For immediate release 24th May 2016

**All-new Mazda MX-5 named Britain’s Best Real-World Driver’s Car**

**at the 2016 Autocar Awards**

* The all-new Mazda MX-5 claims a prestigious accolade from Britain’s oldest motoring title.
* Adds to an award tally that includes the 2016 World Car of the Year title.
* Autocar’s Real-World Drivers car title reflects a sports car that starts from just £18,495.

The all-new Mazda MX-5’s handling and driver engagement has been recognised at the 2016 Autocar Awards. Named Best Real- World Driver’s Car by the road testers of Britain’s most established car magazine – Mazda’s sports car came out on top in Autocar’s annual test of affordable enthusiasts’ cars.

The lightest MX-5 since the iconic original, the all-new Mazda MX-5 is shorter, lower and wider than the car it replaced. With the smallest overhangs and lowest centre of gravity yet, its dynamic proportions and Mazda’s KODO: Soul of Motion styling reflects its focus on driving pleasure in an unmistakably contemporary and dynamic way.

Featuring Mazda’s award-winning SKYACTIV technology, the all-new MX-5’s ultra-efficient petrol engines and lightweight chassis ensure new levels of performance and economy. Agility and driver engagement is taken to a new level, while at the same time the latest MX-5 meets ever-increasing safety refinement requirements and delivers substantially improved refinement.

With perfect 50:50 weight distribution and more technology than ever before, the all-new MX-5 has firmly re-established Mazda’s dominance of the affordable sports car sector. Something recognised by Autocar at their 2016 award ceremony. Commenting on the MX-5’s performance, Autocar’s chief tester Matt Saunders said, “our winner stands head and shoulders above the competition for its blend of accessible performance and delightful handling.”

Having already been named Japan Car of the Year 2015/16, 2016 UK Car of the Year and 2016 World Car of the Year, the all-new Mazda MX-5’s trophy collection is growing ever bigger. Plus, with the one-millionth MX-5 having rolled down the production line on the 22nd April 2016, the world’s best-selling two-seater sports car continues to win the hearts of customers and media alike.

Mazda Motors UK Managing Director, Jeremy Thomson said, “We’re thrilled with both the customer and media response to the all-new MX-5. This car symbolises all that is great about our products. Its fun to drive character has strengthened the connection between Mazda and its customers for more than 25 years, and today it’s the definitive example of how our SKYACTIV Technology and KODO design philosophy help us create stylish, spirited and great to drive cars.”

Adding, “the fact that this comes at a price point that makes the MX-5 an achievable aspiration for so many makes this car even more special. When it was launched in 1990 the 115ps Mk1 MX-5 cost £14,249 (equal to £31,687 in today’s money), yet 25 years later with vastly more standard equipment, the all-new Mazda MX-5 costs from £18,495, meaning more than ever the Mazda MX-5 sets the benchmark as the one of the world’s best and most affordable sports cars, so we are delighted Autocar has recognised this with their Best Real-World Driver’s car award.”

Since its UK launch in 1990 over 120,000 MX-5s have been sold to British driving fans, so with 2016 set for a bumper year of MX-5 convertible sales, and next month’s Goodwood Festival of Speed seeing the European debut of the all-new Mazda MX-5 RF, the next chapter of the MX-5 success story is already being written.

 - Ends -

Further press information is available at [www.mazda-press.co.uk](http://www.mazda-press.co.uk)

Interactive Press Packs for all models are available at [www.mazdamediapacks.co.uk](http://www.mazdamediapacks.co.uk)

Visit our media blog at [www.mazdasocial.co.uk](http://www.mazdasocial.co.uk)

Follow us on Twitter @mazdaukpr

*For further information please contact one of the following:*

Graeme Fudge, PR Director | T: 01322 622 691 | E-mail: gfudge@mazdaeur.com

Owen Mildenhall, PR Manager | T: 01322 622 713 | Email: omildenhall@mazdaeur.com

Lois Cavanagh, Press Officer | T: 01322 622 650 | Email: lcavanagh@mazdaeur.com

Martine Varrall, Press Officer | T: 01322 622 776 | Email: mvarrall@mazdaeur.com

Ref: 160524FINAL