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FACTS & STORY

Mazda MX-5 Miata Concept Duo 101 V705 (Japan, 1984)

PROTOTYPES

scale 1:43

#06021

release

09/2019

limited edition 333 pcs.

Congratulations
from autocult

30
years
MAZDA MX-5 MIATA



The Birth of the most-successful Roadster

The foundation of the later Mazda MX 5 was laid during a conversation of the US-journalist Bob Hall and Mazda's chief engineer Kenichi Yamamoto at the headquarters of Mazda in Hiroshima. The Japanese asked the American what a future car of Mazda should embody? Bob Hall answered that he sees big potential for a small, light and sportive convertible that is simple and affordable, but, above all, conveys emotions! In November 1983 the newly founded inhouse Mazda Technical Research Center got the order to develop the small roadster. At the same time also the engineers of the California Research Center, which rebranded into MANA (Mazda North America) shortly afterwards, addressed themselves to a similar project. Different concepts were played through and a heavy competition between the Japanese and the US-American development center started.

In August 1984 both development centers presented their designs in Hiroshima and the decision was made in favor of the US-

concept. The way was paved for the next step in the development of the roadster. The Duo 101 version of the US-American development center was the foundation of the later on perfection of the design, for which Mazda commissioned the British company IAD (International Automotive Design) in September 1984. In August 1985 a prototype in running condition was set on its wheels and on January 18, 1986, the final step was done; the management of Mazda gave approval for series production. The car got the designation MX 5, the abbreviation for "Mazda-Experiment Project 5".

The small, sportive two-seater was initially presented to the public at the Chicago Motor Show on February 10, 1989. With a sales figure of meanwhile far over 1,000,000 sold copies, the small roadster deserves its rank on top of the list of the best-selling roadsters in automotive history and there is no end in sight for the triumph.

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