



MEDIA RELEASE

5 October, 2009

Mazda to mark 20 years of MX-5 in New Zealand with National Convoy

To celebrate the 20th anniversary of the iconic MX-5 in New Zealand, Mazda together with the MX-5 Club are having a national convoy which will culminate in a rally in Nelson over Labour Weekend, 24-26 October.

Around 150 people in 80 vehicles are expected to take part, including two special edition MX-5 models being shipped from Japan especially for the event.

Two convoys, one starting in Auckland and the other in Invercargill, will wind their way through the country from 18 October picking up members of the Mazda MX-5 Club along the way. Each convoy will be led by a 2009 MX-5 and a special edition model in Sunflower Yellow, each with retro-themed branding.

A host of activities are lined up for the weekend in Nelson, including a drive through the Motueka Valley and a 20th anniversary dinner on the night of Sunday 25 October.

Andrew Clearwater, Managing Director Mazda New Zealand, said the week-long event will celebrate the MX-5 which has been hugely popular in New Zealand since its 1989 launch.

“The MX-5 is a much-loved vehicle for many New Zealanders. Mazda is excited to be joining forces with the Mazda MX-5 Club and taking the cars on convoy. I think they’ll attract a lot of attention as they travel through the provinces,” said Clearwater.

This is not the first time Mazda has partnered with the Mazda MX-5 Club. In October 2005, Mazda set a new Guinness World Record for the largest parade of MX-5 cars when 249 Mazda MX-5 enthusiasts formed a 4km parade to celebrate the launch of the third generation model.

“We are delighted to be involved in the 20th anniversary of the MX-5. We have around 500 members in the club who are all looking forward to celebrating the car we are so passionate about,” said Paul Bryant, Mazda MX-5 Club President.

The Mazda MX-5 was first revealed to the world at the Chicago Auto Show in February 1989. In March 2009, Mazda launched the latest version of the sports car with improved design and performance features while retaining the fun-to-drive factor that makes the vehicle so popular.

The MX-5 has won more than 170 awards around the world to date, including the New Zealand Car of the Year in 1990 and again in 2005 for the third generation model.

ZOOM-ZOOM

A timetable for the 20th Anniversary MX-5 convoy is below. For a more detailed schedule, visit www.mazda.co.nz where photos and video will be uploaded daily throughout the event.

Date	North Island Convoy	South Island Convoy
Sunday 18 October	AUCKLAND, John Andrew Mazda	No activity
Monday 19 October	Depart AUCKLAND from South Auckland Mazda for Fairview Mazda in HAMILTON	Depart INVERCARGILL from Macaulay Mazda for GORE Depart GORE from Melvin Gentle Motors for DUNEDIN
Tuesday 20 October	Depart TE AWAMUTU from Wilksbrooke Mazda for ROTORUA Depart ROTORUA from Autohaus for TAUPO	Depart DUNEDIN from Dunedin City Mazda for OAMARU Depart OAMARU from Lance Doran Automotive for TIMARU
Wednesday 21 October	Depart TAUPO from Central Motor Group for PALMERSTON NORTH	Depart TIMARU from Timaru Motors for CHRISTCHURCH
Thursday 22 October	Depart PALMERSTON NORTH from Palmfeild Mazda for WELLINGTON	Depart CHRISTCHURCH from Canterbury Mazda for BLLENHEIM
Friday 23 October	Depart WELLINGTON from Capital City Mazda for BLLENHEIM Depart BLLENHEIM from McKendry Mazda for Haven Mazda in NELSON	Depart BLLENHEIM from McKendry Mazda for Haven Mazda in NELSON
Saturday 24 October – Monday 26 October	MX-5 20 th Anniversary Celebrations in NELSON	MX-5 20 th Anniversary Celebrations in NELSON