



## Mazda races towards MX-5 engagement in Europe

- Mazda's 'Friends of MX-5' program to boost engagement with Mazda
- Includes race program with chance to race the Mazda Global MX-5 Cup at Mazda Raceway Laguna Seca

Barcelona / Leverkusen, 6 April, 2016 Mazda is today launching its new 'Friends of MX-5' program, designed to give something back to fans of the iconic MX-5 roadster across Europe. This includes the chance to race in a new MX-5 race car at the legendary American circuit, Mazda Raceway Laguna Seca.

'Friends of MX-5' will offer unique benefits and rewards, including once-in-a-lifetime experiences, catering for both driving enthusiasts and for those interested in areas such as music and the arts.

The MX-5 is a true driver's car and racing will form an integral part of the inaugural year of 'Friends of MX-5'. Mazda already supports selected MX-5 race series across Europe, and through 'Friends of MX-5' it will be launching a Mazda European MX-5 Cup championship on the online racing platform, iRacing.

In keeping with the grassroots appeal of the MX-5, racers for the Barcelona final will be drawn from national road race competitions, the MX-5 competition in iRacing and winners of simulator racing at Mazda events.

Those who make the final will be tested behind the wheel of a full race-specification 2016 Mazda MX-5 Cup racing car, and five lucky drivers will win a place in the prestigious Mazda Global MX-5 Cup final at Mazda Raceway Laguna Seca, California.

"'Friends of MX-5' is a great way for Mazda to give something back to existing enthusiasts, while also attracting new fans with great rewards and experiences that go beyond purely automotive," said Wojciech Halarewicz, Vice President Communications, Mazda Motor Europe.

"Its racing program also highlights the MX-5's racing pedigree and opens up some incredible opportunities for those who want to experience driving an MX-5 at the highest level."

Mazda welcomes all the friends of MX-5 to join in and share the fun, passion and joy that the Mazda brand exudes. Amongst other things, friends will receive regular communications about benefits and the unique rewards which Mazda will expand over time as the 'Friends' grow.

For more information on the Friends of MX-5 programme please visit the Friends of MX-5 Facebook page: <https://www.facebook.com/MazdaFriendsofMX5/>, set to go live by 7 April 2016.

For further information contact:

Mazda Motor Europe GmbH  
Postfach 10 09 60 | D-51309 Leverkusen  
Tel: +49 2173 943 505 | Fax: +49 2173 943 553  
[mazda-press@mazdaeur.com](mailto:mazda-press@mazdaeur.com) | [www.mazda-press.com](http://www.mazda-press.com)

*ZOOM-ZOOM*