



SOMETIMES, IT PAYS TO LEAD WITH YOUR HEART.

It's a feeling you never forget. The sun warming your face. The wind tugging at your smile. And that connected-to-the-road sensation that turns an ordinary drive into an exhilarating experience. It's the "emotion of motion."

A feeling you can capture in its purest form and at will, in a vehicle of equally pure, uncompromising character.

In arguably the most popular two-seat roadster in history—the legendary Mazda MX-5 Miata.

DOHC ENGINE WITH VARIABLE VALVE TIMING

SHORT-THROW 5-SPEED MANUAL GEARBOX

4-WHEEL DOUBLE-WISHBONE SUSPENSION

POWER-ASSISTED RACK-AND-PINION STEERING

50:50 WEIGHT DISTRIBUTION

POWER-ASSISTED 4-WHEEL DISC BRAKES



CORNER THE MARKET ON EXHILARATION.

The true test of any sports car is how well it handles. And in this definitive arena, the Mazda MX-5 Miata is a revelation. Anticipating your input. Translating each command into meaningful motion. And transforming every S-curve and sweeper into a masterful dissertation on exhilaration. But then, from its precise rack-and-pinion steering and short-throw 5-speed gearbox to its 4-wheel double-wishbone suspension system and 4-wheel disc brakes, MX-5 Miata is the quintessential sports car. Ingeniously engineered. Temptingly tossable. The agile icon that daringly reinvented the roadster over a decade ago.



zoom-zoom



THE INGENUITY BENEATH THE EXHILARATION.

Performance as inspiring as the Mazda MX-5 Miata's doesn't happen by accident. Nor does its 50:50 weight distribution for remarkably nimble, lightning-quick reflexes. Or its Power Plant Frame (PPF) that unites engine, transmission and differential into a rigid unit to prevent drivetrain twist and wasted power. In this age of "shared" platforms and components, the MX-5 Miata is a rarity. A true two-seat roadster engineered from the ground up to be nothing less. And endowed with a heart as inspiring as its heritage.

HOLD YOUR GROUND. An advanced double-wishbone suspension, front and rear, provides superb wheel alignment and road-holding. While powerful disc brakes—at all four corners—help deliver linear, fade-resistant stops.

GIVE IT SOME GAS. All MX-5 Miatas include gas-charged shock absorbers. For even crisper handling, the sport Suspension Package (available on models with manual gearboxes) includes high-performance Bilstein® shocks plus a Tochigi-Fuji torque-sensing limited-slip differential (standard on the LS).

REV IT UP. The MX-5 Miata's responsive 142-hp, 16-valve engine uses variable valve timing to maximize low-end torque and high-rpm power. A sophisticated 1.8-liter design, it strikes an ideal balance between usable power and light weight.



GET IT IN GEAR. Naturally, a short-throw 5-speed manual gearbox is standard on the MX-5 Miata. A 4-speed automatic is available. Move up to the LS and a slick-shifting 6-speed manual is also available.





WHEN WAS THE LAST TIME YOU FELT THIS GOOD INSIDE?

A well-designed cockpit is no less essential than a well-engineered suspension system. Which is why the Mazda MX-5 Miata goes to such great lengths to facilitate efficient communication between driver and machine. A supportive, well-bolstered bucket seat holds you firmly in place. A classic 3-spoke, leather-wrapped steering wheel welcomes your input. A full complement of gauges keeps you instantly informed, while precise pedal placement makes heel-and-toe downshifts nearly second nature. CFC-free air conditioning and an AM/FM/CD stereo, both standard, make your control of all essential functions complete.

MUSIC TO YOUR EARS. The MX-5 Miata's redesigned Windblocker™ panel not only reduces wind turbulence whenever the top is down, it also provides two extra built-in speakers for improved audio performance.



SUBDUE THE ROAD. AND FREE YOUR SPIRIT.



IT'S GOT AN IMPRESSIVE TRACK RECORD. AND OVER 650,000 FANS.

The Mazda MX-5 Miata has been a familiar face in the winner's circle at Sports Car Club of America (SCCA) events for more than a decade. And no wonder. Since its debut in 1989, over 650,000 Mazda MX-5 Miatas have been sold worldwide. Mazda MX-5 Miatas have also won six straight SCCA Showroom Stock B Overall Championships—outrunning a pack of Acuras, BMWs, Hondas and Toyotas, in the process. And providing countless owners with an exhilarating, affordable means of competing in SCCA-sanctioned events nationwide. Equally inspiring, one of America's most legendary race tracks is now called Mazda Raceway Laguna Seca, underscoring Mazda's commitment to performance and competition.

GENUINE MAZDA ACCESSORIES: WHERE STYLE MEETS SUBSTANCE.

Part of the joy of owning a new Mazda MX-5 Miata is personalizing it. And the best way to enhance its appearance or performance is with Genuine Mazda Accessories. In fact, all Genuine Mazda Accessories installed by your Mazda dealer prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as your new Mazda. See your dealer for details.



IN-DASH 6-DISC CD CHANGER, MP3 PLAYER, CASSETTE PLAYER, MINIDISC PLAYER. It's easy to upgrade the factory audio system with a CD changer, MP3 player, cassette player or MiniDisc player.



CHROME FUEL-FILLER DOOR. This stylish accessory adds a chrome accented race-car touch to your MX-5 Miata.



REAR SPOILER. Smooth design has been carefully integrated with the contours of the trunk lid.



- Front air dam
- Side sill extensions
- Front and rear mud guards
- Headlamp and tail lamp bezels
- Detachable hardtop
- Door edge guards
- Chrome deck-lid rack
- Stainless steel scuff plates
- Silver/black steering wheel; gearshift knob

- Wood gearshift knob; parking-brake handle
- Wood-tone dash kit
- Compass and outside temperature auto-dimming mirror
- Footwell lamp kit
- Front mask
- Tonneau cover
- Windshield sunscreen

- Cargo net
- Car cover; car cover cable lock
- Perimeter shock sensor alarm
- First aid kit
- Roadside emergency kit
- Engine block heater
- Touch-up paint

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| MECHANICAL FEATURES | MX-5 MIATA | MX-5 MIATA LS | OPTIONS AND OPTION PACKAGES | MX-5 MIATA | MX-5 MIATA LS |
|---|-------------------|----------------------|--|--|---------------|
| 1.8L DOHC 16-valve 4-cylinder engine with variable valve timing | S | S | Suspension Package—Miata (manual transmission only): Sport suspension with Bilstein® shock absorbers; Tochigi-Fuji torque-sensing limited-slip differential | 0 | — |
| 5-speed manual overdrive transmission with short-throw shifter | S | S | Suspension Package—Miata LS (requires 6-speed manual transmission and ABS): Sport suspension with Bilstein® shock absorbers | — | 0 |
| Tochigi-Fuji torque-sensing limited-slip differential (manual transmission only) | P | S | Appearance Package 1: Large front air dam, side sill extensions and rear mud guards | O/A | O/A |
| Power-assisted rack-and-pinion steering with engine-speed-sensing variable assist | S | S | Appearance Package 2: Small side sill extensions and rear mud guards | O/A | O/A |
| Power-assisted 4-wheel disc brakes | S | S | Convenience Package: Door-mounted tweeters; power door locks; remote keyless entry system; cruise control | 0 | 5 |
| 4-wheel double-wishbone suspension with gas-filled shock absorbers, front shock-tower brace, and front and rear stabilizer bars | S | S | 6-speed manual overdrive transmission with leather-wrapped gearshift knob | — | 0 |
| Sport-tuned exhaust system | S | S | 4-speed automatic overdrive transmission (Miata LS requires ABS) | 0 | 0 |
| | | | Anti-lock Brake System (ABS) | — | 0 |
| EXTERIOR FEATURES | MX-5 MIATA | MX-5 MIATA LS | Front and rear mud guards | O/A | O/A |
| 16-inch alloy wheels with wheel locks | S | S | Detachable hardtop with rear window defogger | O/A | O/A |
| P205/45R16 W-rated high-performance radial tires | S | S | Rear spoiler | O/A | O/A |
| Black vinyl convertible top with vinyl boot cover | S | — | Chrome fuel-filler door | O/A | O/A |
| Black or Parchment cloth convertible top with vinyl boot cover | — | S | In-dash 6-disc CD changer | O/A | O/A |
| Glass rear window with defogger | S | S | Cassette player | O/A | O/A |
| Dual body-color power remote mirrors | S | S | Perimeter shock sensor alarm | O/A | O/A |
| 2-speed intermittent windshield wipers | S | S | Headlamp and tail lamp bezels | O/A | O/A |
| Power antenna | S | S | Cargo net | O/A | O/A |
| Clear-lens halogen headlights with projector-type low beams | S | S | Compass and outside temperature auto-dimming mirror | O/A | O/A |
| Clear-lens halogen fog lights | S | S | Door edge guards, color-keyed | O/A | O/A |
| | | | | | |
| INTERIOR FEATURES | MX-5 MIATA | MX-5 MIATA LS | SPECIFICATIONS | | |
| 2nd-generation dual front air bags with passenger-side deactivation switch* | S | S | Engine size and type | 1.8L 4-cylinder; iron block with light-alloy cylinder head | |
| 3-point lap/shoulder safety belts with pretensioners | S | S | Valve gear | DOHC 16-valve with variable intake-valve timing | |
| Reclining bucket seats | S | S | Horsepower, SAE Net | 142 @ 7000 rpm | |
| Black cloth upholstery | S | — | Torque, SAE Net lb-ft | 125 @ 5000 rpm | |
| Black or Parchment leather-trimmed upholstery† | — | S | Bore and stroke/compression ratio | 3.27 x 3.35 inches/10.0:1 | |
| Carpet floor mats | S | S | Ignition system/fuel system | Distributorless electronic/multiport electronic fuel injection | |
| Windblocker™ antidraft panel with integrated speakers and storage pouch | S | S | Fuel capacity/recommended fuel | 12.7 U.S. gallons/premium unleaded gasoline | |
| Lockable center console storage and glove compartment; map pockets on doors and passenger's seatback; dual cup holders with covers | S | S | EPA estimated fuel economy, mpg | 23 city/28 hwy (manual); 22 city/28 hwy (automatic) | |
| Power windows with driver's 1-touch-down feature | S | S | Curb weight (5-speed/6-speed/automatic) | 2447/2441/2474 lb | |
| Power door locks with 2-stage unlocking | P | S | Steering ratio/turns, lock-to-lock | 15.0:1/2.7 | |
| Remote keyless entry system | P | S | Turning circle, curb-to-curb | 30.2 feet | |
| Remote trunk-lid and fuel-door releases | S | S | Brakes | 10.6-inch ventilated front discs; 10.9-inch solid rear discs | |
| Courtesy light on windshield header; driver's and passenger's visor vanity mirror | S | S | | | |
| Full instrumentation, including tachometer, coolant-temperature gauge and oil-pressure indicator | S | S | TRANSMISSION RATIOS | | |
| Silver-finish interior trim including gauge rings; air-vent bezels; center panel including audio, HVAC; door handles; shift-plate bezel; and parking-brake button | S | S | | | |
| 3-spoke leather-wrapped steering wheel | S | S | 5-SPEED MANUAL | | |
| Cruise control | P | S | | | |
| Heater/defroster with 4-speed blower and side-window demisters | S | S | | | |
| CFC-free air conditioning | S | S | | | |
| AM/FM/CD stereo with 4 speakers and digital clock | S | — | | | |
| AM/FM/CD stereo with 225-watt Bose® 6-speaker system (including door-mounted tweeters) and digital clock | — | S | | | |
| Engine-immobilizer antitheft system | S | S | | | |
| | | | | | |

EXTERIOR COLORS



BRILLIANT BLACK
 • Mazda MX-5 Miata
 • Mazda MX-5 Miata LS
 Black Cloth
 Parchment Leather



STRATO BLUE MICA
 • Mazda MX-5 Miata
 • Mazda MX-5 Miata LS
 Black Cloth
 Parchment Leather



CLASSIC RED
 • Mazda MX-5 Miata
 • Mazda MX-5 Miata LS
 Black Cloth
 Black Leather



PURE WHITE
 • Mazda MX-5 Miata
 • Mazda MX-5 Miata LS
 Black Cloth
 Parchment Leather



EMERALD MICA
 • Mazda MX-5 Miata
 • Mazda MX-5 Miata LS
 Black Cloth
 Parchment Leather



BLACK CHERRY MICA
 • Mazda MX-5 Miata
 • Mazda MX-5 Miata LS
 Black Cloth
 Black Leather, Parchment Leather

INTERIOR COLORS



SUNLIGHT SILVER METALLIC
 • Mazda MX-5 Miata
 • Mazda MX-5 Miata LS
 Black Cloth
 Black Leather, Parchment Leather



BLACK CLOTH
 MX-5 Miata



BLACK LEATHER
 MX-5 Miata LS



PARCHMENT LEATHER
 MX-5 Miata LS

S : Standard O : Optional P : Package A : Dealer-installed accessory — : Not available
 * Always wear your safety belt and deactivate passenger-side air bag when using any child safety seat.
 † Seating surfaces upholstered in leather except for leather-look vinyl on seat side panels, rear sides of seatbacks and other minor areas.

PRODUCT CHANGES AND OPTIONS AVAILABILITY: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

A MORE EXHILARATING ROUTE TO MAKING THE RIGHT CHOICE.

It starts with the **Mazda Test-Drive Experience**—a uniquely designed road trip engineered to take you miles beyond the ordinary test drive. It's all about putting a Mazda to the test under real-world conditions. Down local streets, highways, on-ramps and off-ramps. Through straightaways, S-curves and corners. It's also all about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers. And rediscovering that fun, connected-to-the-road feeling we call "Zoom-Zoom."

A MORE LIBERATING APPROACH TO OWNER PEACE OF MIND.

Once you become a new Mazda owner, you'll enjoy the peace of mind the **2004 Mazda Driver's Assurance Plan** delivers. It includes the freedom of a **48-month/50,000-mile "bumper-to-bumper" limited warranty**, plus **24/7 Emergency Roadside Assistance**. And should your Mazda MX-5 Miata require a warranty repair, the **Mazda Service Transportation Solution** can typically provide another vehicle to drive. After all, we want your new Mazda to be a source of pride and exhilaration for years to come. (See your Mazda dealer for details.)

A MORE COMPELLING WAY TO CONNECT WITH ZOOM-ZOOM.

Speaking of exhilaration, add Mazda's Web site to your list of must-see destinations. You can preview the new 2004 Mazdas. Look into seasonal incentives or special service offers. Pick up maintenance tips. Visit the Mazda Performance Corner for updates on driving technology, tuning and motorsports. Interactively "build" the Mazda MX-5 Miata of your dreams and see how it will look. Request a quote. Even locate a Mazda dealer. It all translates into a lot more Zoom-Zoom at: **MazdaUSA.com**

