

PRESS RELEASE

Mazda Motor Europe GmbH



Mazda produces one-millionth MX-5

- Landmark fourth-generation MX-5 rolled off the assembly line in Hiroshima on 22 April
- Japanese carmaker achieves milestone with the now-legendary roadster after 27 years

Hiroshima / Leverkusen, 25 April 2016. Production of the Mazda MX-5 reached one million units on 22 April, Mazda Motor Corporation announced today, 27 years after the company began manufacturing the iconic roadster at Ujina Plant No. 1 in Hiroshima in April 1989.

“From the first generation through to today’s fourth-generation model, the reason we have been able to continue selling the MX-5 all these years is due to the strong support of fans around the world,” said Mazda Motor Corporation Representative Director, President and CEO Masamichi Kogai. “Mazda was founded in Hiroshima 96 years ago, and as we move toward our centennial year we will continue offering customers the joy of driving with this model, which has become a symbol of our brand. Mazda aims to create a special bond with customers and become a ‘one-and-only’ brand they will choose again and again.”

To express thanks to MX-5 fans and owners, the one-millionth MX-5 will appear at fan events around the world starting on 3 May in Japan at the Hiroshima Flower Festival, where the car will participate in the Flower Parade. The landmark vehicle will be displayed on 26 June at the Goodwood Festival of Speed in the UK, from where it continues on the European leg of its tour.

The MX-5 is a symbol of Mazda’s carmaking philosophy and tireless pursuit of driving pleasure. Since its debut in 1989, the model has consistently delivered driving fun as can only be experienced in a lightweight sports car, winning the admiration of people from diverse countries, cultures and age groups. The MX-5 is also highly acclaimed, with around 250 awards to its name – and counting – from around the globe. The fourth-generation model released last year has won a string of prizes, including 2016 World Car of the Year and World Car Design of the Year 2016, 2016 UK Car of the Year and 2015-2016 Car of the Year Japan. A living legend, the MX-5 has held the Guinness World Record for the best selling two-seater sports car since 2000.

Mazda MX-5 history

February 1989	Original MX-5 introduced at the Chicago Auto Show
October 1997	Second-generation MX-5 debuts at the Tokyo Motor Show
December 1998	Launch of 10 th Anniversary Limited Edition MX-5
May 2000	MX-5 recognised by Guinness World Records as the world’s best selling two-seater sports car (531,890 units produced)
January 2002	Production reaches 600,000 units (Guinness World Record updated)
March 2005	Third-generation MX-5 debuts at the Geneva International Motor Show
April 2005	Production reaches 700,000 units (Guinness World Record updated)
July 2006	Retractable hardtop model introduced at the British International Motor Show
June 2007	Production reaches 800,000 units (Guinness World Record updated)
July 2009	Launch of 20 th Anniversary Limited Edition MX-5

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February 2011 Production reaches 900,000 units (Guinness World Record updated)
April 2014 Launch of 25th Anniversary Edition MX-5
September 2014 Debut of the fourth-generation MX-5
March 2016 Mazda MX-5 RF unveiled at the New York International Auto Show

Visit Mazda's global website for details about awards:

<http://www.mazda.com/en/innovation/awards>

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