



Dear MX-5 Miata Enthusiast Clubs,

Let me start this note by introducing myself. My name is Nobuhiro Yamamoto, and I am the program manager for the upcoming fourth-generation Mazda MX-5 Miata. I have worked at Mazda for 40 years, primarily in the product development and R&D areas. While I have been lucky enough to have led the development of Rotary engine and sports car, being given the responsibility to bring Mazda's brand icon to reality is the most challenging -- and exciting -- job I could have asked for.

As my team put ideas in place for what the next-generation MX-5 Miata must be, we spent many hours and days and weeks looking back at the history of this car. The more we researched the car, the more we realized that MX-5 is more than just a car, it is a part of our owners' lives. I myself have owned an MX-5, so I know the passion it is easy to feel for this car. Because of that, I wanted to send this letter to every MX-5 owner, to thank you for your passion towards your car, your passion for the Mazda brand and your trust in Mazda in general.

This month we celebrate the 25th anniversary of the Miata. It was on February 9, 1989, that we introduced the car to the world's press and enthusiasts, bringing fun back to the roads and the joy of car ownership back to enthusiasts everywhere. Since then, we have sold more than 920,000 Miatas around the world. Mazda will be celebrating this milestone around the world with special events and recognitions.

I wish I could tell you all about the work my team has been doing to bring the Next MX-5 Miata to life, but it is too soon to do so at this time. You have my word, however, that the new car will embody everything you have always loved about Miata. It will be light, nimble, efficient and, most importantly, fun. I hope you will love it, as much as you love your cars now.

Please stay tuned to [www.MazdaUSA.com](http://www.MazdaUSA.com) for more information, we will have much more to share with you over the next few months.

Yours in Zoom-Zoom,

Nobuhiro Yamamoto  
4<sup>th</sup> Generation Mazda MX-5 Miata Global Program Manager

