



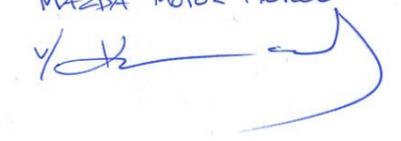
**MX-5 30<sup>th</sup> Anniversary**

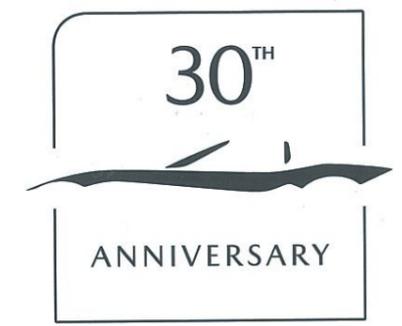
Kjære MX-5 klubben,

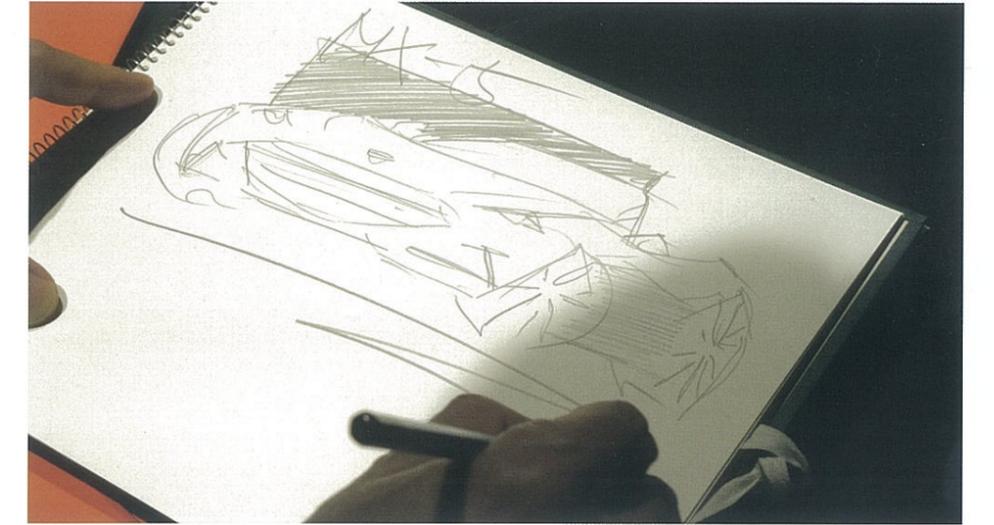
Tusen takk for deres engasjement  
for Mazda MX-5, Mazda's ikoniske  
30-årsmodell..

Ønsker dere et flott arrangement i høst  
i samarbeid m/Åkerås Bilcenter

med vennlig hilsen  
MAZDA MOTOR NORGE







At Mazda, the true value of the MX-5's history lies in the accumulation of the thoughts, hopes and dreams of the people involved over the past 30 years. I firmly believe the 30<sup>th</sup> anniversary we are celebrating this year, draws so much more meaning from the collective history shared by all these people. Nothing could give me greater pleasure than to see this special edition MX-5, deliver a new level of fun fostered over three decades together with owners and fans, as well as anticipation of the excitement that future MX-5s will bring. Production of this 30th anniversary commemorative model will be limited to 3,000 units available worldwide in soft-top and RF versions.

A handwritten signature in black ink, consisting of stylized, overlapping lines that form the name Masashi Nakayama.

Masashi Nakayama  
Mazda MX-5 Program Manager  
and Chief Designer



## TABLE OF CONTENTS

1. DESIGNER'S LETTER	
Still evolving and inspiring after 30 years	10 / 19
2. 30 <sup>th</sup> ANNIVERSARY SPECIAL EDITION	
Key features of the Mazda MX-5 30 <sup>th</sup> Anniversary Special Edition	22 / 23
Racing Orange body colour	24 / 25
RAYS forged aluminium wheels	26 / 27
Exclusive colour coordination	28 / 29
RECARO seats	30 / 31
Bilstein dampers	32 / 33
Brembo brake system	34 / 35
Bose sound system (AUDIOPILOT™2) with nine speakers	36 / 37
Compatibility with Apple CarPlay® and Android Auto™	38 / 39
3. MAJOR SPECIFICATIONS	
Powertrain line-up, engines, performance and weights	40 / 42

## DESIGNER'S LETTER



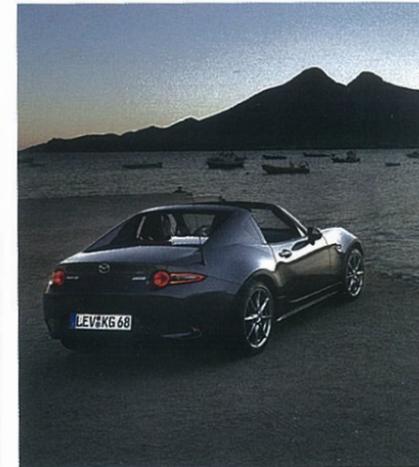
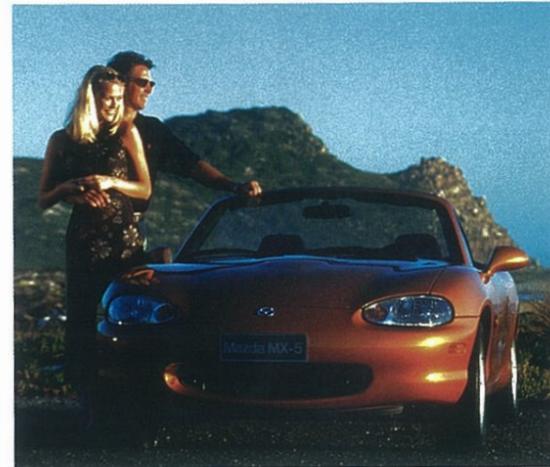
The 1989 Chicago Auto Show was the stage for the global unveiling of the original Mazda MX-5. For us at Mazda, the MX-5's three-decade history is about more than just longevity and record-setting numbers. Rather, it is the culmination of the inspiration — and perspiration — of so many people. Like the passionate Mazda engineers who created the first-generation MX-5 as a homage to the lightweight European sports cars of the past that excited motor sports fans worldwide. Or the development engineers who followed, taking up the challenge to build on the high ambitions of their predecessors. And the unshakeable support of owners and fans all over the world.

Surpassing cumulative production of 1 million units in 2016 is just one of the outstanding feats we have achieved together.





## STILL EVOLVING AND INSPIRING AFTER 30 YEARS



To show our gratitude and appreciation to all the people involved in writing the MX-5's history, we have produced commemorative models for each 10-year anniversary. These special editions not only feature exclusive components and special tuning, they also offer distinctive body colours aimed at strengthening our bond with MX-5 fans. The 10<sup>th</sup> anniversary was marked with Innocent Blue Mica. At the 20<sup>th</sup> anniversary we introduced Aurora Blue Mica, True Red and Crystal White Pearl Mica and at the 25<sup>th</sup> anniversary, to mark a quarter-century of production and the last of the third-generation MX-5, Soul Red Premium Metallic.



1<sup>ST</sup> GENERATION  
CODENAMED NA  
INTRODUCED 1989





2<sup>ND</sup> GENERATION  
CODENAMED NB  
INTRODUCED 1998



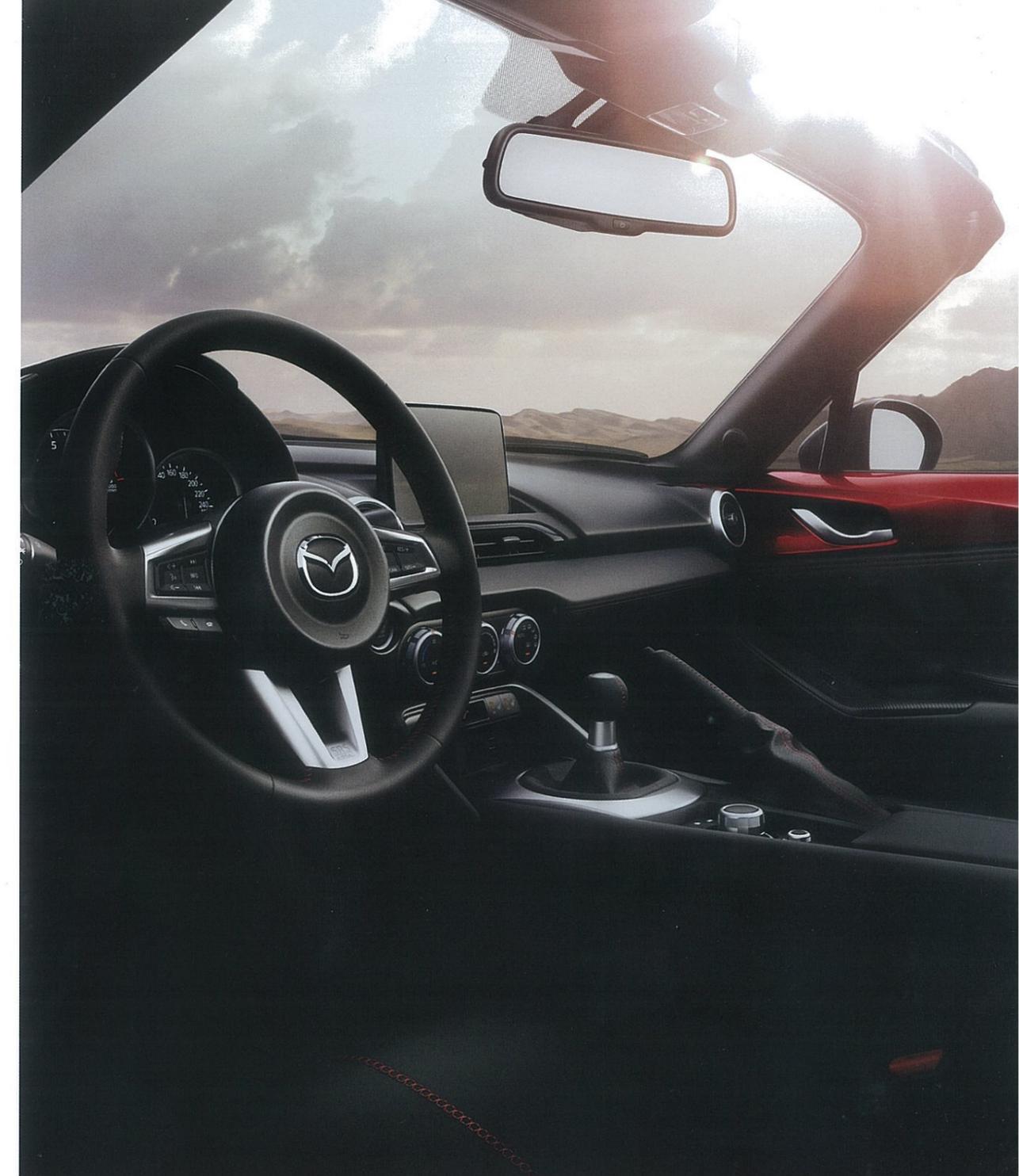


3<sup>RD</sup> GENERATION  
CODENAMED NC  
INTRODUCED 2005





4<sup>TH</sup> GENERATION  
CODENAMED ND  
INTRODUCED 2015





## 30<sup>TH</sup> ANNIVERSARY SPECIAL EDITION

KEY FEATURES OF THE MAZDA MX-5 30TH ANNIVERSARY



For the 30<sup>th</sup> anniversary model, we developed Racing Orange, a strikingly vivid body colour. The starting point for this entirely new colour was the yellow of the MX-5 Club Racer, exhibited as a show car at the 1989 Chicago Auto Show along with three production models in red, white and blue. Yellow is generally a good match for a sports car, evoking passion with its high brightness and intensity. However, we wanted to go beyond merely reusing the colour of the 1989 model and instead, to celebrate the future of MX-5, created a special new orange that brings to mind the sunrise and stirs a sense of anticipation. In addition to this commemorative model, our booth at this year's Chicago Auto Show (2019) echoed the 1989 exhibit with three other MX-5s in red, white and blue, symbolising the start of the story and demonstrating our respect for every generation.

The commemorative model also offers many other exclusive features. They include forged aluminium wheels by RAYS Co., Ltd. in dark gunmetal paint with a design based on the wheels fitted to Global MX-5 Cup race cars, orange callipers (Brembo\* at the front, NISSIN\* at the rear), Bilstein\* dampers and RECARO\* seats with contrasting orange stitching and piping. The exclusive specification brings the 1989 Club Racer show car to a new life while further enhancing the MX-5's unique driving pleasure.

\* Brembo : Brembo S.p.A / Bilstein : THYSSENKRUPP BILSTEIN GMBH / NISSIN : Nissin Kogyo Co., Ltd. / RECARO : RECARO Automotive Seating

## RACING ORANGE BODY COLOUR

The newly developed Racing Orange keynote colour is a precision blend of the pigments to create a special orange with an optimum balance of intensity and brilliance. To better express the MX-5's pure sports car character, the development team used a gloss rather than metallic finish. The vivid orange body contrasts starkly with exterior parts such as the piano black A-pillars, door mirrors, the RF's roof and seatback garnishes as well as the dark gunmetal wheels, thereby emphasising the anniversary model's exclusivity.





## RAYS FORGED ALUMINIUM WHEELS (RAYS ZE40 RS30)

These lightweight, high-rigidity alloy wheels were co-developed by Mazda and RAYS Wheels exclusively for this anniversary model, with a design based on the RAYS ZE40 forged aluminium wheels used by all Global MX-5 Cup racers. The sporty appeal of this special version is further enhanced by "30th Anniversary" being embossed on the alloy wheels. The soft-top version for the Japanese market is fitted with 16-inch wheels, while the RF version for Japan and all models for overseas markets get 17-inch wheels. Highlighting the exhilaration of driving the MX-5, both sizes feature a finely honed spoke design combined with a dark gunmetal finish.

## EXCLUSIVE COLOUR COORDINATION

Orange is the key element in the anniversary model's colour coordination. Outside, vivid orange front and rear brake calipers stand out against the dark gunmetal wheel spokes, emphasising this special version's sporty look. Inside, the door trim, instrument panel and shift lever feature eye-catching orange contrast stitching, while orange piping stands out powerfully on the black seats. Altogether, the orange accents in the cabin combine with the Racing Orange body colour on the upper door trim to further enhance the exclusivity of the anniversary edition – and the pride owners are bound to feel.





## RECARO SEATS

The MX-5's exclusive seats, jointly developed by Mazda and RECARO, provide firm support and outstanding hold. For the 30<sup>th</sup> anniversary model, orange stitching and piping add to the quality feel worthy of a special edition.

## BILSTEIN DAMPERS

These specially tuned dampers achieve smoother vehicle behaviour and an enhanced feeling of unity with the car. Combined with the engine strut brace for extra rigidity, the Limited Slip Differential for superior roadholding and the exclusive forged aluminium wheels by RAYS, the Bilstein dampers provide an even more controlled yet refined ride.





## BREMBO BRAKE SYSTEM

Front disc brakes feature 15-inch aluminium calipers with four opposed pistons (34mm diameter) mated to low-carbon steel pads with a stable friction coefficient. This Brembo braking system achieves an extremely rigid feel in high-G driving situations, with consistent effectiveness and outstanding control.

## BOSE® SOUND SYSTEM (AUDIOPILOT™ 2) WITH NINE SPEAKERS

Seat headrests each feature a pair of built-in speakers with sound tuned by TrueSpace® technology by Bose®. This enables enjoyment of clear and powerful sound in any driving environment, providing a broader soundscape even when travelling with the top down.





## COMPATIBILITY WITH APPLE CARPLAY® AND ANDROID AUTO™

The Mazda Connect system in the special edition MX-5 supports Apple CarPlay™ and Android Auto™\*. Through a simple USB connection, customers can easily use applications from their iPhone® or smartphone on the car's system via Mazda Connect's Human-Machine Interface (HMI).

**Apple CarPlay™\*\*:** The smarter way to use your iPhone® in the car. Make calls, send messages, listen to Apple Music®, and get directions with Apple Maps® with your voice through Siri®.

**Android Auto™\*\*\*:** A simpler way to use your phone in the car. Say "Ok Google" to use Google Maps, Google Play Music, media and messaging apps in the car.

\*Availability depending on country

\*\*Apple CarPlay™, iPhone, Siri are trademarks of Apple Inc.

\*\*\*Android and Android Auto™ are trademarks of Google LLC

# MAJOR SPECIFICATIONS

## POWERTRAIN LINE-UP

ENGINE	TRANSMISSION	JAPAN		NORTH AMERICA		EUROPE		AUSTRALIA	
		Soft top	RF	Soft top	RF	Soft top	RF	Soft top	RF
Skyactiv-G 1.5	6-speed MT	○	-	-	-	-	-	-	-
Skyactiv-G 2.0	6-speed MT	-	●	○	○	●	●	○	○
	6-speed AT	-	●	○	○	-	-	-	-

● with i-stop and i-ELOOP

SELECTED SPECIFICATIONS	
Overall length x width <sup>1)</sup> x height <sup>2)</sup> (in mm)	3,915 x 1,735 x 1,230 (1,235)
Wheelbase (in mm)	2,310
Engine	Skyactiv-G 2.0
Transmission	6-speed manual
Front suspension	Double wishbone
Rear suspension	Multi-link
Steering type	Rack-and-pinion
Brake disc (front/rear)	Vented discs / solid discs
Tires	205/45R17

<sup>1)</sup>Vehicle width excludes mirrors

<sup>2)</sup>Figures in brackets are for RF models

### EXCLUSIVE FEATURES

- Racing Orange body colour
- RAYS forged aluminium wheels (RAYS ZE40 RS30)
- "30<sup>th</sup> Anniversary" exterior badge with serial number (driver side only)
- "30<sup>th</sup> Anniversary" floor mats
- Colour scheme with orange accents (brake calipers, seats, door trim, decorative dashboard panel, shift lever & more)
- RECARO seats with Alcantara trim
- Bilstein dampers
- Brembo front brake calipers (in orange)
- NISSIN rear brake calipers (in orange)
- Bose® sound system (Audiopilot™<sup>2)</sup>) with nine speakers
- Apple CarPlay® and Android Auto™ compatibility

## ENGINES

	MX-5	MX-5 RF
	Skyactiv-G 2.0	Skyactiv-G 2.0
Engine type	I4 DOHC 16 valves	I4 DOHC 16 valves
Displacement	cm <sup>3</sup>	1,998
Bore x stroke	mm	83.5 x 91.2
Camshaft drive	Timing chain	Timing chain
Fuel injection system	Direct injection	Direct injection
Compression ratio	13.0:1	13.0:1
Exhaust type	4-2-1	4-2-1
Emission control system	Three-way catalyst	Three-way catalyst
Max. power	kW (PS) / rpm	135 (184)/7,000
Max. torque	Nm / rpm	205/4,000
Max. engine speed	rpm	7,500
Fuel type	95 RON	95 RON
Fuel tank capacity	l	45
Engine oil capacity	l	4.1
Battery	N-55(S)	N-55(S)
Transmission	6MT	6MT

## PERFORMANCE AND WEIGHTS

		MX-5	MX-5 RF
		Skyactiv-G 2.0 with i-stop and i-ELOOP	Skyactiv-G 2.0 with i-stop and i-ELOOP
Powertrain		RWD	RWD
Transmission		6MT	6MT
<b>Performance</b>			
Top speed (with limiter)	km/h (mph)	219 (136)	220 (137)
Acceleration 0-100km/h <sup>(1)</sup>	sec	6.5	6.8
<b>Fuel Economy and CO<sub>2</sub> Emissions<sup>(2)</sup></b>			
Fuel consumption in l/100km	Urban	8.4	8.4
	Extra Urban	5.9	5.9
	Combined	6.9	6.9
CO <sub>2</sub> emissions (g/km)		156	156
<b>Fuel Economy and CO<sub>2</sub> Emissions (WLTP)<sup>(3)</sup></b>			
Fuel consumption in l/100km	Combined	6.9	6.9
CO <sub>2</sub> emissions (g/km)		155	155
Emission rating		Euro 6d-Temp	
<b>Weight</b>			
Min. kerb weight	kg	1,045	1,087
Min. kerb weight (with 75kg driver)	kg	1,120	1,162
Max. permissible weight	kg	1,260	1,305
Permissible front axle weight	kg	645	645
Permissible rear axle weight	kg	615	660

<sup>(1)</sup> Under Mazda test conditions

<sup>(2)</sup> Figures shown are for comparability purposes; only compare fuel consumption and CO<sub>2</sub> figures with other cars tested to the same technical procedures. For further information please refer to the MX-5 brochure and pricelist.

<sup>(3)</sup> Vehicles are homologated in accordance with the type approval procedure WLTP (Regulation (EU) 1151 / 2017; Regulation (EU) 2007 / 715).

