

Beat: Automobiles

## **MAZDA FRANCE announces launch of MX-5 RF during the - REVEAL PARTY -**

**In FRANCE First Semester 2017**

PARIS - NEW YORK, 30.11.2016, 07:33 Time

**USPA NEWS** - Mazda North American Operations President and CEO Masahiro Moro, onstage at the Los Angeles Auto Show (November 2016, for the MX-5 RF Launch Edition), said 'Mazda is a unique and special car company that aims to do more than simply sell cars'....

Mazda North American Operations President and CEO Masahiro Moro, onstage at the Los Angeles Auto Show (November 2016, for the MX-5 RF Launch Edition), said 'Mazda is a unique and special car company that aims to do more than simply sell cars'. The first-ever MX-5 RF gets its name from its exotic KODO design (Retractable Fastback) in which its power-operated top can deploy from closed to open or vice versa in a mere 13 seconds. Complementing the World Car of the Year-winning MX-5 roadster, MX-5 RF satisfies the open-air experience of the soft top model but with a vastly different, coupe-like design and premium accoutrements.

It comes powered by a free-revving, 2.0-liter SKYACTIV-G engine, paired with either a SKYACTIV-MT six-speed manual or six-speed automatic transmission, sending power to the rear wheels. MX-5 RF Launch Edition is based on the Grand Touring model and comes finished exclusively in Machine Gray.

In FRANCE, Le MX-5 RF will be, at first, launched with 150 numbered copies 'MX-5 RF FIRST EDITION' on First Semester 2017. They will be costing between 27 800€ and 37 750€ TTC.

In 2015-2016, 4th generation Roadster (MX-5) wins 'Car of the Year Japan', it was the sixth Mazda to take the award and secured consecutive wins for Mazda following the Demio (Mazda2) in 2014. Also, 4th generation Roadster (MX-5) wins JAHFA Car of the Year.

Mazda MX-5 RF was presented on World Première at the 'International Motor Show of New York 2016'. An Exclusive Evening Presentation was organized in PARIS on November 24, 2016, at The Centre d'Art et de Danse. the entire series will be available from June 2017 in the Mazda Dealers Network.

Source : Mazda Exclusive Evening Presentation on November 24, at the Centre d'Art et de Danse

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### **Article online:**

<https://www.uspa24.com/bericht-10127/mazda-france-announces-launch-of-mx-5-rf-during-the-reveal-party.html>

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Official Federal Reg. No. 7442619