



September 24, 2024

Media Roadster* 4-Hour Endurance Race Now Holds Guinness World Record™

-Officially certified as the longest running one-make automobile racing series-

The Media Roadster 4-Hour Endurance Race, more commonly known in Japan as Media 4-Tai of which Mazda Motor Corporation serves as a special sponsor, was held at Tsukuba Circuit (159 Muraoka-Otsu, Shimotsuma City, Ibaraki Prefecture) on September 21, 2024. The race successfully topped the world record challenge and was officially certified by Guinness World Records™ as the 'longest running one-make automobile racing series.'



Media 4-Tai is a one-make race begun in 1989, the same year the first-generation Roadster* was introduced. This year marks the 35th-time the event has been held. The aim has always been to allow members of the media, who usually cover these kinds of motorsport events, to experience the appeal and enjoyment of racing itself and communicate that joy to the public and enthusiasts, thereby enriching the car culture in Japan. Excited to further that aim, Mazda has been a special sponsor of Media 4-Tai ever since it was first held.

The official certification was presented at a ceremony held after the race where Toshiharu Suzuki, chair of the race executive committee, received the credentials from Fumika Fujibuchi, official adjudicator at Guinness World Records™.



Guinness World Records Official Certification Ceremony

During the ceremony, Toshiharu Suzuki commented, "The Roadster*, which was launched in 1989, revived the lightweight sports car segment. It has established a solid track record with an unbroken 35-year commitment to the Media Roadster* 4-Hour Endurance Race. This race and the Roadster* have traversed the same path over the years with a total of 820 Roadsters* competing in heated competitions. It is a great pleasure to receive this official recognition from Guinness World Records, certifying this world-class race. Everyone involved with Media 4-Tai should celebrate this wonderful occasion. Let's continue to build on this record."

Motor journalist Shinsuke Saito, who has competed in 34 of the 35 races, said, "There have been many difficulties and hardships prior to reaching today's 35th anniversary. I would like to express my respect and appreciation to Mazda and everyone who has supported this event. I hope to keep on racing and continue to tell the world how fun motorsports are."

After the race, Mazda President & CEO Masahiro Moro, who participated as a driver in this race, stated, "I would like to express my heartfelt gratitude to the members of the media, everyone who has supported the organization and running of this race, and, of course, the fans who cheer the participants on. Without your support, we wouldn't have been able to continue this world-class race for 35 years. We at Mazda will continue to create experiences so that people are able to feel 'cars are a joy' and deliver a happiness found in sharing these experiences with friends."

* Japanese nomenclature of MX-5.