It's the best-selling sports car in the world. It's also been named to Car and Driver's "Ten Best" list for three years in a row. And right now, it has a higher resale value than any other sports car. Of all the exuberant reviews it has received, these simple facts may be the most expressive prose ever written about the Mazda 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 Kansai Engineering deliberately creates cars that play to your emotions, and the Miata may be the most stirring example of this engineering process. This year, we've made its timeless, sensuous styling, and sheer fun-to-drive attitude even more irresistible with a larger engine for more horsepower and improved performance.

Is it possible that it just keeps getting better? Absolutely. Introducing the new 1994 Mazda Miata roadster.

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 upholstered in a sophisticated new fabric. Pedals in perfect position, and a short-throw shifter that takes you through the gears without skipping a beat. Classic chrome-ringed analog gauges strategically positioned for easy 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. Could it be any other way in the Mazda Miata—the sports car designed to put you in control of the road?

The Miata features a standard driver's- and passenger's-side air bag Supplemental Restraint System (SRS). To be fully effective the air bags should be used together with properly fastened 3-point safety belts. (Note: A rear-facing child restraint should never be used in this or any 2-seat vehicle with dual air bags.*)

The optional Mazda Sensory Sound System (MSSS) brings your music up close and personal, with a CD player, upgraded speakers in head restraints and doors, tweeters in the forward door edge panels, and special bass transducers in the seats.

If you believe in creature comforts and high style just as much as the open road, consider the merits of optional Package C: Luxurious tan leather seating surfaces**, a leather-wrapped steering wheel, tan softtop, alloy wheels, and other performance and convenience features combine to give the Miata an additional edge with automotive sophisticates.

*See the specifications page for details.
**Seats upholstered in leather except for vinyl on rear side of seatbacks and other minor areas.
Rule number one:
Never change anything about a classic without an incontestable reason. So for 1994, we came up with a very aggressive argument for putting a bigger powerplant under the hood of the Miata: You'll have even more fun. The fact is, the base-model Mazda Miata has more standard power than the Honda del Sol or the Mercury Capri. That's certain to put a smile on your face. And if you're a true sports car enthusiast, there's even more to tempt you. Because now you can give the Miata an "R" rating with the optional R Package—a special performance package which is available for the first time in '94.

These new performance features are based on one principle: The only way to improve a classic is by getting even closer to its origins. And performance that puts you in closer contact to the city streets and country lanes is doing just that—getting you back to the feeling of a true roadster. It's one of those things that was just meant to be.

Do you get the feeling the Mazda Miata was just meant to be yours?
**Specifications & Features**

**Engine**
- **Type**: Inline 4-cylinder
- **Valve gear**: DOHC 24-valve
- **Displacement**: 3.6 liters (220.5 cu. in.)
- **Block and stroke**: 3.27 x 3.35 inches
- **Compression ratio**: 10.0:1
- **Horsepower**: 212 @ 6,500 rpm
- **Torque**: 224 lb-ft. @ 5,000 rpm
- **Fuel system**: Multi-port electronic fuel injection
- **Ignition system**: Breakerless electronic

**Transmission**
- **Type**: 5-speed manual with overdrive
- 4-speed electronically controlled automatic with overdrive, optional (4-speed automatic available)
- Optional: 5-speed automatic

**Dimensions (inches)**
- **Wheelbase**: 98.9
- **Length**: 175.5
- **Width**: 65.0
- **Height**: 47.9

**EPA Mileage Estimates**
- **Manual transmission**: 22 city, 27 highway
- **Automatic transmission**: 21 city, 26 highway

**Chassis**
- **Frame**: Unit body
- **Suspension**: Fully independent, double wishbone type with coil springs, gas-filled shock absorbers, and front stabilizer bars
- **Steering**: Rack and pinion type. Engine off, invariable variable power assist (steering ratio: 2.19:1 [13.9:1 power assist], steering wheel, lock-to-lock: 1.3:1 [6:1 power assist], turning circle diameter, curb-to-curb: 330 feet)
- **Brakes**: Power-assisted with dual hydraulic circuits, 12.6 inch ventilated front discs and 10.0 inch rear discs
- **Anti-lock Brake System (ABS) option: 6.0 option**
- **Tires**: 205/60R14 BW/BR steel-belted radials
- **Fuel capacity**: 17.7 gallons
- **Curb weight**: 2,939 pounds; 2,959 pounds (automatic transmission)

**Standard Features**
- 18L DOHC, 16-valve engine with multi-port electronic fuel injection
- Sport-tuned exhaust system with stainless steel tubular header
- 5-speed manual transmission with overdrive
- Rack and pinion steering
- Power-assisted 4-wheel disc brakes
- 14-inch styled steel wheels with bright center caps
- Dual body-color mirrors
- 2-speed windshield wipers with intermittent and one-time features

**Standard Features (continued)**
- Black cloth upholstery
- Lockable glove box
- Map pockets on doors and back of passenger's seat
- Full center console with lockable storage compartment, plus removable dual cupholders
- 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 anti-theft coding

**Option Packages**
- Package A: Power-assisted steering, leather-wrapped steering wheel, power mirrors, aluminum alloy wheels, Torane featured slip rear differential (requires manual transmission), and headrest speakers
- Package B: Package A items, plus cruise control, power windows, and automatic power antenna
- Package C: Package B items, plus tan interior with leather seating surfaces (except Torane limited slip rear differential)
- Package R (requires manual transmission): Sport suspension with Bilstein shock absorbers, rear spoiler, front air dams, rear skirt, spoiler, side mirror, compact disc changer, side air bags, and Torane limited slip rear differential

**Optional Features**
- Anti-lock Brake System (ABS) (requires Package A, B, or C)
- 4-speed automatic transmission with overdrive, lockup torque converter, and Hold mode
- Removable hardtop with rear window deflector (requires Packages A, B, or C)
- Air conditioning
- Mazda Sensory Sound System (MSSS) with full-featured compact disc player (requires Packages B or C)

**Warranties**
- The Mazda 36-month/50,000-mile, "bumper-to-bumper" Limited warranty. Mazda warrants that the Mazda vehicle will be free of defects in 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 other items are excluded. This transferable warranty is free on all 1984 Mazda vehicles sold and serviced in the United States. See your Mazda Dealer for details.

**Mazda Parts and Accessories Limited warranty.** Genuine Mazda Parts and Accessories installed by a Mazda Dealer are warranted to be free of defects in material and workmanship for the Mazda 36-month/50,000-mile warranty. *Accessories installed by a Mazda Dealer after delivery are covered by the remainder of the vehicle warranty or for 12 months from the installation date, whichever is greater.* Accessories sold but not installed by a Mazda Dealer are covered for 12 months from the purchase date, regardless of mileage. Labor charges are covered only if the work is performed at a Mazda Dealership. Some exceptions apply, such as parts and accessories that are temporarily installed by a private party other than Mazda or a Mazda Dealer and parts related to normal wear and replacement. This limited warranty is not transferable. It is effective on all genuine Mazda Parts and Accessories sold by a Mazda Dealer in the United States. See your Mazda Dealer for details.

Additional information and illustrations in this brochure are based on the latest available and most complete Mazda product information available at the time of publication. Some equipment shown is optional at extra cost. Specifications are subject to change without notice. Specific combinations of colors, interior, equipment, or features may vary from time to time and by geographic area. Colors in illustrations may differ from actual vehicle 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 are not visible, the illustrations of a person seated in the normal position, safety belts should always be used in accordance with the instructions in the owner's manual.

* 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 or any other vehicle without a lap and shoulder belt. For special instructions on other child restraints, please review the owner's manual.

**Mazda rubber-covered floor mats are available in leather except for sale in rear of passenger's seat and other plastic areas.** Package R is available only in U.S.A. *Excludes the drive mechanisms of the audio cassette player and/or compact disc changer*** and speakers, and all other items are covered for 12 months, regardless of mileage.

**Exterior Colors**
- Classic Red
- Lagoon Blue Metallic
- White
- Brilliant Black
- Black with tan or black interior Package C

**Color Combinations**
- Black w/ red interior Package C
- Black w/ black exterior Package C

**Accessories**
- Choose from the variety of top-quality Genuine Mazda Accessories available from your Mazda Dealer.

**V Compact Disc Player.** The compact, quality, full-featured sound system adds to the overall enjoyment of owning a Mazda MX-6. User-friendly.

**A Rear Wing.** This sporty rear wing in select body colors adds to the style of your Mazda.

**A Hardtop.** Turn your Mazda into a gorgeous coupe with the all-weather versatility of this custom hardtop. Includes mounting hardware.
At Mazda, our goal is not to design bland vehicles that a lot of people will merely like. Rather, we're committed to building cars and trucks that discerning drivers will love. Vehicles with style, flair, and personality. And because each of our models makes its own strong and individual statement, your new Mazda MX-5 Miata—or any other vehicle from our full line—will always feel just right to you.

We also want your purchasing experience to be positive so, through Mazda American Credit,* we offer a wide 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, “bumper-to-bumper,” no-deductible warranty. It's one of the strongest warranties in the entire business.**

Our commitment extends to designing vehicles friendly to the environment. As just one 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 part of the very good feeling you'll get from Mazda.

* Retail and lease financing subject to approval of Mazda American Credit. ** See your Mazda Dealer for limited-warranty details.

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