

2007 MAZDA *MX-5*



Product Information Bulletin

May 18, 2006

Last year the newly redesigned MX-5 won the prestigious Japan Car of the Year award as well as being named a Car and Driver 10 best car. Mazda is pleased to announce that for the 2007 model year we are adding a groundbreaking power retractable hard top to the lineup. The power retractable hard top will be the most affordable retractable hard top in the industry in addition to being the only one which does not take up any trunk space. Additionally we expect the open and close time to be class leading. This feature will surely bring in many new customers.

Timing:

The 2007MY Job #1 is scheduled for June 2006 for the power retractable hardtop and initial production for the 2007MY soft top is July of 2006.

Lineup:

The vehicle will transition to the new nomenclature strategy for the 2007 MY. The 2007MY lineup including the power retractable hardtop is the following.

2006 MY

Grand Touring

Sports

Touring

MX-5

Club Spec

2007 MY

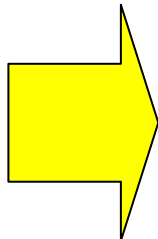
Grand Touring

Touring

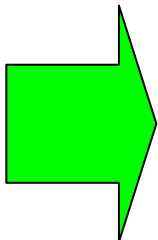
Convenience package

Sports

SV



Not Available



New power retractable hardtop models

Grand Touring

Touring

Sports (softtop Sports plus convenience package)

Functional:

New SAE horsepower calculation results in

- 166 HP (ilo 170 HP) for the MT models
- 163 HP (ilo 166 HP) for the AT models

Exterior:

All retractable hardtop models will come standard with chrome grille garnish, chrome headlamp bezels and chrome outer door handle. These pieces are the same items included in last year's MX-5 Special version (3rd Generation Limited).

Interior:

- Sports with convenience package as well as Touring and Grand Touring models get standard one touch power down passenger windows (in addition to one touch driver down). The function is also operable with the keyless entry system.
- The Touring model audio is upgraded from a four speaker to a six speaker system
- The Grand Touring model adds heated seats.

Exterior Colors:

- Stormy Blue (35J) replaces Winning Blue (27B). Black cloth as well as both black and tan leather interior are available.
- Highland Green (35K) replaces Nordic Green (27C). Highland Green will be available with black cloth and tan leather interior.
- Sunlight Silver (22V) will no longer be available with the tan leather interior.

Packages:

- Convenience package equipment (previously the Touring model)

Cruise control

Fog lamps

Global open – one touch power down driver and passenger. Function included in remote keyless entry system.

Net pocket and silver rear seatback bars

Power door locks

Remote keyless entry and retractable key

Steering wheel audio and cruise controls

- Premium package #1 not available on the power retractable hardtop