For immediate release 22nd June 2015

**All-new Mazda MX-5 available to drive away with 0% APR\* Representative**

* The all-new Mazda MX-5 launches with 0% APR\* Representative Mazda Conditional Sale with 50% deposit
* Also available with 5.9% APR\*\* Mazda Personal Contract Purchase with no minimum deposit
* 2015’s most anticipated sports car available from £18,495
* All-new incarnation of the iconic sports car available to pre-order at [mazda.co.uk/mazda-mx-5](http://www.mazda.co.uk/mazda-mx-5)

To celebrate the launch of the all-new Mazda MX-5 later this summer, Mazda UK is offering a selection of special finance offers that run to to the end of September 2015.

The all-new Mazda MX-5 is available from £18,495 and launches with a range of finance options to suit every customer. Available with 0% APR\* representative with a minimum 50% deposit on Mazda Conditional Sale (12, 24 or 36 months) to 5.9% APR\*\* Mazda Personal Contract Purchase up to 42-months with no minimum deposit offers customers complete flexibility. The latest-generation Mazda MX-5 is available to pre-order now at [mazda.co.uk/mazda-mx-5](http://www.mazda.co.uk/mazda-mx-5).

After making its UK debut at the 2015 Goodwood Festival of Speed, Mazda dealerships across the UK will host an exclusive customer preview event of the all-new Mazda MX-5. From the 8th July the all-new MX-5 will take part in nationwide tour, where customers will have the chance to see the hotly-anticipated convertible in the metal, plus experience it in exciting and dynamic new ways using high-tech Oculus Rift virtual reality headsets. For further information on the preview events, interested parties should log on to: [mazda.co.uk/preview-events](http://www.mazda.co.uk/preview-events).

The all-new Mazda MX-5 is a roadster in the truest sense of the word; rear-wheel drive, 50:50 weight distribution, superior power-to-weight ratio and a low centre of gravity. Conceived under the concept of ‘innovate in order to preserve’, the generously-equipped all-new Mazda MX-5 is offered with a choice of two SKYACTIV-G petrol engines and boasts new levels of safety technology. The innovative approach has also allowed the historic roadster to maintain the agility, fun and driver engagement that has always defined the iconic car, while meeting ever-increasing safety and efficiency requirements, alongside improved refinement.

Maintaining the driver-focused ethos that has made the Mazda MX-5 the best-selling two-seater sports car of all time, the all-new Mazda MX-5 will reaffirm its dominance of the affordable sports car sector with a choice of nine models with five trim levels. The lightest Mazda MX-5 since the iconic original, the all-new Mazda MX-5 is shorter, lower and wider than the outgoing car. This, combined with Mazda’s striking design and award-winning SKYACTIV technology, ensures that the car’s focus on driving pleasure remains unmistakable, while delivering new levels of performance and economy.

Across the range the all-new Mazda MX-5 features alloy wheels, LED headlights, a leather steering wheel, plus a lightweight and sleek fabric hood. SE-L models add LED daytime running lights, climate control air-conditioning, DAB radio, Bluetooth® and cruise control, plus Mazda’s MZD-Connect connectivity and infotainment system with 7-inch Colour touch-screen display and Multimedia Commander.

“We are already seeing a high number of pre-order customers and we’re delighted to offer customers some excellent finance offers across the all-new Mazda MX-5 range. With no minimum deposit on PCP, our customers are able to choose the deposit and monthly payment that best suits their budget, meaning a sports car has never been so attractive, or affordable, especially with 0% APR\* available on conditional sale. The benefits of PCP also makes things so simple when the contract ends. What was already a striking prospect in the all-new Mazda MX-5 has become even more so thanks to the range of finance options,” commented Peter Allibon, Sales Director, Mazda UK.

**Notes to editors**

For full details of Mazda UK’s latest finance offers visit [www.mazda.co.uk/offers](http://www.mazda.co.uk/offers)

Retail sales only, subject to vehicle availability for vehicles registered between 01.07.15 and 30.09.15 at participating dealers. T&C apply. \*0% APR finance available on every all-new Mazda MX-5 model over 12, 24 & 36 months. \*\*5.9% APR finance available on all-new Mazda MX-5 models over 24, 30, 36 or 42 months with no minimum deposit required. You will not own the vehicle until all payments are made. Finance subject to status. 18s or over. Guarantee/Indemnity may be required. Mazda Financial Services RH1 1SR.

- Ends –

Further press information is available from [www.mazda-press.co.uk](http://www.mazda-press.co.uk)

Interactive Press Packs for all models are available from [www.mazdamediapacks.co.uk](http://www.mazdamediapacks.co.uk)

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**All-new Mazda MX-5 – Pricing**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Price | VAT | ‘On the Road’  Retail | CO2 (g/km) | RFL Band1) | % P11D Value | Monthly BIK  20% / 40% |
| Mazda MX-5 1.5i SE | £15,258.33 | £3,051.67 | £18,495 | 139 | E | 22 | £67 / £134 |
| Mazda MX-5 1.5i SE-L | £15,883.33 | £3,176.67 | £19,245 | 139 | E | 22 | £70 / £140 |
| Mazda MX-5 1.5i SE-L Nav | £16,383.33 | £3,276.67 | £19,845 | 139 | E | 22 | £72 / £144 |
| Mazda MX-5 1.5i Sport | £18,050.00 | £3,610.00 | £21,845 | 139 | E | 22 | £79 / £159 |
| Mazda MX-5 1.5i Sport Nav | £18,550.00 | £3,710.00 | £22,445 | 139 | E | 22 | £82 / £163 |
|  |  |  |  |  |  |  |  |
| Mazda MX-5 2.0i SE-L | £16,550.00 | £3,310.00 | £20,095 | 161 | G | 27 | £89 / £179 |
| Mazda MX-5 2.0i SE-L Nav | £17,050.00 | £3,410.00 | £20,695 | 161 | G | 27 | £92 / £184 |
| Mazda MX-5 2.0i Sport | £18,716.67 | £3,743.33 | £22,695 | 161 | G | 27 | £101 / £202 |
| Mazda MX-5 2.0i Sport Nav | £19,216.67 | £3,843.33 | £23,295 | 161 | G | 27 | £104 / £208 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  | Price | VAT | Recommended  Retail Price |
| **Options** | | | | | | | |
| Mica/Metallic/Pearlescent Paint | | | | | £450.00 | £90.00 | £540 |
| Soul Red Metallic Paint | | | | | £550.00 | £110.00 | £660 |
| Tan leather trim upgrade\* | | | | | £166.67 | £33.33 | £200 |
| Safety Pack (Includes: High beam Control and Blind Spot Monitoring with Rear Cross Traffic Alert)\*\* | | | | | £291.67 | £58.33 | £350 |

\*Optional on Sport Nav models only

\*\*Optional on 2.0 Sport Nav models only

**All-new Mazda MX-5 – Specification**

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| --- | --- | --- |
| **Mazda MX-5**  **1.5 SE**  **Standard Features:** | **Mazda MX-5**  **1.5 SE-L**  **In Addition to SE:** | **Mazda MX-5**  **1.5 Sport**  **In Addition to 1.5 SE-L:** |
| - 1.5-litre 131ps engine  - 6-speed manual transmission  - 16” Alloy wheels  - LED headlights  - Manual air-conditioning  - Electric windows with one-  touch down (driver and front  passenger)  - Leather steering wheel and  gear knob  - Heated power door mirrors  - Remote central locking  - Single CD player with  AM/FM radio, four speakers,  MP3/WMA-compatibility and  auxiliary (AUX) input  - USB and iPod® connectivity  - Front and side airbags  - Dynamic Stability Control  (DSC) with Traction Control  System (TCS) | - LED daytime running lights  - Climate control air-  conditioning  - Cruise control  - DAB radio  - Additional 2 speakers in the driver’s headrest  - 7” Colour touch-screen display  and Multimedia Commander  - Integrated Bluetooth®  - Body colour coordinated  interior upper door trim  **2.0 SE-L**  **In Addition to 1.5 SE-L:**  - 2.0-litre 160ps engine  - 17” Gunmetal alloy wheels  - Piano black door mirrors  - Limited Slip Differential (LSD)  - Strut tower bar  **Mazda MX-5**  **SE-L Nav**  **In Addition to SE-L:**  - Integrated navigation system  with 3-years free European  map updates | - 16” Gunmetal alloy wheels  - Piano black door mirrors  - Rear parking sensors  - Dusk-sensing lights  - Adaptive Front lighting System  (AFS)  - Heated leather seat trim  (Black or Tan\*)  - Rain-sensing front wipers  - Auto-dimming rear-view  mirror  - Smart keyless entry system  - Lane Departure Warning  System  - Premium Bose® surround-  sound system with 9 speakers (includes 2 speakers in the Driver’s and Passenger headrest)  **2.0 Sport**  **In Addition to 1.5 Sport:**  - 2.0-litre 160ps engine  - Sports suspension featuring  Bilstein dampers and strut  tower bar  - 17” Bright alloy wheels  - Body colour door mirrors  - Limited Slip Differential (LSD)  **Mazda MX-5**  **Sport Nav**  **In Addition to Sport:**  - Integrated navigation system  with 3-years free European  map updates  **Option:**  - Safety Pack – High Beam  Control and Blind Spot  Monitoring with Rear Cross  Traffic Alert (Available on 2.0  Sport Nav models only)  - Tan leather trim upgrade  (Available on Sport Nav  models only)\* |

**\*All-new Mazda MX-5 Pre-order Terms & Conditions at mazda.co.uk**