

For immediate release

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## **Mazda's Cult Roadster MX-5 gets Revamped Social Networking Website**

Leverkusen 24 August 2009. Fans of the best-selling, two-seat sports car of all time can now share their passion for Mazda's roadster at a revamped version of its social networking website at [www.mx-5.com](http://www.mx-5.com). The new website has been completely re-engineered using Episerver-Related and Social Networking platforms, and is now one of the most innovative of its kind on the internet.

Designed with the help of the website's membership, the new internet forum reflects the joy of driving Mazda's roadster by delivering peak performance and fun. It provides members with a wide slate of easy-to-use networking options like contacting the nearest MX-5 club (there are over 200 of them around the world), sharing photos and videos, organising drive events and rallies, and of course forums for discussing all aspects of owning what is surely one of the world's most exciting vehicles.

Originally launched in response to a growing and fanatical fan-base in 2001, at a time when there were very few manufacturer-sponsored internet venues dedicated to a single vehicle, the MX-5 website allowed drivers and owners to connect with each other and share their love for the cult roadster. It was an immediate hit during the years that followed, growing into one of the largest of its kind with over 9,000 members globally.

Ends...

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