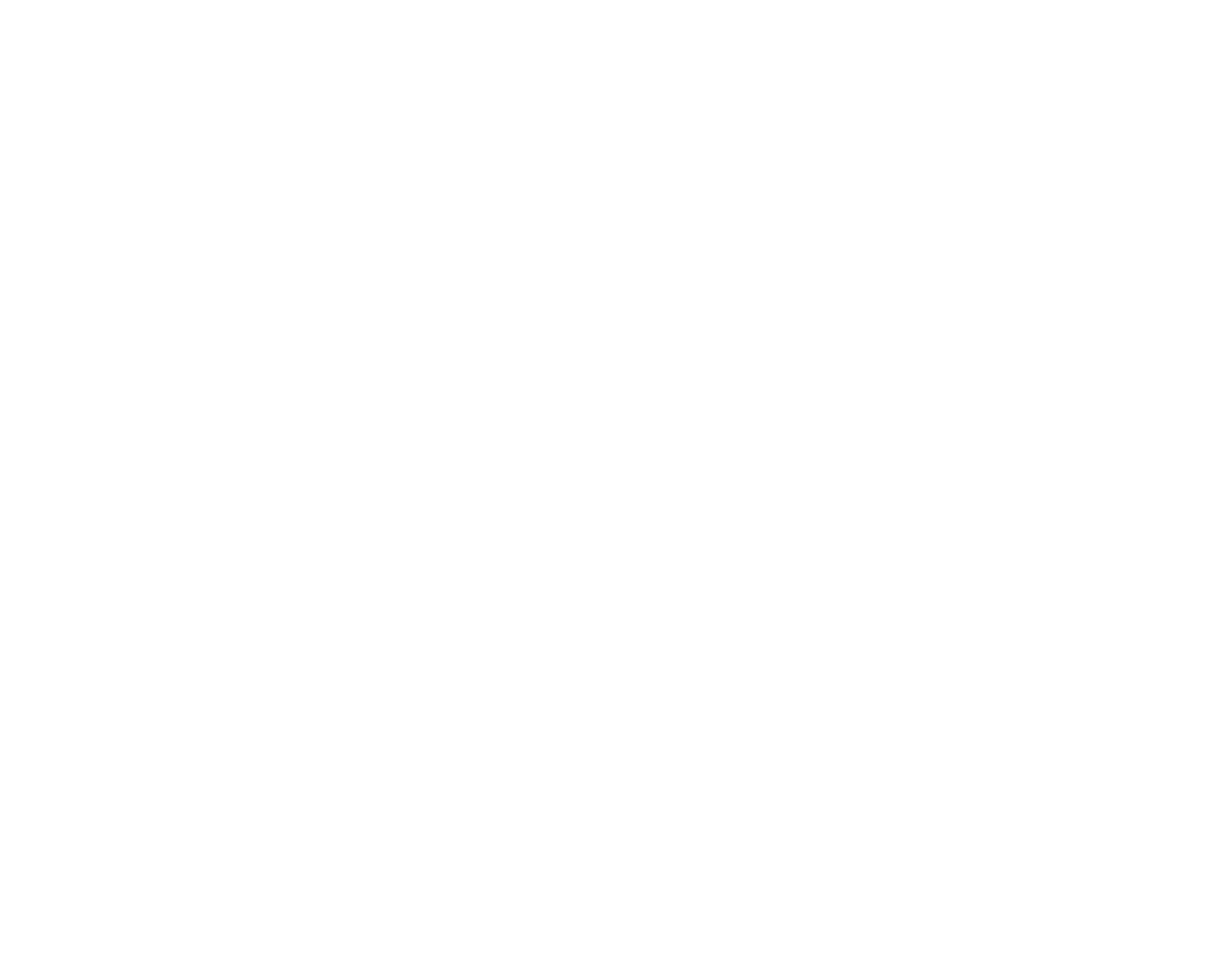




MAZDA MX-5













We explore cities and winding country roads.

Corners hugged and throttles revved.

Top down, even on cold winter days.

Stargazing, defying the wind.

I am the embodiment of Jinba Ittai.

You, the heart behind the wheel.

We were always meant to connect,

like a horse and rider,

car and driver as one.

Together, we are stronger.

We have a bond that words alone cannot describe.

We never drive alone.

We drive together.





HIROSHIMA SPIRIT

Mazda shares a special history and spirit with Hiroshima, Japan. As the birthplace of Mazda, Hiroshima constantly inspires us to rise above any challenge, pushing us to achieve more than anyone could have imagined. We have built a global company from the ground up. We have developed innovations that others deemed impossible, from the rotary engine to Skyactiv Technology and beyond. Most of all, we have never strayed from our belief in the power of human potential. Giving all of ourselves, using our hands to craft and create things that matter, that have soul, that transfer our energy to you. To heighten your state of being.

The Japanese Kodoki bowl is created by repeated hammering on a copper sheet over 100,000 times. The spirit and commitment of the craftsmen is reflected in its sublime beauty. Its aesthetic appeal comes through in the thousands of facets, each a fingerprint of the craftsmen's energy.

KODO: SOUL OF MOTION

Our design philosophy is simple, yet highly challenging to accomplish: Capture energy in motion, even at a standstill. With curves and angles so striking, they command your attention through a mere glance. Exciting you by the anticipation of what's to come. Eliciting this kind of instant emotional response requires a human touch. Created for humans by humans. Hands on clay, shaping form with warmth and precision. Eliminating all that is unnecessary, leaving only what is beautiful. Transferring the energy of the maker into every nuance. We call this Kodo: Soul of Motion design. A dynamic sense of motion that urges you to get behind the wheel and experience the unique energy that can only come from a Mazda.



MAZDA MX-5

Mazda MX-5 is the perfect embodiment of what we call "art in motion". A car designed to take your breath away even before you get to drive it and ready to make an impression. With beautiful proportions, flowing lines and dramatic contours, the Kodo: Soul of Motion design captivates your senses, while the luxurious interior and excellent vehicle responsiveness heighten your senses and activates the feeling of togetherness we call Jinba Ittai.





MAZDA TAKUMI: SUPERIOR CRAFTSMANSHIP

These are the artisans and craftsmen who sharpen their skills for years, even decades, to achieve mastery. Their passion, patience and dedication to their craft is poured into every Mazda through the human touch. An emotional impression is made that no computer or equation can produce. Every detail inside the Mazda MX-5 is a testament to the Takumi's proficiency. This transference of energy creates an environment that inspires and a feeling that lasts even after your drive is over. From designer to driver, this connection ultimately creates an enriching, emotional bond between you and your Mazda.

MAZDA MX-5 RF

Welcome to a different kind of sports car. A Mazda MX-5 with a fully-electric hardtop roof and impressive Kodo designed exterior, available in colours that match its luxurious cabin. With its low stance, rear wheel drive and Skyactiv Technology, the Mazda MX-5 RF drives as if it's part of you. Built to deliver excellent fuel economy, low emissions and advanced in-car connectivity, all that is left for you is to enjoy driving in its purest form.



CONNECTING CAR AND DRIVER

Every Mazda aspires to the same single goal. Oneness between vehicle and driver. When you experience this seamless connection, your senses become heightened. You engage with the moment and leave all distractions behind. You feel energised. Rejuvenated. Better than when you first stepped in the car. A feeling that lasts long after the drive. From the meticulous consideration of our design to how our cars effortlessly respond to even your slightest direction, each detail in every Mazda offers you a pure driving experience.



EFFORTLESS CONNECTIVITY

Eliminating distractions is a key consideration in our approach to design. While keeping you focused on the road, the Mazda MX-5 provides plenty of intuitive and interactive features. Every element is situated within reach to minimise interference. And now, the Mazda Connect infotainment system has been enhanced with available Apple CarPlay® and Android Auto™ integration – all easily controlled via the 7" colour touch-screen display and Multimedia Commander. Communication between you and your vehicle becomes second nature by design.



TO HEIGHTEN YOUR SENSES, WE CREATED A FEW OF OUR OWN.

Avoiding an accident in the first place is always the safest route. With the available i-Activsense suite of safety features, sophisticated safety innovations alert you to hazards to help you avoid collisions or lessen their impact. Features such as front and rear Smart City Brake Support* will perform automatic braking, whilst the Lane Departure Warning System* will help to improve your awareness of the road. More confident driving, so you can feel focused and engaged on every drive.

*Excludes SE-L models





EACH ROAD HAS A SOUNDTRACK

We built the Mazda MX-5 as a piece of art on wheels. To complete your driving experience, we designed a nine speaker premium Bose® sound system* which allows you to play your music with the power of a live performance and superb sound quality. Two speakers are mounted in each headrest so the sound quality remains high even with the top down on the open road making each drive a memorable experience.

*Excludes SE-L models

THE ART OF SEDUCTION

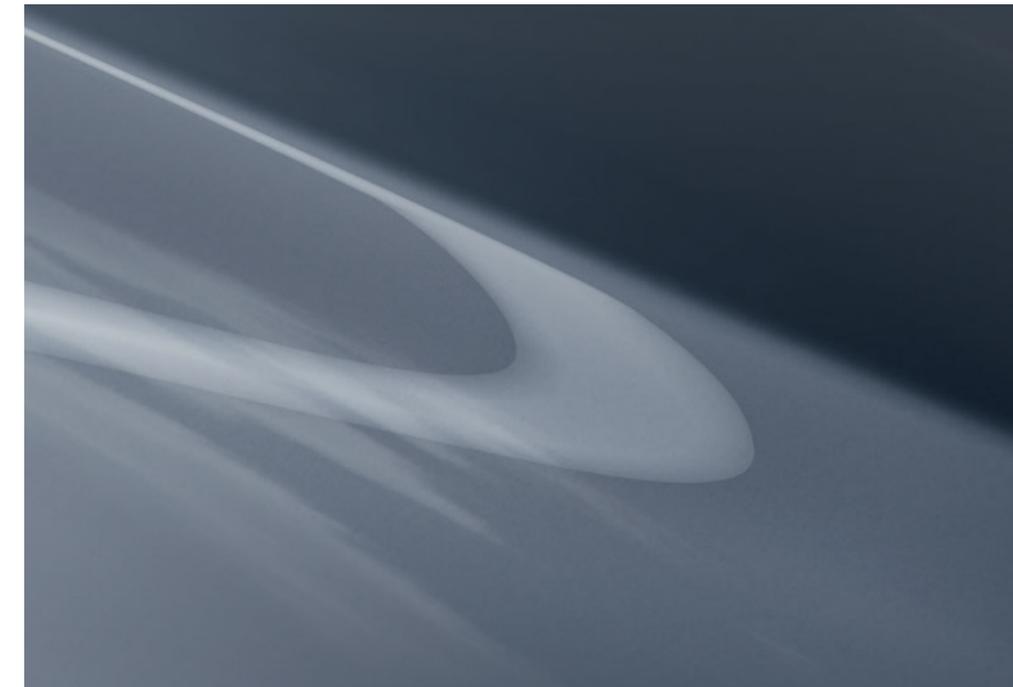
The colour on the Mazda MX-5 is one of the first things that will catch your attention. Its delicate beauty and strong character are endorsed by the craft of Takumi-Nuri, Mazda's high-quality painting technology, which makes the Kodo design come alive and amplifies the beauty of every line. Takumi-Nuri balances depth and glossiness to give the impression of a hand-painted concept car. It enables the exceptional vividness and depth achieved in the Machine Grey Metallic and signature Soul Red Crystal Metallic premium colours, as well as to the newest colour to the range, Polymetal Grey Metallic.



Machine Grey Metallic



Soul Red Crystal Metallic



Polymetal Grey Metallic



EXQUISITELY CRAFTED DOWN TO THE LAST STITCH

Nothing quite tempts the senses like touch. The contact of soft textures, solid stitching and a form that embraces you. Every inch of our carefully constructed upholstery is designed to make your driving experience better. Expert fabricators created pieces of distinct and expressive design. An elegant level of refinement in the Mazda MX-5 meets expectations even from the most demanding of drivers when it comes to taste.

SELF-EXPRESSION AT EVERY LEVEL

The closer you examine the Mazda MX-5, the more intriguing our story becomes. Mazda's Kodo design philosophy is evident across every aspect of the Mazda MX-5 right down to its alloy wheels which are designed to help express your own character, to create an even greater connection between you and your car.



DESIGNED TO COMPLEMENT YOUR MAZDA MX-5. AND YOU.

Mazda has created thoughtfully designed accessories that perform seamlessly with your Mazda MX-5.



Brilliant Black boot lid spoiler



Luxury Alcantara dashboard panel



Brilliant black front airdam skirts



OUR COMMITMENT TO YOU AND YOUR MAZDA

My Mazda App

Designed exclusively for Mazda owners, it provides you with access to important vehicle information, as well as being able to locate your nearest Mazda dealer and track your vehicle service history.

Service and Warranties

Just like the cars themselves, the services we offer are designed to provide you with a first-class ownership experience. Every new vehicle is covered by a 3-year warranty for up to 60,000 miles, including a 3-year paintwork warranty, and a 12-year perforation warranty. We also offer Extended Warranties to extend the cover for your Mazda. Mazda Roadside Assistance offers cover in the event you require breakdown assistance, your vehicle is stolen or is involved in an accident. The maximum service interval for your Mazda is 12,500 miles or 12 months whichever occurs first, however, the servicing intervals may reduce based on the style of driving and the conditions under which your vehicle is operated.

Free Mazda Accident Aftercare

Mazda Accident Aftercare is designed to assist you following a road traffic accident. Call Mazda First after an accident and they will liaise directly with your insurer to process the claim and ensure that your vehicle is repaired at a Mazda approved bodyshop using only genuine Mazda parts. Additional benefits include providing you with a free courtesy car and maintaining your Mazda warranties.

Our commitment to you and your Mazda

Mazda makes cars that excite, look beautiful, are fun to drive and make you want to drive them again and again. We are passionate about delivering complete motoring confidence and a first-rate ownership experience.

Finance

As well as vehicle warranty and service plans, we offer finance packages to help ensure a rewarding ownership experience. Mazda Financial Services provides a variety of finance products to suit the needs of both private and business customers.

What you can expect from Mazda Financial Services:

- Assistance in renewing your car. We'll help you choose the right finance package to enable you to renew your Mazda as often as you would like.
- Fixed Interest Rates. The interest rate on your loan is fixed for the duration of the agreement.
- Flexible terms tailored to your motoring needs. As specialists in Mazda vehicles, we aim to tailor a finance package to both your budget and your motoring and ownership needs.

Please ask your Sales Executive for a tailor-made finance quote for your new car.

Mazda Financial Services finance plans: Mazda Conditional Sale:

The traditional way of buying your car. Mazda Conditional Sale is a simple way of financing that provides you with certainty due to a fixed interest rate and fixed monthly repayments throughout the agreement. Your initial deposit and repayment period can be structured to help meet your budget and the length of time you expect to keep the car. You can trade in your existing vehicle and put this towards the initial deposit, or if you wish, just put down a cash deposit. At the end of your contract, when all repayments have been made, the car is yours.

Mazda Personal Contract Purchase:

The finance plan that helps you change your Mazda at more regular intervals. Personal Contract Purchase is similar to a Conditional Sale agreement but with additional flexibility since part of the vehicle cost is deferred until the end of the agreement which may give you the benefit of lower monthly repayments. The deferred amount is known as the Guaranteed Future Value or Optional Final Payment. At the end of your contract, when all repayments have been made, you then have three options:

- Renew: Choose another Mazda. Use any excess value above the Optional Final Payment towards a deposit for another Mazda. You can trade in your car at any time or sell it privately having settled your account
- Retain: Keep the car. Simply pay the Optional Final Payment, and the car is yours
- Return your car: There's nothing more to pay if the car's in good condition and within the agreed mileage

Mazda Contract Hire

Mazda Financial Services Contract Hire offers low running costs with market driven residuals, resulting in extremely competitive costs for businesses and individuals. Contract Hire is the choice favoured by most people who would prefer to use a car, rather than own one. You simply choose a car for an agreed period up to 48 months in exchange for a fixed monthly rental which includes Vehicle Excise Duty and Road Fund Licence. There are no depreciation or car disposal worries since you just return the car at the end of the contract. Fixed price servicing and maintenance options are usually available with most contracts for an additional cost. Unlike other types of products, as this is based around use you will never own the car. If ownership is important to you, choose one of our purchase products. Finance subject to status. Terms and conditions apply. 18s and over. Guarantee may be required. Mazda Financial Services RH1 1SR.

Customer Experience

Start your journey with Mazda using the Configurator on the Mazda website. It lets you customise a digital vehicle, letting you choose from a selection of engines, trims, exterior colours and accessories. Discover the benefits of becoming part of the community that defies convention with My Mazda - the online home for all Mazda owners. The service lets you view and update your personal information using the Mazda Digital Service Record (DSR), which provides security against counterfeit service documents and guarantees a secure, accurate and permanent service history for the life of the vehicle. You can also explore Facebook, Twitter and YouTube for even more Mazda related material. Whatever journey you take with Mazda, we'll make sure it's a unique and gratifying experience.

Skyactiv Technology – helping you stay efficient

We develop exciting cars that are fun to drive, and we are equally committed to the environment for the creation of a sustainable future for all. Our ongoing sustainability programmes are dedicated to the development of clean technologies. Our Skyactiv Technology range includes engines, transmissions, chassis and body designs, which deliver fuel-efficient driving. Our engines deliver the perfect combination of performance and improved driving economy by being lighter and more fuel efficient than many of our competitors.

Looking for more information?

Learn more about our dedication to deliver a unique customer experience online at:



www.mazda.co.uk



facebook.com/mazdauk



twitter.com/mazda_uk



youtube.com/mazdauk



SPECIFICATIONS

MX-5		PETROL				
		1.5 Skyactiv-G 132ps Manual	1.5 Skyactiv-G 132ps Manual	2.0 Skyactiv-G 184ps Manual	2.0 Skyactiv-G 184ps Manual	2.0 Skyactiv-G 184ps Auto
Body Type:		Convertible	RF	Convertible	RF	RF
EC emission level		Euro Stage 6d	Euro Stage 6d	Euro Stage 6d	Euro Stage 6d	Euro Stage 6d
WLTP Values :						
Fuel consumption ⁽¹⁾ [mpg / (l/100km)]:	Low	35.8 (7.9)	35.8 (7.9)	30.7 (9.2)	30.7 (9.2)	26.2 (10.8)
	Medium	47.9 (5.9)	47.9 (5.9)	44.1 (6.4)	44.1 (6.4)	37.7 (7.5)
	High	52.3 (5.4)	52.3 (5.4)	47.9 (5.9)	47.9 (5.9)	43.5 (6.5)
	Extra High	42.8 (6.6)	42.8 (6.6)	40.4 (7.0)	40.4 (7.0)	37.7 (7.5)
	Combined	44.8 (6.3)	44.8 (6.3)	40.9 (6.9)	40.9 (6.9)	37.2 (7.6)
CO ₂ emissions ⁽¹⁾ (g/km)		142	142	155	155	171

⁽¹⁾ Figures shown are for comparability purposes; only compare fuel consumption and CO₂ figures with other cars tested to the same technical procedures. These figures may not reflect real life driving results, which will depend upon a number of factors including the accessories fitted (post-registration), variations in weather, driving styles and vehicle load. All figures quoted are derived from the latest WLTP test cycle.

Mazda Motors UK reserves the right to introduce changes in specification and equipment due to its ongoing product development. Colour and trim samples shown in this brochure may vary from the actual colours because of the limitations of the printing process. Models shown may not be to UK specification. It is recommended that you consult your Mazda dealer when referring to these. Apple CarPlay®, Android Auto™ and Bose are registered trademarks in the U.S. and other countries. Used with permission. The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Mazda Motor Company is under licence. Other trademarks and trade names are those of their respective owners.

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