

October 1, 2008

Mazda North American Operations is excited to announce the significantly revised and updated 2009 MY MX-5. The 2009 MY MX-5 arrives with new technology features, enhanced exterior and interior styling and engineering updates to make this the most exciting MX-5 of all time.

Details of the 2009 MY timing and product improvements are listed below:

**Timing:**

- Job #1 is scheduled for December 2008

**Dealer availability:**

- Vehicles should arrive by February 2009 to most dealerships

**Functional improvements**

- Steering, suspension and brakes are tuned for enhanced performance
- MT horsepower increases from 166 to 167 HP
- MT models add a forged crankshaft
- PRHT models add damping materials in the roof for improved quietness.

**Design**

*Exterior*

The redesign focused on a more expressive, modern and athletic design.

- New front bumper & headlights (integrated side marker lamps in '09MY vehicle)



'08 MY

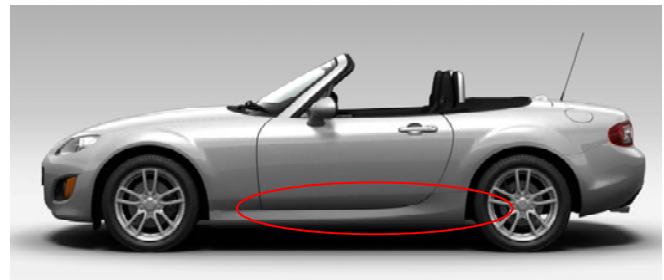


'09 MY

- New side sill



'08 MY



'09 MY

## Design

### Exterior (continued)

- New exterior bumper & taillights



'08 MY



'09 MY

Note: Taillights slightly revised from this image. Production version has more red accents.

- New wheel design



'08 MY

16 " wheel design



'09 MY



'08 MY

17 " wheel design



'09 MY

Interior

- Updated interior



'08 MY

'09 MY



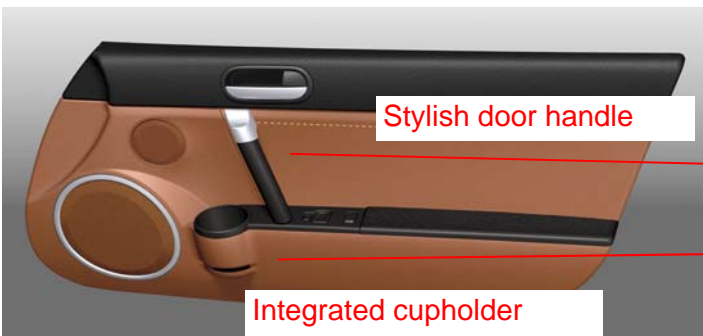
'08 MY



'09 MY

- Updated cupholder

Multifunction - use as a cupholder or storage area. Includes detachable partition piece.



'08 MY



'09 MY

Interior (continued)

- New seat pattern

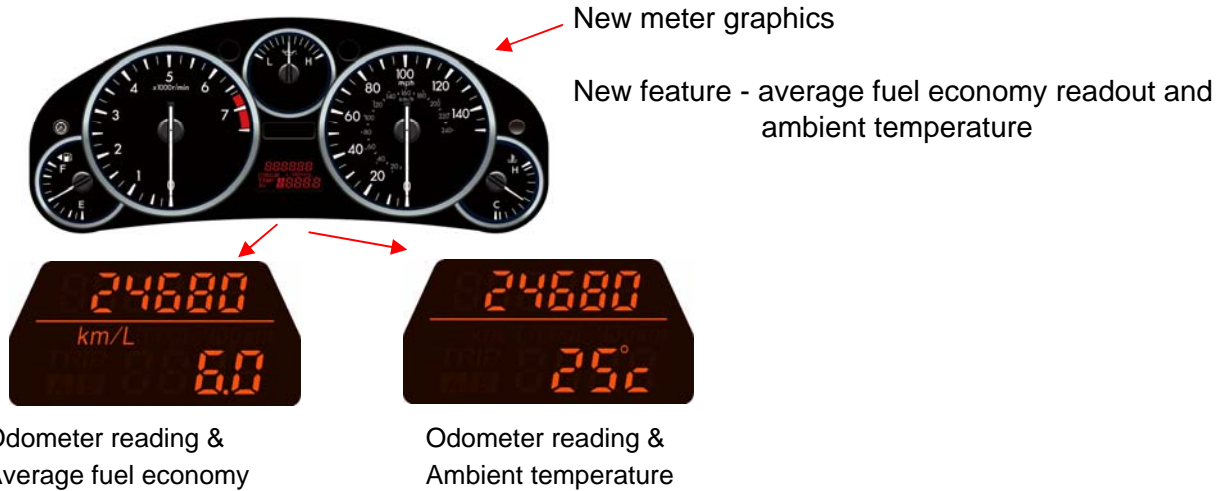


Cloth



Leather

Features



- **Audio**

All models add the auxiliary audio input jack and CD player is now MP3 and WMA compatible



Sport

- Adds two speakers (4 to 6 speakers)

Grand Touring

- Bose audio adds new Bose digital EQ amplifier, tuning update to Bose AUDIOPILOT and adds noise compensation system (includes microphone and speed information).

- **Seat heater**

The seat heater will be updated from the current one temperature setting to a four temperature setting. This allows the customer to select their ideal temperature based on their preference.

New 2009 MY equipment by model (**Key new features are in bold type**)

**SV/Sport models**

166 to 167 HP for MT models

Audio adds two speakers for a total of six.

CD has MP3 and windows media audio playback capability.

**Auxiliary-audio input jack**

**Sport w/convenience package or PRHT Sport**

Average mpg and ambient temperature display in trip display readout.

**Touring model**

**Auto dimming rearview mirror with Homelink**

**Grand Touring**

**Automatic air conditioning**

Leather hand brake

**Leather like soft pad on center console and door armrest**

Seat heater now with four heat settings

**Premium package (only available on Grand Touring)**

**Bluetooth hands-free phone**

**Sirius Satellite Radio with 6-month subscription**

New Exterior color (Please see order guide for detailed availability)



Liquid Silver



Competition Yellow (region order only, softtop only)

Note: Actual color is different from this image. Please view color sample chip before ordering.

Interior color



Cloth (Black)



Leather (Black)



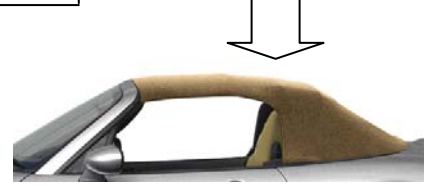
New - Havana Brown



New Dune Beige



Black Convertible Top



Beige Convertible Top