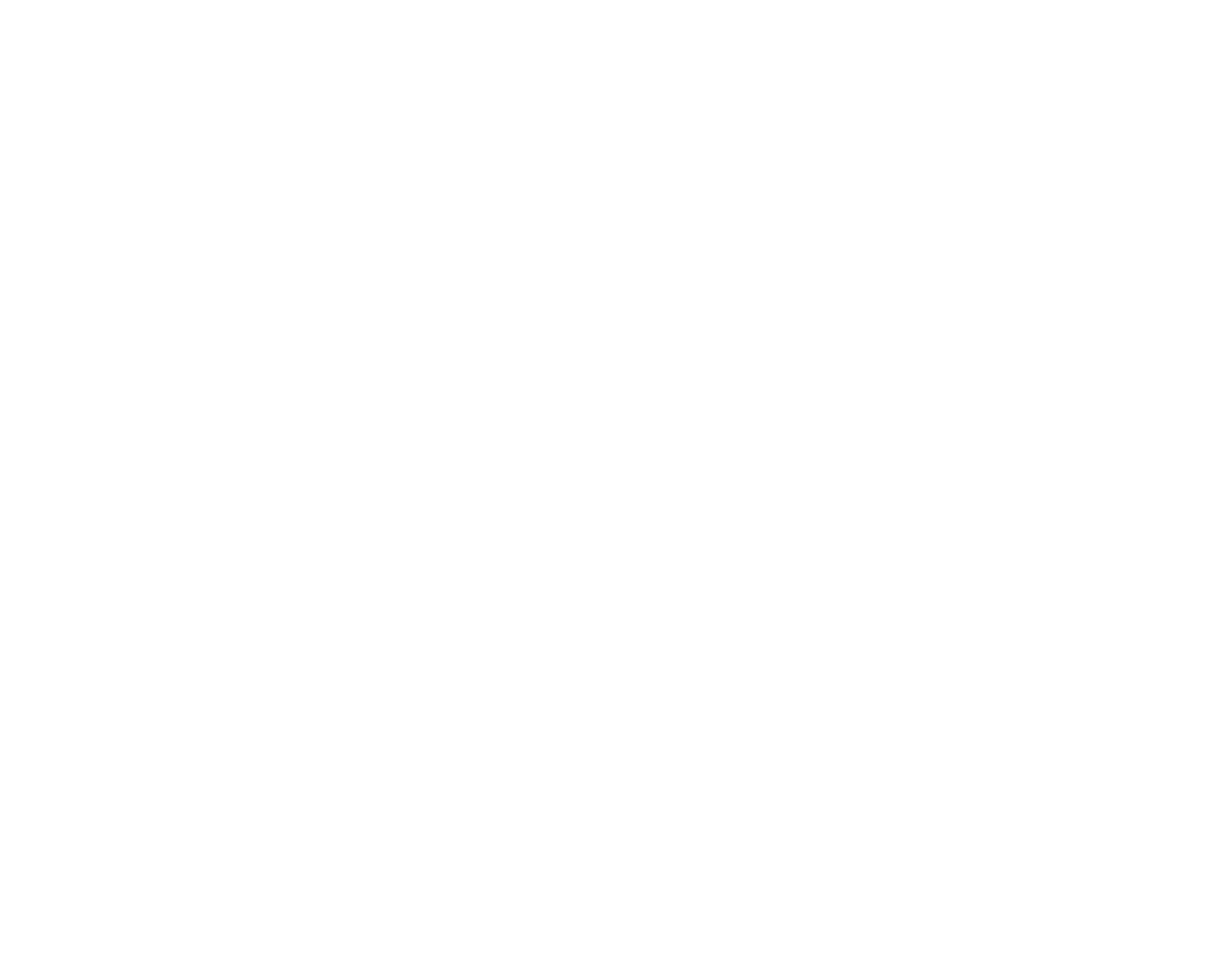




MAZDA MX-5













We explore cities and winding country roads.

Corners hugged and throttles revved.

Top down, even on cold winter days.

Stargazing, defying the wind.

I am the embodiment of Jinba Ittai.

You, the heart behind the wheel.

We were always meant to connect,

like a 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.





HIROSHIMA SPIRIT

Mazda shares a special history and spirit with Hiroshima, Japan. As the birthplace of Mazda, Hiroshima constantly inspires us to rise above any challenge, pushing us to achieve more than anyone could have imagined. We have built a global company from the ground up. We have developed innovations that others deemed impossible, from the rotary engine to Skyactiv Technology and beyond. Most of all, we have never strayed from our belief in the power of human potential. Giving all of ourselves, using our hands to craft and create things that matter, that have soul, that transfer our energy to you. To heighten your state of being.

The Japanese Kodoki bowl is created by repeated hammering on a copper sheet over 100,000 times. The spirit and commitment of the craftsmen is reflected in its sublime beauty. Its aesthetic appeal comes through in the thousands of facets, each a fingerprint of the craftsmen's energy.

KODO: SOUL OF MOTION

Our design philosophy is simple, yet highly challenging to accomplish: Capture energy in motion, even at a standstill. With curves and angles so striking, they command your attention through a mere glance. Exciting you by the anticipation of what's to come. Eliciting this kind of instant emotional response requires a human touch. Created for humans by humans. Hands on clay, shaping form with warmth and precision. Eliminating all that is unnecessary, leaving only what is beautiful. Transferring the energy of the maker into every nuance. We call this Kodo: "Soul of Motion" design. A dynamic sense of motion that urges you to get behind the wheel and experience the unique energy that can only come from a Mazda.



MAZDA MX-5

Mazda MX-5 is the perfect embodiment of what we call "art in motion". A car designed to take your breath away even before you get to drive it and ready to make an impression anywhere you take it – no exception. With beautiful proportions, flowing lines and dramatic contours, the Kodo: Soul of Motion design captivates your senses, while the upgraded luxurious interior and excellent car responsiveness heighten your senses and activate the feeling of togetherness we call Jinba Ittai.





MAZDA TAKUMI:
SUPERIOR CRAFTSMANSHIP

These are the artisans and craftsmen who sharpen their skills for years, even decades, to achieve mastery. Their passion, patience and dedication to their craft is poured into every Mazda through the human touch. An emotional impression is made that no computer or equation can produce. Every detail inside the Mazda MX-5 is a testament to the Takumi's proficiency. This transference of energy creates an environment that inspires and a feeling that lasts even after your drive is over. From designer to driver, this connection ultimately creates an enriching, emotional bond between you and your Mazda.

MAZDA MX-5 RF

Welcome to a different kind of sports car. A Mazda MX-5 with a fully-electric hardtop roof, impressive Kodo designed exterior available in new colours that match its luxurious and upgraded cabin. With its low stance, rear wheel drive and Skyactiv Technology, the Mazda MX-5 RF drives as if part of you. Built to deliver excellent fuel economy, low emissions and advanced in-car connectivity, all that is left for you is to enjoy driving in its purest form.



CONNECTING CAR AND DRIVER

Every Mazda aspires to the same single goal—oneness between the vehicle and its driver. When you experience this seamless connection, your senses become heightened. You engage with the moment and leave all distractions behind. You feel energized. Rejuvenated. Better than when you first stepped in the car—a feeling that lasts long after the drive. From the meticulous consideration of our design to how our cars effortlessly respond to even your slightest direction, each detail in every Mazda offers you a pure driving experience.



EFFORTLESS CONNECTIVITY

Eliminating distractions is a key consideration in our approach to design. While keeping you focused on the road, the Mazda MX-5 provides plenty of intuitive interactivity features. Every element is situated within reach to minimize interference. And now, the Mazda Connect infotainment system has been enhanced with available Apple CarPlay integration for your iPhone and Android Auto integration – all easily controlled with the 7" colour touch-screen. Communication between you and your vehicle becomes second nature—by design.



TO HEIGHTEN YOUR SENSES, WE CREATED A FEW OF OUR OWN.

Avoiding an accident in the first place is always the safest route. With the available i-Activsense suite of safety features, sophisticated safety innovations alert you to hazards to help you avoid collisions—or lessen their impact. Features such as the available Smart City Brake Support or Lane Departure Warning system help improve your awareness and give you added comfort on the road. When needed, select i-Activsense innovations will even perform automatic braking. More confident driving, so you can feel focused and engaged with every drive you take.





EACH ROAD IS A SOUNDTRACK

We built the Mazda MX-5 as a piece of art on wheels. To complete your driving experience, we designed nine premium BOSE® speakers (Roadster GT & RF GT) which allow you to play your music with the power of a live performance with superb sound quality. Two speakers are mounted in each headrest so the sound quality remains high even with the top down on the open road. It's easier than ever to make each drive a memorable experience.

THE ART OF SEDUCTION

The colour on the Mazda MX-5 is one of the first things that will catch your attention. Its delicate beauty and strong character are endorsed by the craft of Takumi-Nuri, Mazda's high-quality painting technology, which makes the Kodo design come alive and amplifies the beauty of every line. Takumi-Nuri balances depth and glossiness to give the impression of a hand-painted concept car. It enables the exceptional vividness and depth achieved in the signature Soul Red Crystal and Polymetal Grey premium colours.

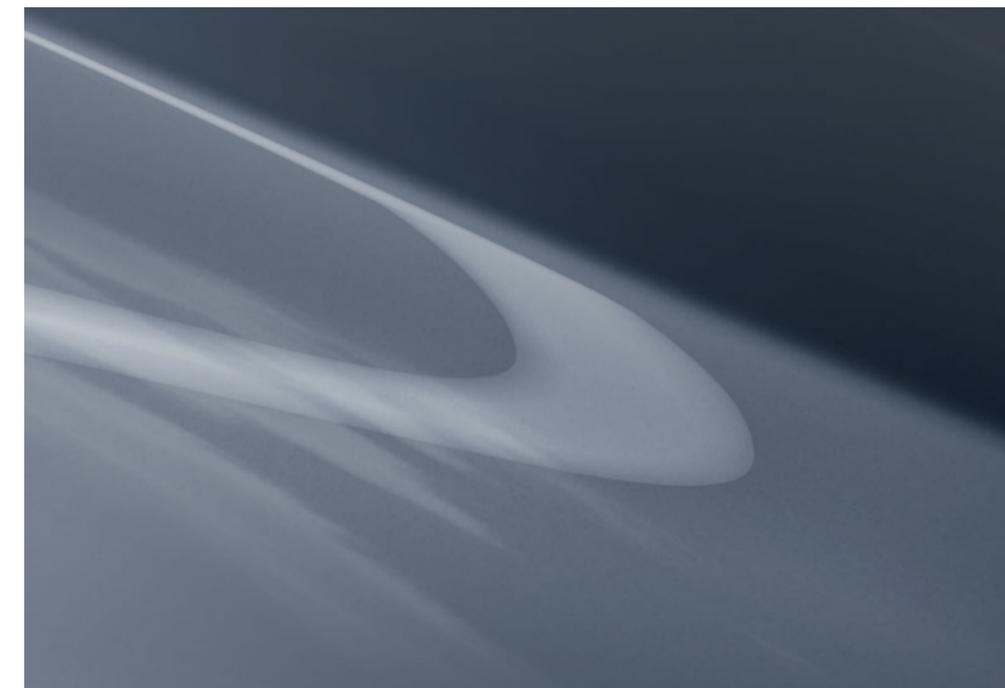
Visit our website to see all vibrant colour choices available.



Machine Grey Metallic



Soul Red Crystal Metallic



Polymetal Grey Metallic



EXQUISITELY CRAFTED DOWN TO THE LAST STITCH

Nothing quite tempts the senses like touch. The contact of soft textures, solid stitching and a form that embraces you. Every inch of our carefully constructed upholstery is designed to make your driving experience better. An elegant level of refinement in the Mazda MX-5 meets expectations even from the most demanding of drivers when it comes to taste.

Visit our website to see all available choices.

SELF-EXPRESSION AT EVERY LEVEL

The closer you examine the Mazda MX-5, the more intriguing our story becomes. Mazda's Kodo design philosophy is evident across every aspect of the Mazda MX-5 right down to its alloy wheels. Our entire selection of wheels is designed to help you express your own character, to create an even greater connection between you and your car.

Visit our website to see all available choices.



DESIGNED TO COMPLEMENT YOUR MAZDA MX-5. AND YOU.

Mazda has created thoughtfully designed accessories that perform seamlessly with your Mazda MX-5. For a full list of Genuine Mazda Accessories for your Mazda MX-5, visit our website.



Brilliant Black Boot Lid Spoiler



Luxury Alcantara dashboard panel



Brilliant black front airdam skirt



OUR COMMITMENT TO YOU AND YOUR MAZDA

My Mazda App

Download the My Mazda app. Designed exclusively for Mazda owners, it lets you access important vehicle information, as well as being able to locate your nearest Mazda dealer and track your vehicle service history.

Service and warranties

Just like the cars themselves, the services we offer are designed to provide you with a first-class ownership experience. Every new vehicle is covered by a 3-year warranty for up to 100,000 km. Other available warranties for new vehicles include the Mazda 3-year paintwork warranty and a 12-year warranty against corrosion.

Mazda Europe Service offers cover in the event you require breakdown assistance, or if your vehicle is stolen or involved in an accident. And as part of our Mazda Service Promise, we train all technicians in the fitting of high-quality parts, all of which come with a full Mazda warranty.

Finance

Mazda Finance offers a variety of finance packages to suit the needs of both private and business customers. With our wide choice of plans, nobody is more committed to delivering complete motoring confidence than Mazda and Mazda Finance.

What you can expect from mazda financial services:

- Face-to-face service from trained, plain-talking people at your local Mazda Dealer
- Assistance in renewing your car. We'll help you choose the right finance package to enable you to renew your Mazda car as often as you would ideally like
- Fixed Interest Rates. The interest rate on your loan is fixed for the duration of your agreement
- Flexible terms tailored to your motoring needs. As specialists in Mazda vehicles we aim to tailor a finance package to both your budget and to your motoring / ownership needs
- A Personal Contract Plan (PCP) which is individually tailored to give you flexible finance options

Please ask your sales executive for a tailor-made finance quote for your new car.

Finance is provided by BMW Financial Services (Ireland) Ltd trading as Alphera Financial Services, Swift Square, Santry, Demesne, Dublin 9. BMW Financial Services (Ireland) Ltd trading as Alphera Financial Services is regulated by the Central Bank of Ireland.

Customer Experience

Start your journey with Mazda using the Configurator on the Mazda website. It lets you customise a digital vehicle, letting you choose from a selection of body colours, seat trims and engine designs. Discover the benefits of becoming part of the community that defies convention with My Mazda – the online home for all Mazda owners. The service lets you view and update your personal information using the Mazda Digital Service Record (DSR), which provides security against counterfeit service documents and guarantees a secure, accurate and permanent service history for the life of the vehicle. You can also explore Facebook, Twitter and YouTube for even more Mazda related material. Whatever journey you take with Mazda, we'll make sure it's a unique and gratifying experience.

Skyactiv Technology - helping you stay efficient

Although we develop exciting cars that are fun to drive, we are equally committed to the environment and to the creation of a sustainable future for all. Our ongoing sustainability programmes are dedicated to the development of clean technologies. Our Skyactiv-Technology range includes engines, transmissions, chassis and body designs, which deliver fuel-efficient and economical driving. Our engines deliver the perfect combination of performance and improved driving economy by being lighter and more fuel-efficient than many of our competitors.

Looking for more information?

Learn more about our dedication to delivering a unique customer experience online at:

Corporate, Brand and Product



www.mazda.ie



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youtube.com/MazdaIreland



SPECIFICATIONS

MX-5	PETROL		
	Skyactiv-G 1.5P 132ps 6 Speed Manual Soft Top	Skyactiv-G 1.5P 132ps 6 Speed Manual RF	
EC emission level	Euro 6D	Euro 6D	
WLTP Values:			
Fuel consumption ⁽¹⁾ (l/100km):	Low	7.9	7.9
	Medium	5.9	5.9
	High	5.4	5.4
	Extra High	6.6	6.6
	Combined	6.3	6.3
CO ₂ emissions ⁽¹⁾ (g/km)	142	142	

⁽¹⁾ Vehicles are homologated in accordance with the new type of approval procedure WLTP (Regulation (EU) 2017/1151). 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.

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MAZDA MOTOR IRELAND