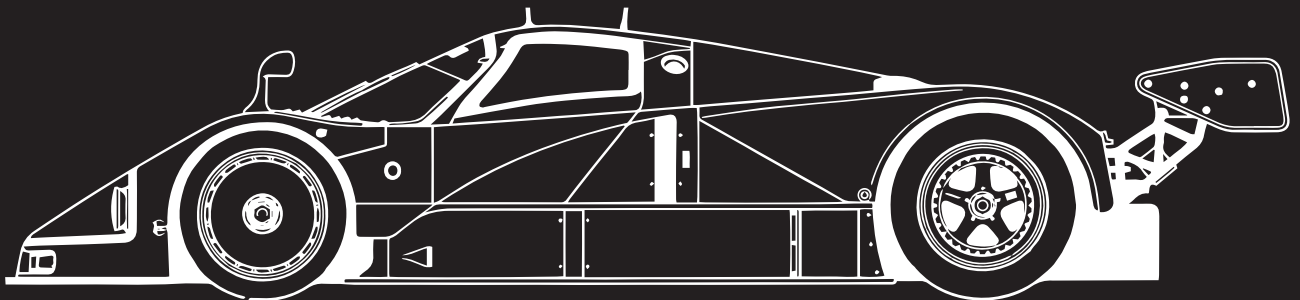




23 - 26 JUNE 2016



mazda



MAZDA
at the
2016 Goodwood Festival of Speed





Last year, the festival skyline dominated by the sinuous, cantilevered curves of sculptor Gerry Judah’s stunning Central Feature, Mazda took centre stage as Celebrated Marque.

Towering 118 feet over Goodwood House, Judah’s breathtaking, 120 ton sculpture celebrated Mazda’s rich motorsport heritage through the gravity-defying display of two remarkable machines: the LM55 Vision Gran Turismo - the exquisitely crafted, one-off realisation of a virtual concept car created for Playstation’s Gran Turismo 6 racing simulation game; and the most famous racing Mazda of all time, the 1991 Le Mans winning 787B prototype - the only rotary engined car ever to have achieved this feat, and the first outright win for a Japanese manufacturer.

Last year also marked the 25th anniversary of Mazda’s evergreen MX-5, with the all-new, fourth generation roadster making its UK debut at the festival.

This year, the celebrations continue apace with the 25th anniversary of Mazda’s historic Le Mans win, another milestone for the world’s best-selling two-seater roadster as the one-millionth MX-5 to roll off the production line puts in an appearance at the festival, and a new chapter in the MX-5 story, the all-new MX-5 RF.

Making its European debut on the Mazda main stand, the MX-5 RF's striking 'fastback' styling builds on the MX-5's award-winning design to combine unique open-topped motoring with enhanced cabin comfort and quietness with the roof in place.

Finally, and for the second year running, Mazda's unique 'Raise the Roof' show brings live music to the festival. Free and open to all, in a relaxed open-air space within the Laundry Green area of the Goodwood Estate, up-and-coming music acts will perform each day throughout the festival.

Surrounding the stage, a quartet of Mazdas showcase the style and spirit of the iconic MX-5, from first- and current-generation examples of the roadster to the unique bikini top roof of the MX-5 Spyder and the all-new MX-5 Icon special edition.

Music will also feature on the Mazda main stand, where THEPETEBOX - an award-winning R1 beat boxer genius will perform around the all-new MX-5 RF throughout the weekend.





First shown to the world at the 1989 Chicago Motor Show, the Mazda MX-5 was launched at a time when the lightweight affordable sports car was all but extinct. Having challenged convention to create the MX-5, Mazda's engineers couldn't have imagined that 27 years later, car fans would be celebrating production of the one-millionth Mazda MX-5.

Today, more than ever, the MX-5 is the perfect expression of Mazda's spirited, fun to drive and stylish cars. Retaining the rear-wheel drive layout, 50:50 weight distribution and agility that won the hearts of customers the world over, the all-new Mazda MX-5 reaffirms Mazda's dominance of the affordable sports car sector.

The lightest MX-5 since the original, the fourth-generation MX-5 is shorter, lower and wider than the third-generation, and has the shortest overhangs and lowest centre of gravity yet. These dynamic proportions combined with Mazda's KODO: Soul of Motion design philosophy ensure that the all-new MX-5's styling reflects its focus on driving pleasure in an unmistakably contemporary and dynamic way.

Named 2016 World Car of the Year, the all-new Mazda MX-5 has claimed countless other awards across the globe, and having rolled down the production line on the 22nd April, the one-millionth MX-5's appearance at this event is the perfect way to celebrate the world's best-selling two-seater roadster.

Further highlighting the lightweight ethos that has been at the heart of the MX-5 for the last 27 years, the MX-5 Speedster and Spyder concept cars take this principle even further with their focus on minimalist design and open-air driving. Inspired by vintage roadsters these design concepts each offer are a unique take on the award-winning all-new Mazda MX-5. Pared back to the bare essentials, the Speedster has a wind deflector in place of a windscreen, and with carbon fibre doors and seats, tips the scales at just 943kg. With custom 16-inch RAYS alloy wheels and 30mm lower suspension, this racy MX-5 concept will be taking to the famous Goodwood hill in the First Glance run.

Featuring a clever bikini top roof, stunning Mercury Silver paint and a full-grain leather interior, the Spyder accentuates the joy and style of open-air motoring. Sitting alongside an original Mk1 and the all-new Mazda MX-5 Icon special edition, it will be on show within Mazda's 'Raise the Roof' live music area in Laundry Green.

With the past, present and future of the world's most famous roadster on display, over a quarter of a century on from the Chicago Motor Show, the 2016 Goodwood Festival of Speed is the perfect place to celebrate the Mazda MX-5.





Making its European debut at the 2016 Goodwood Festival of Speed, the all-new Mazda MX-5 RF is designed to offer a new dimension of open-top driving fun. Its unique 'fastback' styling gives it a stand out appearance roof up or down, and building on the all-new Mazda MX-5's award-winning design, the gently downward sloping buttresses tuck in at the sides to create a teardrop shape, while the elegant silhouette accentuates the MX-5's dynamic and contemporary sports car proportions.

Nobuhiro Yamamoto, Mazda MX-5 Programme Manager, "With the all-new Mazda MX-5 RF we freed ourselves from traditional ways of thinking and took on fresh challenges in order to create something new. Our aim was a convertible sports car with gorgeous fastback lines when the roof is closed and an exhilarating open-air feeling when open."

With front, middle and rear roof sections, and a rear screen. When the top is lowered the front and middle portions are stowed together, while the glass sits behind the seats, leaving the rear roof section in place to create a unique open-topped look, and a cabin feeling that combines a sense of open-air freedom with the impression of being securely ensconced within the car.

Taking centre stage on the Mazda main stand, the show-staring RF features Mazda's new premium paint colour - Machine Grey, which is designed to accentuate the subtle yet dynamic surfaces of Mazda's KODO: Soul of Motion exteriors, intensifying the contrasts between light and shadow with its high-density finish, giving the impression that the body was sculpted from a solid block of steel.

Developed to deliver enhanced cabin comfort and a refined ride, while at the same time maintaining the agility, balance and performance of the cabriolet, the suspension and electric power steering parameters have been specifically tuned for the Retractable Fastback. In addition, a sound-absorbing headliner used in the front and middle roof panels combines with sound insulation around the rear wheel housings to deliver a significantly quieter cabin when the roof is closed.

Further broadening the appeal of Mazda's famous sports car, the all-new Mazda MX-5 RF is poised to be the next chapter in the MX-5 success story.





For the second year running Mazda is bringing live music to the world’s most prestigious motoring festival. Inspired by joy of open-topped motoring accompanied an uplifting soundtrack, Mazda’s unique ‘Raise the Roof’ show will take place in a relaxed open-air space within the Laundry Green area of the Goodwood Estate.

Free and open to everyone, live music will run each day from Thursday 23rd to Sunday 26th June, giving Goodwood spectators the chance to see, hear and enjoy up and coming music acts before they go on to perform at major festivals across the summer. The curved main stage at the heart of the experience sits alongside a series of interconnecting decked areas that showcase a quartet of Mazdas chosen to represent the design, style, spirit and iconic nature of the world famous MX-5.

On one side of the stage, music fans can take a look at the Mazda MX-5 Spyder concept car, which thanks to its unique bikini top roof brings a new slant to the style of cabriolet motoring. They can also keep sight of the car which started it all – the now legendary Mk1 first-generation MX-5.

The other side of the stage sees the all-new Mazda MX-5 Icon special edition and the award winning all-new Mazda MX-5 production car highlight the open-topped style currently offered in the Mazda range.

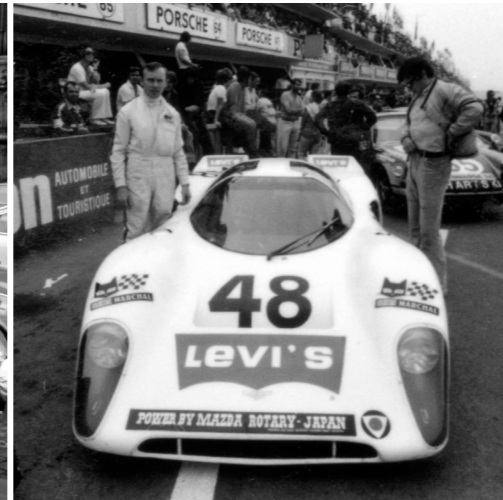


The 'Raise the Roof' stage will be hosted by the Royal Organ Duo and DJ Lulu Le Vay, and feature standout performances from some of the best acts of last year, including Brassroots and Gospel House Choir. Alongside them a stellar line up of new and up and coming artists will bring a vibrant feel-good sound to Goodwood's only live music stage.

Commenting on 'Raise the Roof' Claire Andrews, Marketing Director Mazda Motors UK said, "We are thrilled to bring live music back to Goodwood. This event allows us to stand out from all the automotive noise at the Festival of Speed and do something different in a uniquely Mazda way." Adding, "the 'Raise the Roof' space allows us to share the fun-to-drive ethos of the Mazda brand, simulating the happiness and feel-good sensations of an open-topped summer drive combined with an uplifting musical soundtrack. Something few cars can do as well as the World Car of the Year winning all-new Mazda MX-5."

Music will also feature on the Mazda main stand where ThePETEBOX, an award winning R1 beat boxer genius that will perform around the all all-new Mazda MX-5 RF across the festival weekend.





In the year that sees Mazda mark the 25th anniversary of their Le Mans win, the Goodwood Festival of Speed once again allows us to celebrate a motorsport heritage rich in the challenger spirit that sits at the heart of the Mazda brand.

Born from the desire to develop, prove and showcase the rotary engine in the testing world of competition, Mazda's first foray in international motorsport saw a Cosmo 110S sports car finish fourth in the gruelling Marathon de la Route - a mind-boggling 84-hour endurance test around the fearsome 28km Nurburgring. Only beaten by a pair of Porsche 911s and a Lancia Fulvia - considered at the time to be two of the finest sports cars in Europe - Mazda and the rotary engine had made their mark.

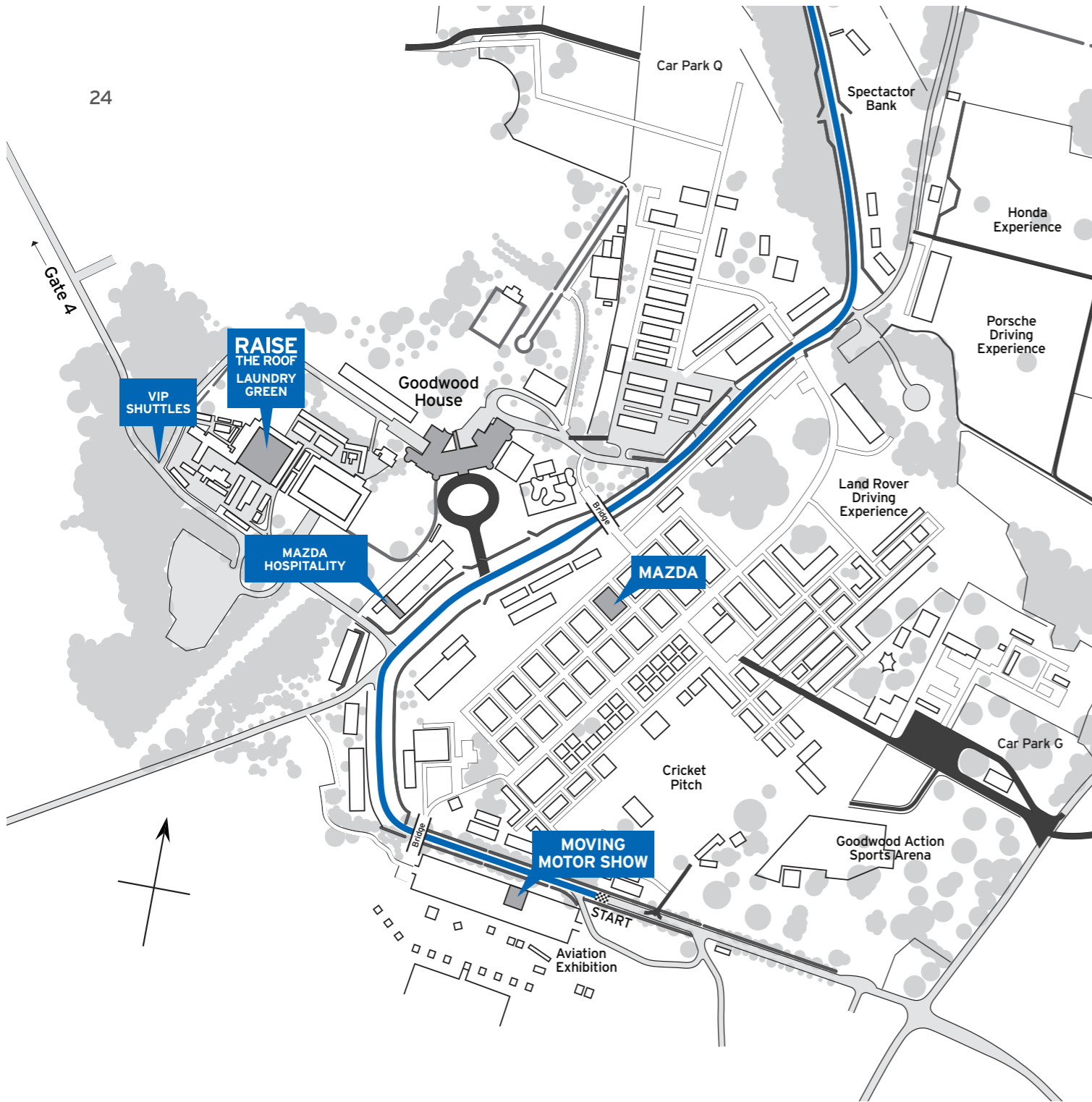
An achievement reinforced the following year by the diminutive R100 Coupe's fifth place in the 1969 Spa 24 Hours. However, launched in 1978, it was the RX-7 that really took on legendary status in the world of motorsport. Raced in a myriad of different championships and specifications, the RX-7 took GTU class honours in the 1979 Daytona 24 Hours, overall victory in the 1981 Spa 24 Hours, two British Saloon Car titles and 100 wins in 12 years of IMSA competition in the United States.

With three victories for the Mazda 323 in the World Rally Championship it wasn't just rotary engines that brought success in competition. Yet the story of Mazda's most famous achievement began on the 13th June 1970 when a Chevron with a Mazda rotary engine took part in the Le Mans 24 Hours.

This low-key arrival marked the beginning of Mazda's two-decade journey to success in the Le Mans 24 Hour race. With five class victories on the way to becoming the first Japanese manufacturer to take overall victory at Le Mans, Mazda's success with a rotary engine in the world's most famous race defines the 'defy convention' spirit.

Today, more people road race a Mazda in the United States than any other brand and the MX-5 remains the grass-roots racecar of choice for thousands of drivers across the globe. With the launch of the 2016 Mazda MX-5 Global Cup car, the latest incarnation of Mazda's world famous sports car continues the trend of being the affordable racing sports car of choice, while the first MX-5 Global Cup race will see racers from across the globe compete together at Mazda Raceway Laguna Seca this September.





MAZDA

European Premiere of All-new Mazda MX-5 RF - Introducing a new dimension of open top driving fun.

RAISE THE ROOF

Join Mazda at Laundry Green for a world class line-up of live music alongside the World Car of the Year 2016; All-new Mazda MX-5

MOVING MOTOR SHOW

Explore All-new Mazda CX-3 and take on the Mazda iRacing challenge to be in with a chance of winning an incredible on-track experience in All-new Mazda MX-5

VIP SHUTTLES

VIP entrance and shuttle meeting point

MAZDA HOSPITALITY

Located within the Sponsors Enclosure. Please make yourself known to our Mazda Hostess on arrival

**Graeme Fudge**

PR Director

M: +44 7702 666 886

E: gfudge@mazdaeur.com

Lois Cavanagh

Press Officer

M: +44 7900 678 437

E: lcavanagh@mazdaeur.com

Owen Mildenhall

PR Manager

M: +44 7833 358 558

E: omildenhall@mazdaeur.com

Martine Varrall

Press Officer

M: +44 7464 486 478

E: mvarrall@mazdaeur.com

