



For Immediate Release

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## **2018 Mazda MX-5 RF Rolls into the Windy City**

*- Retractable Fastback Goes on Sale Nationwide This Month -*

CHICAGO (February 8, 2018) – The Windy City has always been the Mazda MX-5 Miata's second home, serving as the launch pad for its world debut at the 1989 Chicago Auto Show and the site of numerous MX-5 "firsts." This year, it's where Mazda announces pricing and packaging for the 2018 Mazda MX-5 Miata RF, or retractable fastback. The MX-5 RF complements Mazda's sports car lineup with classic coupe proportions that elevate both its cache and curb appeal.

Entering into its second model year, the award-winning MX-5 RF receives some notable upgrades, including newly standard heated cloth sport seats in MX-5 Club models, standard Advanced Keyless Entry on all models, new color options and heated leather-trimmed seats in MX-5 RF Club's Brembo/BBS Package.

Both MX-5 Club and MX-5 Grand Touring models come well-appointed with standard LED headlights, MAZDA CONNECT™ infotainment technologies with a 7-inch display, two USB inputs for connectivity and phone charging, Bluetooth, BOSE® Premium 9-speaker audio system, SiriusXM satellite radio with a 4-month trial subscription, Advanced Blind Spot Monitoring with Rear Cross-Traffic Alert and a leather steering wheel and shifter knob, among many other features.

The 2018 MX-5 RF Club, when equipped with a 6-speed SKYACTIV-MT manual transmission, features a limited-slip rear differential, a front shock-tower brace and Bilstein dampers. All MX-5 RF Club models come standard with 17-inch dark alloy wheels, piano black exterior mirror caps, front air dam and rear spoiler extensions and red seat stitching. The available Brembo/BBS package



includes forged, lightweight BBS wheels; body sill extensions; a rear bumper skirt; and heated black, leather-trimmed sport seats.

The more luxurious MX-5 Grand Touring is equipped with body-color exterior mirrors, automatic on/off headlights, rain-sensing windshield wipers, automatic climate control, heated leather seats, navigation, Adaptive Front-lighting System, High Beam Control and Lane-Departure Warning System. Newly available for 2018 is Auburn Nappa leather, which was previously only available in the U.S. in MX-5 RF Launch Edition models.

All MX-5s come powered by a quick-revving SKYACTIV-G 2.0-liter engine, sending up to 155 horsepower to the rear wheels via a standard 6-speed SKYACTIV-MT manual transmission or 6-speed automatic. New color options include Eternal Blue Mica, which replaces Blue Reflex Mica; Snowflake White Pearl Mica, which replaces Crystal White Pearl Mica; and Soul Red Crystal, which replaces Soul Red Metallic.

MSRP<sup>1</sup> for both the 2018 MX-5 soft top and MX-5 RF are listed below:

	<b>MX-5 Soft Top 6MT</b>	<b>MX-5 Soft Top 6AT</b>	<b>MX-5 RF 6MT</b>	<b>MX-5 6AT</b>
<b>MX-5 Sport</b>	\$25,295	\$26,645		
<b>MX-5 Club</b>	\$29,155	\$29,755	\$31,910	\$32,510
<b>MX-5 Club with Brembo/ BBS Package</b>	\$32,925		\$35,680	

<sup>1</sup> MSRP does not include \$890 for destination and handling (\$935 Alaska), taxes, title or additional fees. Dealers set actual sale prices.



<b>MX-5 Club Brembo/BBS/Recaro Package</b>	\$33,625			
<b>MX-5 Grand Touring</b>	\$30,195	\$31,270	\$32,750	\$33,825
<b>MX-5 Grand Touring with Auburn Nappa Leather</b>	\$30,495	\$31,570	\$33,050	\$34,125

Premium paint colors:

<b>Soul Red Crystal</b>	\$595
<b>Machine Gray Metallic</b>	\$300
<b>Snowflake White Pearl Mica</b>	\$200

The 2018 MX-5 RF goes on sale this month nationwide, joining its 2018 MX-5 soft top sibling that went on sale in December.

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 nearly 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).

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