



For Immediate Release

Contact: Jacob Brown, Mazda North American Operations, (949) 727-6751  
Eric Booth, Mazda North American Operations, (949) 727-6144

## **2017 Mazda MX-5 Miata Soft Top Arrives in Showrooms this Month, Retaining Unbeatable Performance Value**

*- MX-5 Club Roadster Adds More Standard Safety Equipment for 2017 -*

IRVINE, Calif. (February 1, 2017) – Mazda North American Operations (MNAO) today announced pricing for the 2017 MX-5 Miata soft top, which will arrive at dealers nationwide this month. Following its resoundingly successful launch as a 2016 model, becoming the only vehicle to ever win World Car of the Year and World Car Design of the Year awards in the same year, MX-5 retains its \$24,915 base MSRP<sup>1</sup>, providing the best thrills-per-dollar ratio of any car on the market today.

For 2017, the only packaging changes include adding Blind Spot Monitoring (BSM) and Rear Cross-Traffic Alert (RCTA) as standard equipment for MX-5 Club models. Previously, these features were exclusive to MX-5 Grand Touring.

There are three MX-5 trim levels from which to choose, including the entry-level MX-5 Sport, leather-lined MX-5 Grand Touring or harder-edge MX-5 Club. Rather than a typical “good-better-best” trim strategy, MNAO has sought to provide three distinct flavors of MX-5 to cater to different customers.

Perhaps the purest distillation of the original formula of MX-5 that graced U.S. shores in 1989 as a 1990 model, MX-5 Sport comes with black cloth seats, bright-finish 16-inch wheels, one USB port in addition to standard Bluetooth phone pairing and audio streaming, six-speaker audio system, leather-wrapped shifter and handbrake, cruise control and power mirrors and windows and LED headlights and tail lights, in addition to many other features.

---

<sup>1</sup> MSRP does not include \$875 for destination and handling (\$920 in Alaska) or any additional taxes or fees. Dealers set actual sale prices.



MX-5 Club builds upon those features with red stitching on the seats, steering wheel and shifter, a limited-slip differential and shock tower brace in models equipped with the six-speed SKYACTIV-MT manual transmission, a front aerodynamic body extension and spoiler and a Bilstein suspension. Optionally available is the Brembo/BBS Package, which further upgrades MX-5 Club models with side sill extensions; lightweight, forged BBS wheels; and front Brembo brakes that have greater heat tolerances in addition to red-painted brake calipers on all four corners.

Shared with MX-5 Grand Touring models, MX-5 Club also comes with a nine-speaker BOSE® Premium audio system, featuring headrest-mounted speakers and MAZDA CONNECT™ infotainment, which makes phone, SiriusXM satellite radio, audio and infotainment controls accessible through a seven-inch commander control knob and touchscreen interface. Both MX-5 Club and Grand Touring also feature LED running lamps.

MX-5 Grand Touring substitutes cloth seating surfaces for leather in addition to picking up three-stage heated seats, automatic climate control, automatic headlights, High Beam Control with Adaptive Front-lighting System, auto-dimming rearview mirror, navigation, rain-sensing windshield wipers, additional sound absorption material in its cloth headliner and Advanced Keyless Entry. Advanced Keyless Entry is standard on all automatic-transmission-equipped models and a \$130 option on Sport and Club models equipped with a manual transmission.

The fourth-generation MX-5 returns for its second model year approximately 150 lbs. lighter than its predecessor through greater use of ultra-high-tensile steel as well as aluminum construction. A testament to Mazda's "Gram Strategy" and the innovation of SKYACTIV Technology, it is approximately 25-percent more efficient than its predecessor in EPA testing, yet it's also quicker and more refined with technologies customers expect in today's cars. All North American MX-5 models come equipped with a quick-revving, 2.0-liter SKYACTIV-G engine that produces 155 horsepower at 6,000 rpm. It sends power to the rear wheels via a standard six-speed SKYACTIV-



MT six-speed manual—currently accounting for 60 percent of MX-5 sales—or an available six-speed automatic that comes standard with paddle shifters.

The approximately 2,300-lbs. roadster embodies Mazda’s “Jinba Ittai” philosophy—translated as horse and rider as one. And, it sets the pace for all of Mazda’s current- and next-generation cars and crossovers. For 2017, it is joined by the MX-5 RF—retractable fastback—which went on sale in November, and imbues MX-5 with coupe-like style and sophistication.

MSRP<sup>2</sup> for all models is as follows:

Trim Level/Options	MX-5 Soft Top	MX-5 RF
MX-5 Sport 6MT	\$24,915	
MX-5 Sport 6AT	\$26,395	
MX-5 Club 6MT	\$28,800	\$31,555
MX-5 Club 6AT	\$29,530	\$32,285
• Brembo/BBS Package (6MT only)	\$3,400	\$3,400
MX-5 Grand Touring 6MT	\$30,065	\$32,620
MX-5 Grand Touring 6AT	\$31,270	\$33,825
MX-5 RF Launch Edition 6MT		\$33,850
MX-5 RF Launch Edition 6AT		\$34,925
Advanced Keyless Entry (Standard on 6AT, Grand Touring and Launch Edition models)	\$130	\$130

<sup>2</sup> MSRP does not include \$875 for destination and handling (\$920 in Alaska) or any additional taxes or fees. Dealers set actual sale prices.



Premium paint colors (MX-5 soft top and MX-5 RF):

Soul Red Metallic	\$300
Crystal White Pearl Mica (GT models only)	\$200

Premium paint color (MX-5 RF only):

Machine Gray Metallic	\$300
-----------------------	-------

Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through more than 600 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at [InsideMazda.MazdaUSA.com/Newsroom](http://InsideMazda.MazdaUSA.com/Newsroom).

###