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Mazda unveils MX-5 30th Anniversary Edition in Racing Orange

* Three decades since the launch of the MX-5, the 30th Anniversary Edition goes on sale in 2019.
* Exclusively offered in unique Racing Orange just 3,000 cars will be sold globally.
* Available to order now, the UK market will get 600 cars – 400 convertible and 200 RF.

Three decades after the 1989 Chicago Motor Show was the stage for the debut of the original MX-5, Mazda has today unveiled the MX-5 30th Anniversary Edition at the 2019 Chicago Motor Show, which runs until 18 February.

After 30 years and more than 1 million units sold, Mazda feels that the MX-5 has grown into more than simply Mazda’s creation. It now belongs to the enthusiasts around the world who have supported the development of the model and helped it become the world’s best-selling two-seater roadster. Launched as both a tribute to these MX-5 fans and as a mark of the high hopes the firm has for the future of its sports car, the 30th Anniversary Edition is exclusively offered in the newly developed Racing Orange body paint, a strikingly vivid colour that marks out this special MX-5.

In addition to Racing Orange, the MX-5 30th Anniversary Edition features forged aluminium Rays wheels developed exclusively for the MX-5 in cooperation with Rays Co Ltd. and a 30th anniversary badge displaying the model’s serial number. Other unique features include orange brake callipers, and for the first time in the UK, Brembo front brakes.

Inside, the bespoke feel continues with orange accents on the seats, door trim, dashboard, steering wheel, air vents and gear lever, while Recaro seats and Alcantara trim on the door trim and instrument panel add a sense of exclusivity. The 30th Anniversary Edition also features Apple Carplay and Android Auto as standard.

Just 3,000 cars will be produced globally, and fittingly for one of the world’s biggest MX-5 markets, the UK will receive 600 – 400 convertible and 200 RF. Marked out by its black two-tone roof, the Retractable Fastback RF is £29,895, while the convertible is £28,095.

Commenting on the launch of 30th Anniversary MX-5, Mazda Motors UK Managing Director, Jeremy Thomson, said: “in the three decades since the launch of the original model over 130,000 Mazda MX-5s have been sold in the UK. This is a sports car that has resonated with enthusiastic British drivers ever since its debut and four generations on it’s as popular as ever. Along the way, it has remained true to the original principle of being an affordable, lightweight and above all fun-to-drive roadster. Today it is the very essence of the *Jinba Ittai* driver-and-car-as-one philosophy that goes into every Mazda.”

Adding, “and with its unique detailing, generous equipment levels, exclusivity and bold Racing Orange paint, the 30th Anniversary Edition is the perfect way to celebrate three decades of this iconic sports car”.

As with all 2.0-litre 2019 Mazda MX-5 models, the 30th Anniversary features the new 184ps version of the Skyactiv-G engine, while across both body types this range-topping special edition comes with a six-speed manual gearbox, Bilstein dampers, strut-brace and limited slip differential. Available to order now, the first UK customer deliveries will begin in the summer.

- Ends -

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

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

Graeme Fudge, PR Director | T: 01322 622 691 | E-mail: [gfudge@mazdaeur.com](mailto:gfudge@mazdaeur.com)

Owen Mildenhall, PR Manager | T: 01322 622 713 | Email: [omildenhall@mazdaeur.com](mailto:omildenhall@mazdaeur.com)

Lois Cavanagh, Press Officer | T: 01322 622 650 | Email: [lcavanagh@mazdaeur.com](mailto:lcavanagh@mazdaeur.com)

Martine Varrall, Press Officer | T: 01322 622 776 | Email: [mvarrall@mazdaeur.com](mailto:mvarrall@mazdaeur.com)

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