Anchor Boulevard, Dartford, Kent, DA2 6SL
Tel: +44 (0) 01322 622 713 | Fax: +44 (0) 01322 622 700
info@mazda-press.co.uk | www.mazda-press.co.uk

"As Britain's favourite sports car brand, Mazda is proud to have a high profile motoring consumer publication, such as *Auto Express*, confirm that our products are among the very best on the market," commented Mark Cameron, Sales & Marketing Director, Mazda Motors UK. "The latest exterior, interior and technical upgrades to the 2009 Mazda MX-5 range ensure that the soft-top continues to offer the purest, fun-to-drive thrills, while the Mazda MX-5 Roadster Coupe delivers an even more coupe-like, premium experience together with that same driving excitement.

"Both models carry-over the key features which have made the Mazda MX-5 the world's best-selling sportscar. Today, the Mazda MX-5 is unrivalled as a rewarding sportscar that can also be used for everyday motoring all year round, with low running costs and high levels of specification – and the whole sportscar ownership experience is supported by Mazda's legendary reliability and durability," concludes Cameron.

The Mazda MX-5 has also won praise from *Auto Express* as a used car – winning 'Best Convertible' awards every year since 2005.

- Ends -

Editors' Note

*Retail sales only. Subject to availability at participating dealers only on vehicles registered between 1 July 2009 and 30 September 2009. *0% finance available on Mazda Conditional Sale on all New Mazda MX-5 models with minimum 50% deposit required. **3.9% finance available on all New Mazda MX-5 models. Offers not available in conjunction with Government Scrappage Scheme. Finance subject to status. Terms and conditions apply. Applicants must be 18 or over. Guarantees/Indemnities may be required. Mazda Financial Services RH1 1SR.*

For all the latest news and images from Mazda please visit: www.mazda-press.co.uk
For further information please contact one of the following:

Graeme Fudge, PR Director

T: 01322 622 691 or M: 07702 666 886 or via E-mail: gfudge@mazdaeur.com

Samantha Williams, PR Manager

T: 01322 622 637 or M: 07785 518 558 or via E-mail: sjanewil@mazdaeur.com

Alison Terry, Press Officer

T: 01322 622 713 or via E-mail: aterry@mazdaeur.com

Ref: 090805N

Mazda Motors UK LTD

Riverbridge House, Anchor Boulevard, Dartford, Kent, DA2 6SL
Tel: +44 (0) 01322 622 713 | Fax: +44 (0) 01322 622 700
info@mazda-press.co.uk | www.mazda-press.co.uk