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One-Millionth Mazda MX-5 Miata Comes Home

HIROSHIMA, Japan—Mazda Motor Corporation announced today that the One-Millionth Mazda MX-5 Miata, a commemorative model celebrating the production of 1 million units of Mazda’s iconic two-seater convertible sports car, has returned home after a year-long tour that saw the model exhibited at fan-facing events around the globe. The car arrived back at the company’s Hiroshima headquarters on April 7.

Mazda organized the One-Millionth MX-5 tour to celebrate with fans the achievement of 1 million units and to say thank you to everyone who has supported the model over the years. Over the course of the tour the car was exhibited at 35 events in Japan, the U.K., Spain, Germany, Belgium, the [USA](#), Canada, Australia and New Zealand, and thousands of MX-5 fans signed their names on the bodywork.

In the U.S., the “[Millionth Miata Celebration Tour](#)” visited 18 stops across the country from August to November 2016, starting at Mazda Raceway Laguna Seca’s annual Rolex Monterey Motorsports Reunion and finishing at the Los Angeles Auto Show during public days.



One-Millionth Mazda MX-5 (Japanese specs, 1.5-liter soft-top)

“Seeing so many signatures from all over the world really brought home the fact that people from different countries, cultures and generations have supported the MX-5 for more than a quarter of a century,” said Masashi Nakayama, Program Manager and Chief Designer of the fourth-generation MX-5. “We are forever grateful to these fans, and we will continue working to elevate this car, a symbol of Mazda’s dedication to driving pleasure, to the realm of high culture as we set our sights on the next milestone – 2 million units.”

The One-Millionth MX-5 will take part in the parade at the Hiroshima Flower Festival on May 3 and will be on display in the lobby of Mazda’s Hiroshima headquarters from May 8-12.

Mazda will continue promoting initiatives that value car culture and the history the brand has built together with its customers. It aims to enrich people’s lives through a variety of touchpoints and become a brand with which customers feel a strong emotional connection.

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