

zoom-zoom

LIMITED EDITION
MAZDA MX-5 RF
PRESS KIT



Facebook: [mazdaaus](#)
Twitter: [@MazdaAus](#)
Instagram: [@mazdaaus](#)
Website: [mazda.com.au](#)

February 2018 | Australia





CONTENTS

The Story So Far	4 - 5
Introducing the Mazda MX-5 RF Limited Edition	6 - 11
Design	14 - 15
Driving Dynamics	16 - 19
Safety	20 - 22
Fast Facts	23
Model Highlights	24 - 25
Contacts	26

MAZDA MX-5:

The Roadster, that special breed of charming, lightweight sports cars, which had blossomed in England in the latter half of the 1940s, had all but disappeared by the end of the 1970s.

THE STORY SO FAR



Small sports cars have long been adored by enthusiasts. Modest power, defined bodywork, low weight, deft, agile handling and great affordability make them an accessible option for most. But interest in these models started to drop in the late 70's, as the market began to focus more on safety and comfort.

Fast-track to the 1980's and a company that had long dared to be different, Mazda, began to hint strongly at a return to the Roadster tradition.

There were drawings, prototypes, spy photos and finally, at the 1989 Chicago

Auto Show, the global reveal of the first-generation Mazda Roadster, the MX-5 – a true and traditional lightweight, open-top sports car.

Mazda had turned back time, building a modern rendition of the Roadster, a car to put the 'fun' factor back into driving.

The MX-5 perfectly combined a lightweight, compact, open-topped, two-seater body with a rear-wheel-drive, an engine set well back in the engine bay, 50:50 weight distribution and affordable pricing.

Mazda defined the simple, familiar nature of its compact sports car styling as

'*Jinba-ittai*' – offering a light feeling and faithful openness with a linear response. *Jinba-ittai* resonated with car lovers everywhere.

The little sports car's popularity was huge on a global scale. MX-5 car clubs sprung up everywhere. It became the weekday drive car and the weekend club car with easiness and urgency in equal amounts.

The second-generation MX-5 debuted at the 1997 Tokyo Motor Show and the third-generation was unveiled at the Geneva Motor Show in February 2005.

The fourth-generation model was revealed simultaneously in Japan, North America and Europe in September 2014.

Mazda had hinted for a while that a folding hardtop version of the fourth-generation car was coming and that it would be "something special". It was, with the new RF (for 'Retractable Fastback') proving to be a real head-turner when it arrived and quickly gained critical acclaim.



THE MAZDA MX-5 RF LIMITED EDITION

Now Mazda has taken the next step with the MX-5 RF, releasing a Limited Edition variant with just 110 examples only available in Australia. Each car is based on the MX-5 RF GT and equipped with the SKYACTIV-G 2.0L petrol engine paired with the six-speed SKYACTIV-MT manual transmission.

New style, excellent value, Limited Edition status

The Limited Edition model includes:

- ▷ An exterior aerodynamic body kit from the Kuroi Sports Pack featuring a larger front airdam, deep side skirts and a rear under-spoiler
- ▷ BBS 17-inch alloy wheels
- ▷ Purpose-built front strut cross brace bar
- ▷ Brembo aluminium four-piston front brake calipers
- ▷ Bilstein gas-filled shock absorbers
- ▷ Recaro sports seats
- ▷ A custom-made Seiko Mazda sports wrist watch
- ▷ National Driveaway price of \$55,790

THE LIMITED EDITION DIFFERENCES IN DETAIL

The Kuroi Sports Pack fitted to the Mazda MX-5 RF Limited Edition adds modest winglets near the front of the wheel arch openings to direct air away from the wheels and along the sides of the body.

To help the aerodynamics, Mazda engineers have also revised the suspension with a front strut bar linking the under-bonnet suspension towers to increase chassis stiffness.

The strut brace is aided by upgraded Bilstein gas-pressurised dampers to improve the car's already impressive ride and handling characteristics. New 17-inch diameter BBS alloy wheels also help sharpen the steering.

The handling and performance changes are rounded-out with the addition of an

upgraded brake package from specialist Italian company Brembo, which enhances stopping power.

By adopting Brembo's opposed-piston, four-pot front brake calipers, Mazda has strengthened the MX-5 RF's positive braking feel, adding to braking controllability under high-load braking conditions.

Brake cooling performance has been improved by adopting brake discs with circular, pillar-shaped cooling fins which, in conjunction with the use of European-style low-steel brake pads, improves fade resistance by up to 26 per cent.

Use of the Brembo braking package also saves almost two kilograms of weight in the front brakes compared to the MX-5's standard disc brakes.



Inside, the Mazda MX-5 RF Limited Edition gets body-hugging Recaro sports seats made out of Alcantara® and trimmed in leather for the ultimate blend of sports and luxury.

Each car also comes with a gift-boxed, custom-made Seiko stainless steel Mazda MX-5 sports chronograph to perfectly fit the active lifestyle of Mazda MX-5 RF Limited Edition owners.

Other important notes:

- ▷ Restricted to 110 cars only for Australia
- ▷ Each car has a six-speed manual gearbox
- ▷ MX-5 RF Limited Edition colour choices are: Soul Red Crystal Metallic, Machine Grey Metallic, Snowflake White Pearl Mica, Ceramic Metallic and Eternal Blue Mica
- ▷ Each car has a black folding hardtop roof

PRESERVING THREE DISTINCTIVE MX-5 CHARACTERISTICS

Despite the development work on the Mazda MX-5 RF Limited Edition, the three key features that underscore MX-5 have been faithfully retained.

It is lightweight and compact, has the same wheelbase as the soft-top model and boot space has not been sacrificed.

Also, every effort has been made to keep the model as light as possible despite its enhanced equipment level.

In every aspect of its design, the limited edition model faithfully carries on the *Jinba-ittai* driving experience.

Having an MX-5 makes life richer and more fun. With this small, convertible sports car Mazda is offering absolute driving pleasure.

Mazda MX-5 stays true to the aim of making open-top driving more accessible and the development of the Mazda MX-5 RF Limited Edition adds performance, visual and luxury enhancements that hone the purity of the driving experience without adding weight or spoiling the fun.

The cabin is luxurious and quiet when closed and brings a full open-air driving feel when the roof is retracted. Better still, it can smartly and smoothly transition between the two extremes.

The hardtop model, with its exquisite fastback styling and a new open-top feel, has a spirit of its own and the Limited Edition variant has been designed to enhance both the driving pleasure and

the beautiful fastback styling that defies conventional thinking.

KEY VALUES THAT MAKE IT UNIQUE AND FUN

Striking fastback styling with a difference

Design

It features the same compact packaging as the RF and RF GT hardtop models and the same relaxed, sophisticated interior ambience, including the familiar three-dial instrument cluster and 4.6-inch colour TFT LCD screen information display.





Retractable hardtop

The Mazda MX-5 RF Limited Edition's retractable hardtop consists of a front roof, middle roof, rear roof and back window glass. Power operation activated by a one-touch switch allows it to be opened or closed in just 13 seconds.

Not only is it one of the fastest retractable hardtops on the market, it can also be opened or closed at speeds of up to 10km/h.

When the roof is open, the front and middle roof sections are stowed together with the back window glass in the space behind the seats.

A large acrylic aero board wind blocker helps prevent air from the rear blowing back into the cabin, but maintains visibility out of the rear.

Boot

Mazda MX-5 RF Limited Edition's 127-litre boot capacity can accommodate two carry-on bags measuring 550mm x 400mm x 220mm, even when the roof is stowed. It also features a multipurpose storage box for added convenience.

Quiet, relaxed cockpit and a quality ride

The Mazda MX-5 RF Limited Edition has a sophisticated tunnel member that matches the front-rear rigidity changes in the chassis that occur with the position of the retractable hardtop, maintaining the overall balance and chassis rigidity that characterise the MX-5 RF.

In addition to thoroughly revising the suspension settings, the dampers and Electric Power Assist Steering (EPAS)

system of the Mazda MX-5 RF Limited Edition have also been tuned specifically to deliver both lively driving performance and relaxing comfort with a refined ride.

The front and middle roof panels, body and door trims feature specially-selected sound-absorbing and insulating materials for a significantly quieter ride when the roof is closed. There is also an improved engine note which provides a refined cabin environment, further heightening the feeling of a quality ride.

Other MX-5 RF Limited Edition features

The car is powered by Mazda's 2.0 litre SKYACTIV-G petrol engine. Longitudinally positioned in the engine bay, it is mounted as far back as possible. In classic Roadster fashion, the engine drives the rear wheels through a six-speed SKYACTIV-MT manual transmission.

The Mazda MX-5 RF Limited Edition has i-ACTIVSENSE, a suite of advanced safety technologies that include **Blind Spot Monitoring (BSM)**, **Rear Cross Traffic Alert (RCTA)**, **Adaptive LED Headlamps (ALH)** and **Lane Departure Warning (LDW)**.

Audiophiles will enjoy the nine-speaker Bose® premium sound system, which includes a pair of headrest speakers on both driver and passenger seats to enhance sound quality and deliver clearer sound during hands-free phone conversations.

The car also features Mazda's acclaimed MZD Connect infotainment system which, in addition to managing the audio functions, also makes it safer and easier for drivers to take advantage of other operations including internet connectivity, hands-free phone use, navigation, social media access and other communication functions with minimal distraction.







DESIGN

Exterior Design

The Mazda MX-5 RF Limited Edition has fastback styling that resonates with any car lover, a roof design with a stunning hardtop silhouette when closed and open-air comfort and freedom when open.

A full aerodynamic body kit not only enhances the exterior, but has also been designed to work in conjunction with the retractable hardtop, reducing turbulence along the body sides and improving vehicle stability.

When the overhead roof panels and back window glass are stowed out of sight for top-down driving, the rear roof buttresses stay in position.

The rear roof structure's side sections slope gently towards the rear of the car while also blending into the rear bodywork, enhancing the straight, unbroken line running from the low bonnet through to the rear deck.

Compact packaging ensures the Mazda MX-5 RF Limited Edition stands just

5mm taller than the soft-top variant, enabling it to achieve the same stable and dynamic stance.

Interior Design

The interior is true sports car; a cockpit designed to cocoon its occupants and a driver-centric zone in which all major controls are symmetrically laid out.

The basic design follows that of the RF and soft-top models with its thick-rimmed, compact steering wheel, short-throw gear lever and easy-to-reach controls.

A clear and concise three-dial instrument cluster is supplemented with a dedicated 4.6-inch, colour TFT LCD display screen to the left of the instrument cluster. The control switch for opening and closing the hardtop roof is positioned just below the air-conditioning controls.

Recaro sports seats, made out of Alcantara® are trimmed in black leather and finished with red piping, setting the Mazda MX-5 RF Limited Edition's interior apart.

Packaging

By combining a beautiful and functional compact body with the innovative retractable hardtop design, the Mazda MX-5 RF Limited Edition brings a feeling of security combined with a pleasing sense of freedom.

The roof is opened and closed by single switch operation and the power top lock makes opening and closing the roof a one-finger operation. The entire roof assembly adds just 47 kilograms to the car's total weight.

Clever design means that if the roof's operating system detects an obstruction during its operations, it immediately stops so the object can be cleared.

The roof can also be opened or closed at speeds up to 10km/h, a useful feature for drivers who want to change the roof's position when stopped in traffic but need to pull away before the operation is completed.

A pictogram display on the car's colour TFT LCD screen depicts the roof's opening and closing status so drivers can confirm its progress without turning around to check.

The system also displays a text explanation when the roof cannot be opened or closed.

Open-air sensation

The Mazda MX-5 RF Limited Edition has a transparent acrylic aero board wind blocker, improving cockpit air pressure balance when driving with the roof open by effectively blocking air blowing back into the cabin.

The board's transparency guarantees rearward visibility and is angled to stop reflections from the instrument panel appearing in the rearview mirror at night.





DRIVING DYNAMICS

NEW PERSONALITY THAT DELIVERS A QUALITY *JINBA-ITTAI* EXPERIENCE

The Mazda MX-5 RF Limited Edition enhances the quality of the *Jinba-ittai* experience Mazda has pursued since launching the first generation MX-5 by combining true driving pleasure with comfort in any situation while delivering a unique driving sensation.

Finely tuned and highly developed suspension combined with impressive braking characteristics ensures the car responds to the driver rapidly and predictably, as though it were a natural extension of his or her body.

Body rigidity

The Mazda MX-5 RF Limited Edition employs Mazda's unique SKYACTIV-BODY which was developed for the fourth-generation car to maximise the stiffness of the open-top, lightweight sports car.

It has been further refined for the Retractable Fastback, with the lightweight yet highly rigid body providing excellent safety performance.

RF development means enhanced front/rear balance and chassis rigidity that ensures suspension, steering and

braking harmony, a sense of oneness between driver and car that further enhances the *Jinba-ittai* experience.

Mazda MX-5 RF already boasts excellent chassis dynamics with its in-wheel, double-wishbone front suspension and multi-link rear suspension. That has been taken to the next level for the Limited Edition variant with Bilstein shock absorbers tuned to work with the hardtop design's modest weight and height increases.

No compromises were made in developing the ride and handling characteristics, as the Bilstein dampers not only compensate for the changes but also improve the car's on-road suppleness.

The settings for the front springs, stabiliser bar and bump-stops and rear suspension links were also revised to account for the hardtop model's

change in weight and structural rigidity. The Limited Edition model uses the same Dual-Pinion Electric Power Assist Steering system as the soft-top model but the assist characteristics have been specially tuned for the retractable hardtop.

Brakes

When it comes to braking, the Mazda MX-5 RF Limited Edition pulls out all the stops with a specially-designed Brembo brake package using opposed four-piston front calipers designed to handle hard sports driving, the type that might be encountered at a racing circuit on a club day.

The brakes, ventilated front and solid rear discs, use circular pillar fins on the rotors for improved cooling, bringing a consistent pedal stroke and high fade resistance,

even if they are used repeatedly.

The brake system employs 381mm (15-inch) diameter front rotors with Brembo four-piston calipers and features improved brake booster characteristics.

There is also a more linear response in the low G-force range which becomes solid braking power under higher G-force loads.

In addition, when decelerating, turning and accelerating during cornering, the system provides smooth transfer between longitudinal G-force and lateral G-force for greater control.

Improved Noise, Vibration and Harshness levels

When it comes to Noise, Vibration and Harshness (NVH), the Mazda MX-5 RF Limited Edition achieves the quiet interior environment expected of a

hardtop model when the roof is closed.

It has a three-layer headliner with sound-insulating characteristics on the inside of the forward and middle roof sections that combine to reduce the amount of road and wind noise coming into the cabin when the roof is closed.

The rear wheel housings have the same sound insulating material used in the engine compartment and also employ vibration-damping panels. Insulation has also been added to the body where the rear floor and side sills overlap.

Other measures included reducing the distance between the engine mounts and improving the engine mount characteristics, whilst at the same time developing a C-shaped aluminium 'Power Plant Frame' (PPF) to reduce powertrain vibration.

The suspension has also been optimised to prevent vibration, and the adoption of an aerodynamically efficient design

for the rear edge of the bonnet, A-pillars and windscreen header rail has also lowered wind noise around the windscreen, side windows and exterior mirror housings.

Performance that enhances the *Jinba-ittai* experience

The Mazda MX-5 RF Limited Edition's performance abilities follow in the tracks of its predecessors.

Like every MX-5 made since 1989, it chases the goal of direct engine response, expansive power output, delightful engine sound and quick, accurate transmission reactions that were the hallmarks of traditional lightweight sports cars.

Enhancing and refining that experience on the Limited Edition model yields nimble, satisfying yet relaxing ride characteristics that will appeal to every driver.

SKYACTIV-G: a 2.0 litre, high-efficiency, direct-injection petrol engine

The Mazda MX-5 RF Limited Edition is powered by Mazda's groundbreaking 2.0 litre SKYACTIV-G petrol engine.

It features a unique piston cavity design, multi-hole injectors and 13:1 compression ratio, along with an exclusively-developed flywheel to achieve that fine balance of linear performance characteristics and excellent fuel economy.

High torque output in the low-to-mid rpm range ensures the SKYACTIV-G 2.0 petrol engine, which has already earned high acclaim in the fourth-generation soft-top model, provides an easy-going, torque-rich driving experience.

SKYACTIV-MT

A classic rear-wheel-drive car, the Mazda MX-5 RF Limited Edition gives drivers the thrilling precision of the six-speed SKYACTIV-MT manual transmission for the full *Jinba-ittai* driving experience.

The smooth manual transmission features the traditional short (40mm) shift stroke used since the first-generation MX-5, its accuracy optimised by its positive clutch pedal operation.

Sporty engine sound

Engine sound has been tuned to let the Mazda MX-5 RF Limited Edition take advantage of the quieter cabin environment that accompanies the change to the hardtop design and the result is a more refined and pleasing engine note.

Mazda's Induction Sound Enhancer (ISE) is also adopted, amplifying the engine's natural induction sound and delivering it to the cockpit as a lively and pleasing note. At engine speeds of 5,000rpm or more it sounds as though the car could continue to increase its speed without limit.





SAFETY

Based on Mazda Proactive Safety – Mazda's safety philosophy – the Mazda MX-5 RF Limited Edition introduces a range of i-ACTIVSENSE advanced safety technologies and excellent passive safety features to what is already a 5-star Australian New Car Assessment Program (ANCAP) safety rating.

Active safety

The Mazda MX-5 RF Limited Edition employs Mazda's i-ACTIVSENSE advanced safety technologies to help identify potential risks early and reduce any chance of damage or injury, enabling the driver to enjoy every outing.

i-ACTIVSENSE combines the car's excellent dynamic performance aspects with linear response and clear visibility to help drivers recognise hazards, make quick decisions and take appropriate actions.

Blind Spot Monitoring (BSM)

This system helps keep drivers aware of vehicles occupying the blind spot areas at the sides and rear when, for example, making lane changes.

Rear Cross Traffic Alert (RCTA)

This assists drivers reversing from parking spaces, warning of traffic approaching from either side of the car. The LED icons in both external mirrors flash and the illumination is accompanied by a beeping alert.

Lane Departure Warning (LDW)

The Lane Departure Warning system signals the driver when the car has drifted substantially, reducing the distance between the side of the car and the edge of the lane.

Adaptive LED Headlamps (ALH)

ALH improves visibility at night and helps the driver better recognise potential hazards when driving at night. The headlight system combines Mazda's Glare-free High Beam, which controls the illumination coverage of the high beams, and Wide-range Low Beam, which expands the area of illumination beyond that of previous systems.

The ALH system's Glare-free High Beam employs an array of LEDs divided into twelve blocks, each of which can be independently controlled. All twelve blocks of the high beams are normally illuminated while driving, but when the forward sensing camera detects the headlamps of oncoming vehicles or tail lamps of vehicles traveling ahead, the appropriate block or blocks of LEDs are turned off to control the range and direction of illumination. This makes it possible to prevent blinding the drivers of other vehicles, while still maintaining the long-distance illumination that high beams can provide.

Passive safety

Excellent passive safety features that help protect occupants and pedestrians alike include an RF open-top configuration of Mazda's high-strength SKYACTIV-BODY, airbags and other equipment that enable the Mazda MX-5 RF Limited Edition to earn high-level collision ratings in tests around the world.

High-strength SKYACTIV-BODY

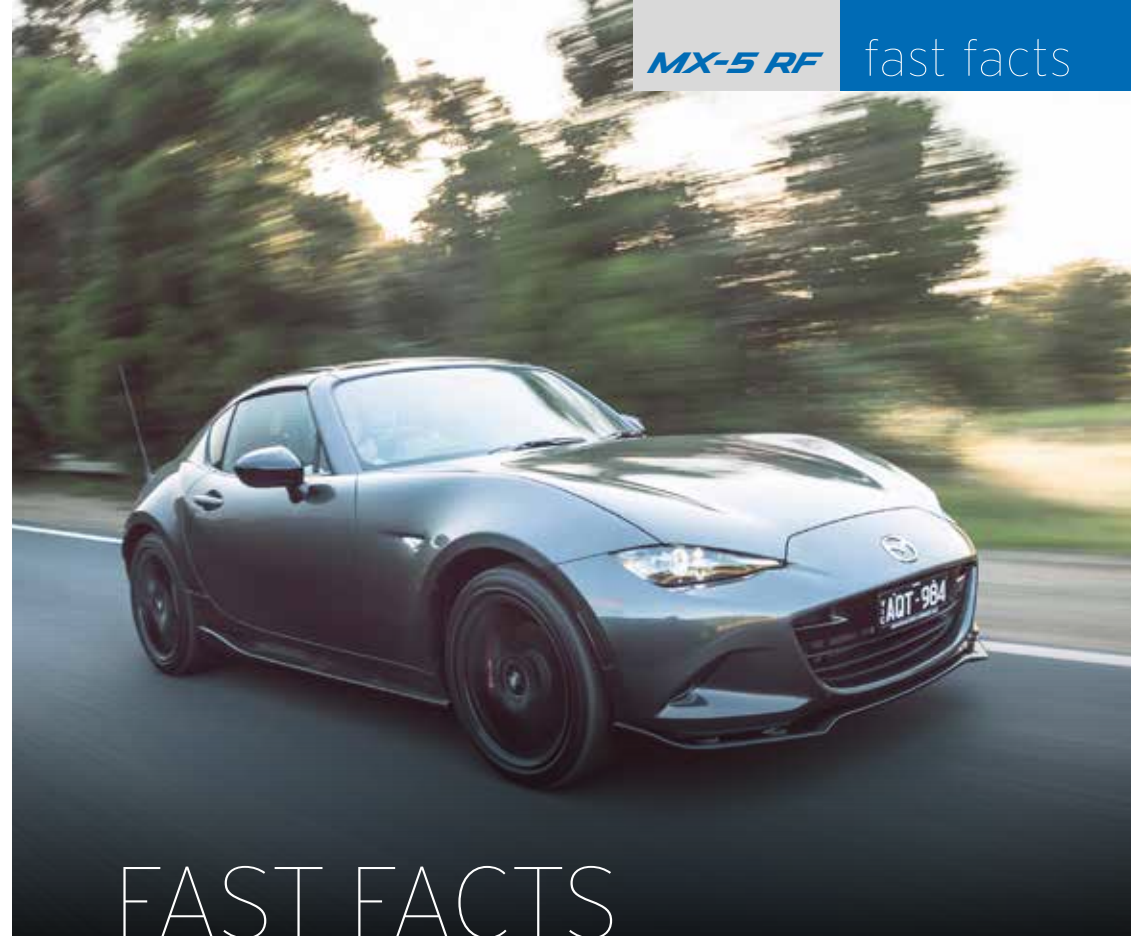
Using straight beams wherever possible and a continuous framework that makes the individual sections function in harmony, Mazda has produced a high-strength body featuring high rigidity, low weight and a high level of collision safety.

A complete line-up of safety equipment

The wide variety of safety mechanisms and equipment designed to help reduce the chances of harm coming to occupants, or to help prevent secondary injuries in a collision, includes seatbelts fitted with pre-tensioners and load limiters, a comprehensive SRS airbag system and a Recaro seat design that mitigates shock to the neck.

Pedestrian Protection

Impact-absorbing structures designed to help absorb impact energy and protect pedestrians include Mazda's Active Bonnet, which raises the instant an impact is detected, providing head protection for pedestrians.



FAST FACTS

MAZDA MX-5 RF LIMITED EDITION: FAST FACTS

- ▶ Just 110 Mazda MX-5 RF Limited Edition examples will be available in Australia
- ▶ 'RF' denotes the car is a 'Retractable Fastback'
- ▶ The Mazda MX-5 RF Limited Edition has five body colours to choose from, all matched to a black retracting roof
- ▶ The retractable roof comprises three separate panels. The forward panel is made of aluminium, the middle is steel and the rear panel is moulded plastic
- ▶ The retractable roof is push-button operated and can be opened or closed in 13 seconds at speeds of up to 10km/h
- ▶ The MX-5 RF Limited Edition features ABS, ALH, BSM, DSC, EBD, ESS, HLA, LDW, RCTA, TCS and TPMS as standard safety equipment





MODEL HIGHLIGHTS

Powertrain

- ▷ 2.0 litre, DOHC, 16-valve, in-line 4 cylinder SV-T (SKYACTIV-G) petrol engine
- ▷ Max power: 118kW @ 6,000rpm
- ▷ Max torque: 200Nm @ 4,600rpm
- ▷ 6-speed manual (SKYACTIV-MT) transmission
- ▷ Fuel Consumption (combined): 7.0L/100km

Mazda MX-5 RF Limited Edition features include:

- ▷ Aerodynamic Kuroi Sports Pack body enhancements including front and rear under-spoilers and side skirts

- ▷ 17-inch BBS alloy wheels with 205/45 tyres
- ▷ Enhanced suspension with Bilstein shock absorbers and custom strut brace
- ▷ Brembo 4-piston sports front brake calipers
- ▷ Recaro sports seats - made out of Alcantara® and trimmed in leather
- ▷ Seiko Mazda MX-5 RF Limited Edition chronograph
- ▷ Black retractable roof
- ▷ Rain-sensing wipers
- ▷ Climate control air-conditioning
- ▷ Rear-view mirror with auto dimming function

- ▷ Premium Bose® 203 watt amplifier with nine speakers
- ▷ Satellite navigation
- ▷ Adaptive LED Headlamps (ALH)
- ▷ Advanced keyless entry
- ▷ Daytime running lamps (LED)
- ▷ Headlamps (LED) with auto on/off
- ▷ Power mirrors (piano black, heated)
- ▷ Cruise control
- ▷ 7-inch touchscreen display (MZD Connect)
- ▷ Bluetooth® hands-free phone and audio capability
- ▷ Internet radio integration (Stitcher™ and Aha™)

- ▷ Multi-function commander control
- ▷ Airbags SRS: front and side (driver and passenger)
- ▷ Blind Spot Monitoring (BSM)
- ▷ Lane Departure Warning (LDW)
- ▷ Limited-Slip Differential
- ▷ Rear Cross Traffic Alert (RCTA)
- ▷ Tyre Pressure Monitoring System (TPMS)



Sonia Singh

Senior Manager Public Relations

t: (03) 8540 1931

m: 0419 368 220

e: sbsingh@mazda.com.au

Amy O'Brien

Public Relations Specialist

t: (03) 8540 1962

m: 0439 347 658

e: aobrien@mazda.com.au