



MAZDA MX-5

30TH ANNIVERSARY EDITION

We explore cities and winding country roads.
Corners hugged and throttles revved.
Windows down, radio loud, no particular place to go.
Always forward, defying the wind.
I am the embodiment of Jinba Ittai.
You, the heart the behind the wheel.
We were always meant to connect,
Like 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.

30 YEARS OF DRIVING GREATNESS

In 1989, the Mazda MX-5 was introduced to the world. Mazda had developed a 2-seater sports car that was lightweight, had near perfect 50:50 weight distribution, agile handling and a specially tuned engine. This was the perfect car for driving enthusiasts who craved a modern-era roadster, evoking the wind-in-the-hair driving thrills of the classic Great British sports cars of years gone by. A legend was born.

Now after 30 years, with over 1,000,000 vehicles sold and in its fourth generation, Mazda are honouring this moment by creating the Mazda MX-5 30th Anniversary Edition. Only 3,000 will be made globally with the U.K. having exclusive access to 600.



Mazda MX-5 30th Anniversary Edition (RF and Convertible shown) in Racing Orange paint (models shown not to UK specification)



JINBA ITTAI

There is a Japanese philosophy known as “Jinba Ittai” (horse and rider as one). It’s the relationship where the horse senses and responds to the rider’s slightest move. The Mazda MX-5 is designed around this philosophy, becoming a natural extension of your body providing you with the ability to perfectly sense the connection between the car and the road.

And, it’s only when you drive the car that you can sense the roar of the engine, feel the crispness of the gearbox and feel this connection allowing for this bond to be realised. It’s this unique relationship between car and driver that makes the Mazda MX-5 driving experience so unique and exhilarating.





Mazda MX-5 Convertible 30th Anniversary Edition in Racing Orange paint (model shown not to UK specification)



EXCLUSIVITY AND STYLE

The 30th Anniversary Edition provides a cabin to stimulate the senses. Featuring an interior trimmed in leather and Alcantara with orange detailing, the Recaro seats provide figure hugging support through the tightest of bends. Press the engine start button and grasp the steering wheel to feel the soft leather in the palm of your hands, then all that's left is to turn up the volume on the premium Bose sound system, and head off on your adventure. Whether it's commuting to work or driving down an open country lane on a well-deserved weekend break, the Mazda MX-5 30th Anniversary Edition is sure to provide you with the exclusivity and style you want in a sports car.

30 YEARS OF DRIVING GREATNESS

Each 30th Anniversary Edition features an individually numbered badge on the driver's side adding to the cars provenance. Equipped with the latest 2.0 184ps Skyactiv-G Petrol engine providing superb performance and acceleration. Fitted with an engine strut brace for extra rigidity, sports suspension with Bilstein dampers and a Limited Slip Differential for superior roadholding, and BREMBO front brakes with Orange Calipers makes this an MX-5 like no other.

The sporty appeal is enhanced with "30th Anniversary" embossed 17 inch RAYS alloy wheels and bright Racing Orange paint, meaning this is a car perfect for the driving enthusiast.





SPECIFICATION

ENGINE

2.0 Skyactiv-G Petrol 184ps Manual	
6-speed manual transmission	
Maximum power output [ps (KW) / rpm]:	184 (135) / 7,000
Maximum torque (Nm / rpm):	205 / 4,000
CO ₂ emissions ¹⁾ (g/km):	156
EC emission level:	EC Stage 6d-TEMP
Recommended fuel:	Unleaded 95 RON

WLTP fuel consumption¹⁾ mpg / (l/100 km)

Low:	30.7 (9.2)
Medium:	44.1 (6.4)
High:	47.9 (5.9)
Extra High:	40.4 (7.0)
Combined:	40.9 (6.9)

Acceleration (0-62 mph in sec):	Convertible: 6.5 / RF: 6.8
Top speed (mph):	Convertible: 136 / RF: 137

PERFORMANCE TECHNOLOGY

- Limited Slip Differential
- Sports suspension featuring Bilstein dampers
- Strut brace
- Brembo front calipers (Orange), Nissin rear calipers (Orange)

FUEL SAVING TECHNOLOGY

- i-stop
- i-ELOOP

EXTERIOR

- Racing Orange paint
- Engraved 17" RAYS alloy wheels (Gun Metallic)
- Power-operated, heated Piano Black door mirrors
- Black 2-tone roof (RF models only)
- Piano Black fashion bars
- Exterior badging with number (Driver side only)
- LED headlights with LED daytime running lights
- Adaptive Front lighting System
- Dusk-sensing lights
- Rear parking sensors
- Coming home / leaving home lights

The official fuel consumption figures in mpg (l/100km) for the Mazda MX-5 range: Combined 37.2 (7.6) - 44.8 (6.3)*. CO₂ emissions (g/km) 157 - 138*

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.

There is a new test used for fuel consumption and CO₂ figures. The CO₂ figures shown however, are based on the outgoing test cycle and will be used to calculate vehicle tax on first registration.

INTERIOR

Heated Recaro seats trimmed in Black leather/Alcantara with Orange trim*

Leather trimmed steering wheel and gear knob with Orange stitching

Interior door trim and instrument panel in Alcantara with Orange stitching

'30th Anniversary' Floor Mats

Auto-dimming rear-view mirror

Electric windows

Engine start / stop button

Climate control air-conditioning

Cruise control with adjustable speed limiter

Rain-sensing front wipers

Smart keyless entry

AUDIO & COMMUNICATION

Single CD player

Auxiliary (AUX) and USB input

AM/FM/DAB Radio

Steering wheel-mounted audio controls

Integrated Bluetooth®**

7" Colour touch-screen with Mazda Connect infotainment

Multimedia Commander including separate volume dial

Integrated navigation system with 3-years free European map updates

Premium Bose sound system with 9 Bose speakers (incl. 2x driver and 2x passenger headrest speakers)

Apple CarPlay™ and Android Auto™

SAFETY

Dynamic Stability Control & Traction Control System

Tyre Pressure Monitoring System

Front and side airbags

Lane Departure Warning System

Front Smart City Brake Support (including autonomous emergency braking)

Rear Smart City Brake Support

Traffic Sign Recognition

Driver Attention Alert

Alarm and immobiliser

*Leather and Alcantara on seat facings only

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www.mazda.co.uk Mazda
Mazda Helpline: 03457 48 48 48

