



The Mazda MX-5 California | Icon | Jasper Conran
Look hard and you might find one.

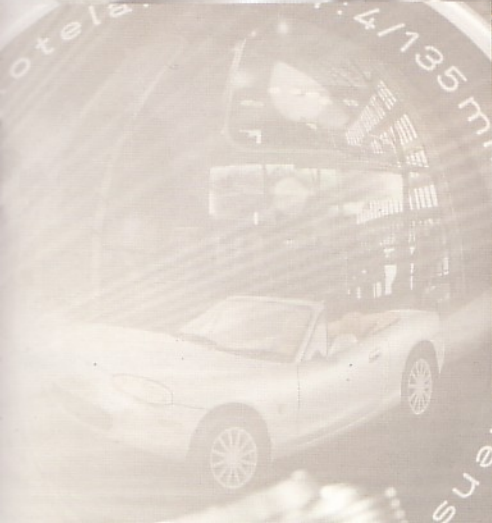


Never before

has a sports car inspired such a fanatical following. And over a decade after its introduction the Mazda MX-5 continues its appeal as the absolute driver's car, a latter day classic with dramatic styling, superb performance and loads of character.

Today, the legend of the MX-5 lives on with
the introduction of three very special limited editions.

It's time to stir up some new emotions.



The MX-5 JASPER CONRAN

Designed by top British designer, Jasper Conran, it delivers perfection in every detail. With stunning 15" alloy wheels, a choice of brilliant Unique Platinum or Classic Black paintwork and beautifully appointed leather interior. The Jasper Conran limited editions promise total driver enjoyment and satisfaction...



...with all the features of the 1.8iS, plus • Each car individually numbered • Stunning unique red leather hood cover, and unique red interior carpeting, or, • Classic Black paint, Black Connolly leather upholstery and door effect fascia, dial console, inner door handles, gear knob and handbrake lever • Aluminium and leather steering wheel • mini disc auto-changer • Bodycolour exterior badges and exhaust trim • Remote control Alarm • Only 100 available in



Platinum paint, Red Connolly leather upholstery and door panels, panels, Black leather hood cover, and Black interior carpeting • Aluminium 15" BBS alloy wheels • Sony active front panel single CD audio with Platinum, and only 400 available in Classic Black.

11 years on... back in 1989, conventional wisdom throughout the automotive world dismissed the notion of an 'affordable two-seater' sports car as totally impractical – how wrong they were.

With its heady mix of aesthetics and practicality, emotional and technical, the Mazda MX-5 continues to thrill the hearts and minds of thousands around the world.

The task of redesigning a car that's universally heralded as an automobile masterpiece is a daunting one. All too often, when one attempts such a feat, they only succeed in compromising the simplicity, grace and elegance of their original concepts. Not so the Mazda MX-5. One glance at its gorgeous contours and you instantly understand why it has been hailed as a styling triumph.

A common-sense approach to design can be seen in the MX-5's detail – the repositioning of the spare wheel and battery to make more room in the boot and a new glove box design incorporating a credit card, pen and drinks holder.

And with more responsive performance and better weight distribution to ensure perfect roadholding, the driving excitement is enhanced even further. The Mazda MX-5 can be tailored with a vast range of accessories to suit your lifestyle; like hard tops, alloy wheels and leather trim, but best of all, it will always be affordable...

...and 129 awards later...

Living proof that the Mazda MX-5 is the most successful two-seater sports car in the world.

Automobile Magazine 'All Stars' from 1991 to 1999 (USA)

1990 – Car of the Year – Wheels Magazine (Australia)

1990 – Best Handling Car in the World – Autocar & Motor Magazine

1991 – Best Sports Car – What Car?

1995 – Best Sports Car – Auto Express magazine

1998 – Best Sports Car – Autocar (New Zealand)

1998 – Best Convertible Car – Auto Express

1999 – Best Buy – Consumer Digest (USA)

1999 – Ten Best Cars – Car & Driver (USA)

Including 'Best Design', 'Most Problem-Free Car', 'Best Value Sports Car', 'Most Fun Car', 'Best Handling Car in the World'...and the list just goes on and on.

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