



MEDIA RELEASE  
25 March 2014

## **MAZDA TO CELEBRATE 25 YEARS OF GOING TOPLESS AT NEW YORK INTERNATIONAL AUTO SHOW**

As 2014 marks the 25th anniversary of the iconic Mazda MX-5 global celebration plans are starting to take shape with the Big Apple leading the charge when they host the biggest birthday party yet for the endearing two-seater sports car.

Mazda North American is setting its sights on a topless spring and summer, and putting plans in place to kick off winter by celebrating 25 years of MX-5 at next month's New York International Auto Show, showcasing 15 MX-5 vehicles, from auto show concepts to race cars to production models.

Andrew Clearwater, Managing Director Mazda New Zealand says the MX-5 has quite rightfully made its mark in history books across the globe and is deserving of celebration after bringing joy to motorists for a quarter of a century.

"Its popularity here and abroad has resulted in some amazing gatherings, a number of Guinness World Records and more than 200 awards in 20 countries. While we are eager to see what our counterparts in America do we are fine-tuning our party plans and very excited about celebrating this milestone here in New Zealand with our MX-5 fans,"

Making its global debut on February 9, 1989 at the Chicago Auto Show, the MX-5 won over critics and consumers alike with its styling, handling and affordability. With more than 900,000 units sold across its three generations, MX-5 continues to be a multi-faceted master of the driving experience.

"The MX-5 is the quintessential Mazda and after 25 years every vehicle in the lineup continues to feature some characteristic of MX-5 DNA. This will be a great journey throughout 2014 celebrating our famed roadster and looking back at historical moments whilst also getting some glimpses at its exciting future." adds Clearwater.

The New York International Auto Show opens on April 18, 2014 where Mazda North America is planning a level three MX-5 display.

For more information on the 25th anniversary of the MX-5 visit our new digital edition of Zoom Zoom magazine [www.zoomzoom.co.nz](http://www.zoomzoom.co.nz) or follow us on Facebook [www.facebook.com/MazdaNewZealand](http://www.facebook.com/MazdaNewZealand) to get the latest on the New York Auto Show and MX-5 celebrations as they are announced.

For more information please visit [www.mazda.co.nz](http://www.mazda.co.nz) or contact:

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