

1996 Mazda Miata

roadster







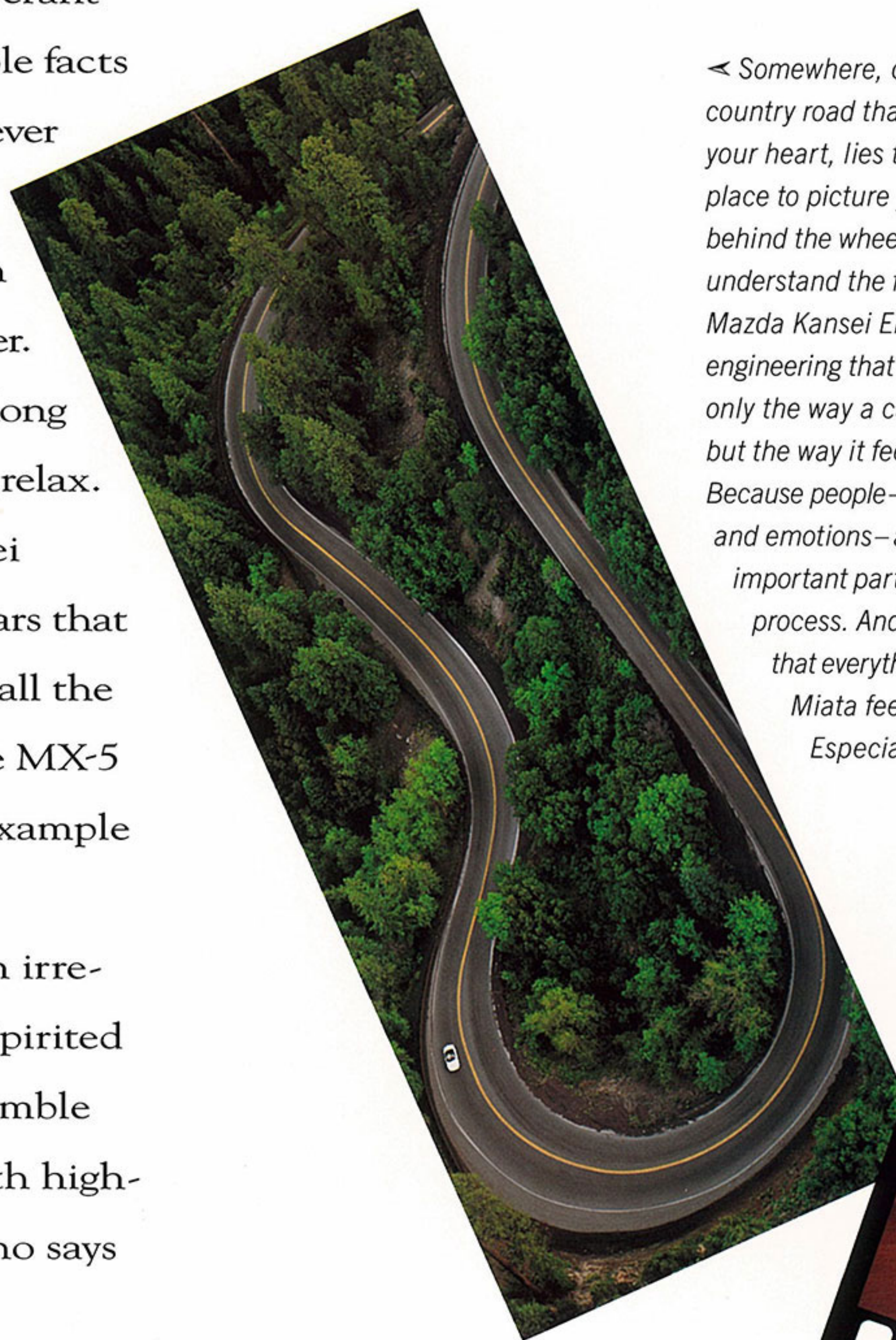
> Our Global Road Circuit painstakingly reproduces 20 different road surfaces from all around the world. This test track helps us fine-tune the Mazda Miata for all kinds of driving conditions.



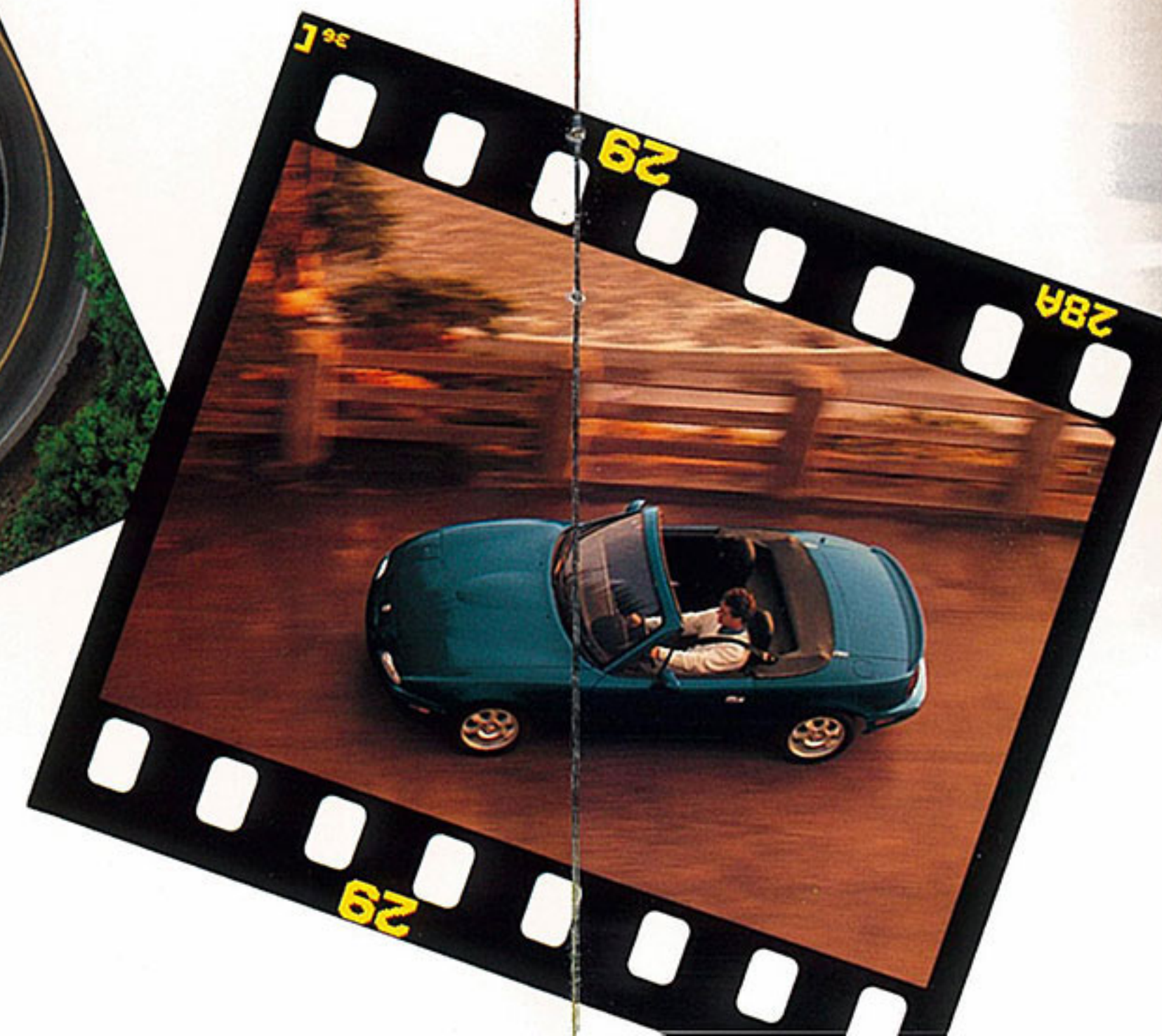
Six years following its auspicious debut, the Mazda MX-5 Miata continues to be the world's best-selling sports car. *Automobile Magazine* named it "Car of the Year" in 1990 and an "All-Star" for the past five years. Of all the exuberant reviews it has received, these simple facts may be the most expressive prose ever written about the Miata. Because they clearly describe just how much people love this neoclassical roadster.

If you smile when you see one, long to drive one, or have to have one—relax. You're only human. Mazda Kansei Engineering deliberately creates cars that play to your emotions and, out of all the Mazda cars and trucks we sell, the MX-5 Miata may be the most stirring example of this engineering process.

Timeless, sensuous styling. An irrepresible, fun-to-drive attitude. Spirited performance. And the kind of nimble handling normally associated with high-priced exotic sports cars. Now who says you can't have it all?

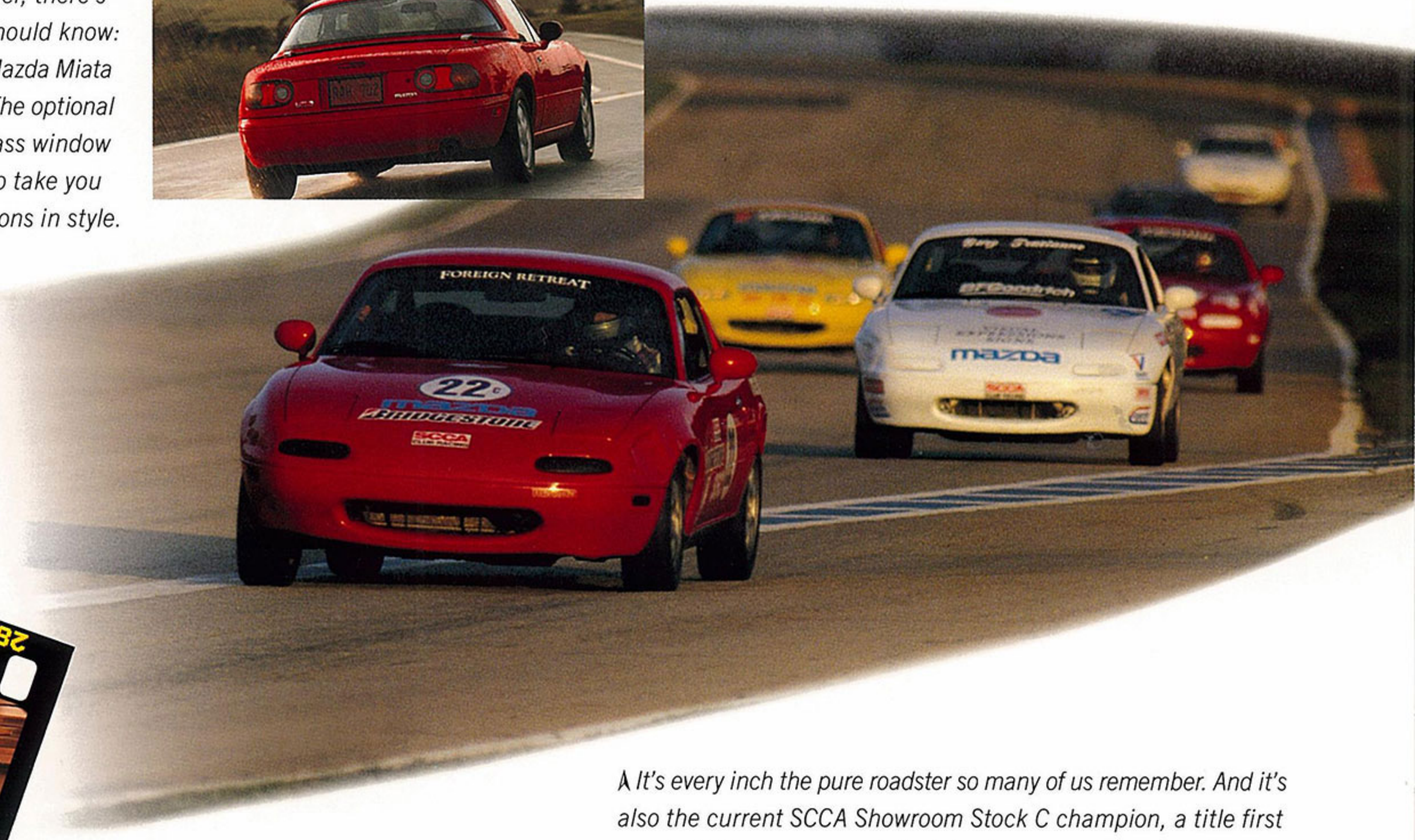


< Somewhere, out on the country road that's closest to your heart, lies the perfect place to picture yourself behind the wheel. Here, you'd understand the full effect of Mazda Kansei Engineering—engineering that considers not only the way a car performs, but the way it feels, as well. Because people—their feelings and emotions—are a very important part of our design process. And the result is that everything about the Miata feels just right. Especially out there.



Y In our opinion, the Mazda MX-5 Miata may be responsible for the trend back to traditional values in the '90s. It's the classic sports car reborn, with the classic sports-car driving feel of the traditional front engine and rear-wheel drive. The Mazda Miata also offers you high-spirited performance from its 1.8-liter engine, plus the available R Package for enthusiasts, or anyone looking to get back to performance basics. Isn't it wonderful to discover traditional values that make your heart beat a little faster?

> If you have to deal with the realities of weather, there's something you should know: as a coupe, the Mazda Miata is still stunning. The optional hardtop has a glass window and a defroster to take you through the seasons in style.



It's every inch the pure roadster so many of us remember. And it's also the current SCCA Showroom Stock C champion, a title first won in 1992 and successfully defended every year since. So when you take to the streets in your own new Miata, think of the company you're keeping...and smile.

INTERIOR



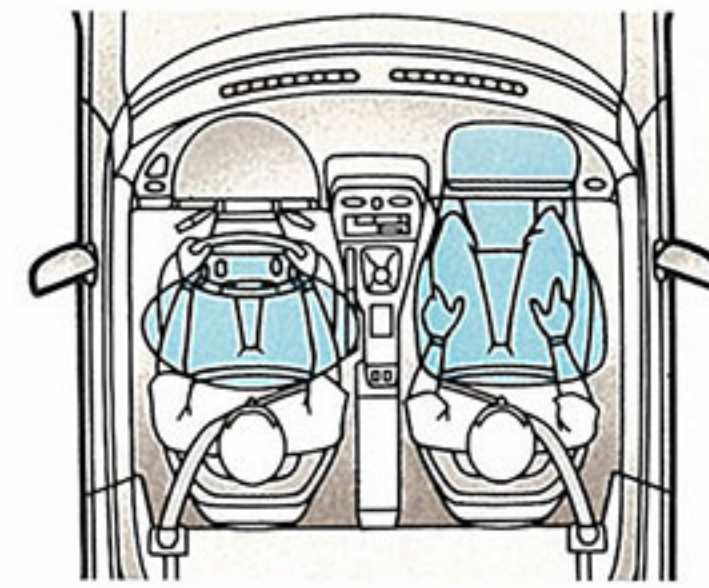
J imagine the perspective. Just you and your roadster. Blue sky, bright sun, and miles of fresh air in every direction. Once you've adjusted to the sense of freedom that surrounds you in a Mazda Miata, you'll have time to focus in a little closer. And begin to revel in an interior appointed to satisfy.

Thick, padded steering wheel. High-back contoured bucket seats covered in a sporty cloth upholstery. Accelerator in perfect position, and a short-throw shifter that takes you through the paces without skipping a beat. Classic analog gauges strategically positioned for easy, instant readability. A softtop that's easily raised or lowered in seconds by just one person. Here, things make sense. And each and

every detail points to classic roadster style and performance. But how could it be any other way in the Mazda Miata—the sports car designed to put you in control?



† The Miata features a standard driver's- and passenger's-side air bag Supplemental Restraint System (SRS). For the air bags to be fully effective, the 3-point safety belts must be properly fastened. (Note: Never use a rear-facing child restraint in this vehicle.†)



† The optional Mazda Premium Sound System (MPSS) brings all your music up close and personal, adding a CD player plus upgraded speakers in the head restraints and doors, and tweeters in the forward door edge panels.



*Do you yearn for creature comforts and high style? Then you just might want to consider the optional Leather Package. Smooth tan leather seating surfaces,** a leather-wrapped steering wheel, alloy wheels, tan softtop, and other performance and convenience features combine to give the Mazda MX-5 Miata an added level of appeal.*

* See the Specifications and Features page for details.

** Seats upholstered in leather except for vinyl on rear side of seatbacks and other minor areas.



Exterior Colors



Color Combinations (Interior/Exterior)

Black/All exterior colors
Tan Leather**/All exterior colors

Specific combinations of colors and interiors may vary by season and geographical area.

*Not available with R Package.

**Available only with Leather Package.

A C C E S S O R I E S

Now that you've chosen the car you really want, why not make it uniquely yours with Genuine Mazda Accessories? See your Mazda Dealer today and discover how easy it is to personalize, protect and enhance your new 1996 Miata with Genuine Mazda Accessories.

Genuine Mazda Accessories installed by a Mazda Dealer prior to or at the time of initial vehicle retail delivery also come with the Mazda 36-month/50,000-mile warranty. See your Mazda Dealer for details.



A Rear Wing: Sporty rear wing in select body colors adds to the style of your Miata. A rear spoiler is also available.



A Compact Disc Player: The concert quality, full-featured sound system adds to the overall enjoyment of owning a Mazda MX-5 Miata.



A Hardtop: Turn your Miata into a gorgeous coupe with the all-weather versatility of this custom hardtop. Includes mounting hardware.

Other Genuine Mazda Accessories available include: Front Mask, Front Air Dam, Rear Skirt, Rear Spoiler, Car Cover, Mud Guards, Tonneau Cover, Chrome Scuff Plates and more.

Engine

Type	Inline 4-cylinder
Valve gear	DOHC 16-valve
Displacement	1.8 liters (1839 cc)
Bore and stroke	3.27 x 3.35 inches
Compression ratio	9.0:1
Horsepower, SAE net	133 @ 6500 rpm
Torque, SAE net lb-ft	114 @ 5500 rpm
Fuel system	Multiport electronic fuel injection
Ignition system	Breakerless electronic

Transmission

Type	5-speed manual with overdrive
	4-speed electronically controlled automatic with overdrive, lockup torque converter and Hold mode optional

Dimensions (inches)

Wheelbase	89.2	Track: front/rear	55.5/56.2
Length	155.4	Headroom	37.1
Width	65.9	Legroom	42.7
Height	48.2	Shoulder room	50.4

EPA Mileage Estimates (mpg)

Manual transmission	23 city, 29 highway
Automatic transmission	22 city, 28 highway

Chassis

Frame	Unit body
Suspension	Fully independent, double-wishbone type with coil springs, gas-filled shock absorbers and front and rear stabilizer bars
Steering	Rack-and-pinion type; engine-rpm-sensing variable power assist optional; steering ratio: 18.0:1 (15.0:1 power assist); steering wheel turns, lock-to-lock: 3.3 (2.8 power assist); turning circle diameter, curb-to-curb: 30.0 feet
Brakes	Power-assisted with dual diagonal hydraulic circuits, 10.0-inch ventilated front discs and 9.9-inch rear discs Anti-lock Brake System (ABS) (optional)
Tires	P185/60R14 82H steel-belted radials
Fuel capacity	12.7 gallons
Curb weight	2293 pounds; 2359 pounds (automatic transmission)

Standard Features

- 1.8L DOHC 16-valve engine with multiport electronic fuel injection
- Sport-tuned exhaust system with stainless steel tubular header
- 5-speed manual transmission with overdrive
- Power Plant Frame (PPF)
- Rack-and-pinion steering
- Power-assisted 4-wheel disc brakes

Standard Features (continued)

- 14-inch styled steel wheels with bright center caps
- Dual body-color rearview mirrors
- 2-speed windshield wipers with intermittent and one-wipe features
- Lockable glove box
- Resettable trip odometer
- Black cloth upholstery
- Map pockets on doors
- Full center console with lockable storage, plus removable dual cup holder
- Remote fuel-door and trunk releases
- 3-point safety belts for both occupants
- Driver's- and passenger's-side air bag Supplemental Restraint System (SRS)*
- AM/FM/cassette stereo with integral digital clock and antitheft coding

Option Packages

- Power Steering Package: Power steering and wheel trim rings
- Popular Equipment Package: Power-assisted steering, leather-wrapped steering wheel, power mirrors, aluminum alloy wheels with locks, Torsen® limited-slip rear differential (requires manual transmission), rear subframe bracerods, head-restraint speakers, cruise control, power windows and automatic power antenna
- Leather Package: Popular Equipment Package items, plus tan interior with leather seating surfaces** and tan vinyl top
- R Package (requires manual transmission): Sport suspension with Bilstein shock absorbers, rear spoiler, front air dam, rear skirt, alloy wheels with locks, Torsen® limited-slip differential and rear subframe bracerods

Optional Features

- Anti-lock Brake System (ABS)
- Automatic transmission
- Removable hardtop with rear window defroster
- Air conditioning
- Mazda Premium Sound System (MPSS) with compact disc player

Warranty

The Mazda 36-month/50,000-mile, "bumper-to-bumper" limited warranty. Mazda warrants that the Mazda vehicle will be free of defects with normal use and prescribed maintenance for 36 months or 50,000 miles, whichever comes first, or Mazda will repair any problem without charge. Ordinary maintenance items or adjustments, parts subject to normal wear and replacement and certain other items are excluded. This transferable "limited warranty" is free on all new 1996 Mazda vehicles sold and serviced in the United States. See your Mazda Dealer for details.

Complement your new-vehicle limited warranty with the Mazda Extended Protection Plan, the only service agreement backed by Mazda. Ask your dealer for details.

Information and illustrations in this brochure are based on the latest competitive and Mazda product information available at the time of publication. Some equipment shown is optional at extra cost; specific options may be available only in combination with other options. Specific combinations of colors, interiors, equipment or features may vary from time to time and by geographic area; colors in illustrations may vary from actual upholstery or paint colors due to reproduction and printing processes. Mazda reserves the right to make changes without notice in product content and price at any time. Each of the vehicles portrayed in this brochure is equipped with safety belts for occupant protection. Although the safety belts in one or more of the photographs or illustrations may not be shown in the normal position, safety belts should always be used in accordance with the instructions in the owner's manual.

*A child in a rear-facing child restraint can be badly injured by the passenger air bag if it inflates. Never use a rear-facing child restraint in this vehicle. For special instructions on other child restraints, please review the owner's manual.

**Seats upholstered in leather except for vinyl on rear side of seatbacks and other minor areas.

OUR COMMITMENT



Ever since Mazda first began building cars and trucks for the U.S. over 25 years ago, we've offered our own unique vision: a total commitment to creating exciting vehicles that discerning drivers will love. Cars and trucks with style, flair and personality. Each one making its own strong and individual statement, to escape the ordinary and perfectly reflect your own tastes and driving preferences.

We also want your purchasing experience to be positive so, through Mazda American Credit,* we offer a variety of financing plans or a convenient Mazda Personal Lease.™ And to ensure your continued satisfaction, we cover every Mazda with a 36-month/50,000-mile, no-deductible, "bumper-to-bumper" warranty. It's one of the strongest warranties in the entire business.**

Our commitment extends to designing vehicles that are as friendly to the environment as to their owners. For example, we've completely eliminated asbestos from all of our cars. We're labeling plastic parts for recycling and even working to develop hydrogen-fueled and electric engines that will be virtually pollution-free.

Why do we so strongly emphasize human values? Because we want driving to be just the beginning of a long and satisfying ownership experience with Mazda.

The Full Mazda Lineup



RX-7 Sports Car



Millenia Luxury Sedan



626 Sedan



MX-6 Sports Coupe



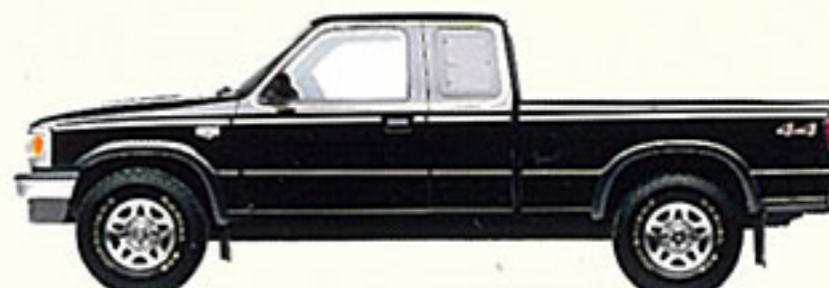
MX-5 Miata Roadster



Protégé Sedan



MPV Minivan



Truck

MAZDA