DEEP INSIDE US ALL, THERE’S A UNIQUELY HUMAN EMOTION JUST WAITING FOR AN INVITATION TO “COME OUT AND PLAY.” IT’S A FEELING OF PURE EXUBERANCE AND EXHILARATION — THE EMOTION OF MOTION.

It starts with a feeling. One that children instinctively know, and grown-ups want to recapture. It calls to mind words like exhilaration, liberation and joy. But we like the way children put it better: “Zoom-Zoom.” It’s what moves us to build the kind of vehicles we do. And why you’ll find the soul of a sports car engineered into everything we make. Especially in what is the most popular roadster of all time. The incomparable Mazda MX-5 Miata.

REDISCOVER THE EMOTION OF MOTION.
FEW THINGS CAN TOP A TWO-SEAT ROADSTER’S UNCANNY ABILITY TO HELP US RECONNECT WITH THE EMOTION OF MOTION. OR TO REMIND US OF HOW EXHILARATING LIFE CAN BE IF WE SIMPLY FOLLOW OUR HEART.

Just follow your heart. Strap yourself into a new Mazda MX-5 Miata and slip it into gear. Almost instantly you’re one with the car—fully immersed in that liberating, top-down, wind-in-your-hair feeling. It’s as if you’re wearing the car as much as driving it. The engine grows playfully. You grab the next gear. The smile on your face mirrors the pure fun and exuberance you feel. And an ordinary drive is transformed into an exhilarating journey. All made possible by a car of equally pure purpose. A car uniquely designed to help you reconnect, reawaken and recharge. The legendary Mazda MX-5 Miata.
A. **GROUND CONTROL.** For confidence-inspiring handling, you’ll find an advanced double-wishbone suspension, front and rear, featuring gas-filled shocks and hefty stabilizer bars. Power-assisted disc brakes, at all four corners, deliver linear, fade-resistant stopping power.

B. **A REAL BACKBONE.** To prevent drivetrain twist and wasted power, an aluminum Power Plant Frame (PPF) unites engine, transmission and differential into a single rigid unit.

C. & D. **INSIGHTFUL ENGINEERING.** To strike a balance between responsive power and weight-saving design, the MX-5 Miata’s sophisticated 142-hp, 16-valve engine utilizes variable valve timing to maximize low-end torque and high-rpm power, plus a light-alloy cylinder head. E. & F. **GEARED FOR FUN.** A short-throw, 5-speed manual gearbox is standard on all MX-5 Miatas. A 4-speed automatic is available. Choose the LS, and a limited-slip differential is standard, while a slick-shifting 6-speed manual becomes available.

**REALIZE THAT GOOD LOOKS AREN’T EVERYTHING.**

Unlike some cars, the MX-5 Miata isn’t built on another model’s recycled chassis. Or with leftover components. Instead, it’s a purpose-built, lightweight sports car. With no weak links or extra fat to slow it down. Like a well-conditioned athlete, the MX-5 Miata boasts a taut, sleek body. Uncanny agility. And lightning-quick reflexes. Not to mention a traditional rear-wheel drive layout, a curb weight under 2,500 lbs., plus an ideal 50:50 weight distribution.
The Mazda MX-5 Miata’s cockpit is designed to facilitate a single function: The unobstructed communication between man and machine. To that end, its leather-wrapped steering wheel awaits your input. Its tachometer, speedometer, and precisely positioned foot pedals work in concert to make heel-and-toe downshifts second nature. Other essential controls, from shifter and air conditioning to the AM/FM/CD stereo, fall readily to hand. While a pair of superbly supportive, well-bolstered bucket seats holds both driver and passenger firmly in place. On the LS, even the key ingeniously integrates both ignition and remote keyless entry functions into a single, space-saving “retractable” design.

**.COMMUNICATE WITHOUT SAYING A WORD.**

A. **SOUND MANAGEMENT.** To reduce top-down wind turbulence and enhance audio system performance, the MX-5 Miata comes with a special Windblocker™ panel that includes a pair of built-in full-range speakers, as well as a convenient, attached mesh storage pouch.
The real measure of any self-respecting roadster is how responsively it translates each of your commands into meaningful motion. And how masterfully it allows you to make any road your own. In these key performance categories, the Mazda MX-5 Miata has few equals. But then, its precise rack-and-pinion steering, short-throw 5-speed gearbox and sophisticated, 4-wheel double-wishbone suspension inspire pure confidence. Whether you're setting up for an S-curve, or powering out of a sweeping turn, a Mazda MX-5 Miata is the quintessential sports car. And the agile, innovative icon that 15 years ago single-handedly reinvented the two-seat roadster.
Since its history-making debut in 1989, more than 700,000 Mazda MX-5 Miata have been sold—making it the best-selling roadster of all time. And in the process, many American owners have been introduced to an exhilarating, affordable means of competing in Sports Car Club of America (SCCA)-sanctioned events from coast to coast. Fact is, MX-5 Miatas presently compete in two SCCA classes. In Showroom Stock B (SS/B), MX-5 Miatas won six straight overall championships, outpacing an array of Acuras, BMWs, Hondas and Toyotas along the way. Equally impressive, Spec Miata is now one of the SCCA’s most popular classes, with cars competing on racetracks all across the nation, including races at the legendary Mazda Raceway Laguna Seca.

"THROTTLE RESPONSE IS INSTANTANEOUS. ACCELERATION IS BRISK, AND THE EXHAUST NOTE CONJURES UP MEMORIES OF WATKINS GLEN AND THE ROOTS OF AMERICAN SPORTS-CAR RACING."—NEW CAR TEST DRIVE.COM
WITH 10 EXHILARATING MODELS, Mazda makes it easier than ever to satisfy your practical needs. And your emotional ones. So treat yourself to the Mazda Test-Drive Experience. Put the Mazda MX-5 Miata of your choice through its paces. Down local streets, on-ramps, highways, and off-ramps. Through直aways, S-curves and corners. Discover the responsive acceleration and steering, superb braking and surefooted handling that set every Mazda apart. And in the process, rediscover that elusive emotion of motion—that fun, connected-to-the-road feeling—that we like to call “Zoom.”

Peace of mind is another feeling that comes standard on a Mazda. Because every new Mazda is covered by the 2005 Mazda Driver's Assurance Plan, one of the industry's most comprehensive new-vehicle warranties. It includes 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.

Bring yourself up to speed. For more motorized fun of the virtual variety, park your Web browser at MazdaUSA.com. It's the perfect place to scope out all the 2005 Mazdas. Score seasonal incentives or special service offers. Pick up handy maintenance tips. And get updates on driving technology, tuning and motorsports at Mazda's MAZDASPEED Section. You can even "build" the Mazda MX-5 Miata of your dreams. Rent a quote. And locate a Mazda dealer.

So remember to add MazdaUSA.com to your Web browser's list of "Favorites."
**INTERIOR FEATURES**

- **S/MX-5 Miata LS**
  - CFC-free air conditioning
  - Heater/defroster with 4-speed blower and side-window demisters
  - Shift-plate bezel; and parking-brake button
  - Center panel including audio and climate control; door handles;
    gauge and oil-pressure indicator
  - Full instrumentation, including tachometer, coolant-temperature
  - Passenger's visor vanity mirror
  - Courtesy light on windshield header; driver's and
    - Remote trunk-lid and fuel-door release
  - Remote keyless entry system with retractable key
  - Power windows with driver's 1-touch-down feature
  - Dual cup holders with covers
  - Lockable center console storage and glove compartment; map pockets
  - Carpet floor mats
  - Black or parchment leather-trimmed seats — with passenger-side deactivation switch
  - AM/FM/CD stereo with 4 speakers and digital clock
  - Windblocker™ antidraft panel with integrated speakers and storage pouch
  - Silver-finish interior trim including gauge rings; air-vent bezels;
  - 2nd-generation dual front air bags*
  - 2-speed intermittent windshield wipers
  - Dual body-color power remote mirrors
  - Glass rear window with defogger
  - Black or parchment cloth convertible top with vinyl boot cover —
  - P205/45R16 W-rated high-performance radial tires
  - 16-inch alloy wheels with wheel locks
  - Door edge guards, color-keyed
  - Cargo net
  - Headlight and tailight bezels
  - Perimeter shock sensor alarm
  - Cassette player
  - Chrome fuel-filler door
  - Detachable hardtop with rear window defogger
  - Front and rear splash guards

**DIMENSIONS AND CAPACITIES**

- **Mazda MX-5 Miata**
  - Cargo volume, cubic feet: 5.1
  - Headroom/legroom/shoulder room: 37.1/42.8/49.7
  - Track, front/rear: 55.7/56.7
  - Overall width/height: 66.1/48.3
  - Wheelbase/overall length: 89.2/155.3

**EXTERIOR COLORS**

- **CLASSIC RED**
- **NORDIC GREEN MICA**
- **BLACK CLOTH**
- **PARCHMENT LEATHER**
- **PARCHMENT LEATHER**

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- **CLASSIC RED**
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- **BLACK CLOTH**
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- **PARCHMENT LEATHER**

**MECHANICAL FEATURES**

- **Mazda MX-5 Miata**
  - 4-wheel double-wishbone suspension with gas-filled shock absorbers, S
  - Power-assisted 4-wheel disc brakes S
  - 1.8L DOHC 16-valve 4-cylinder engine with variable valve timing S
  - 2-speed intermittent windshield wipers S
  - Dual body-color power remote mirrors S
  - Glass rear window with defogger S
  - Black or parchment cloth convertible top with vinyl boot cover — S
  - P205/45R16 W-rated high-performance radial tires S
  - 16-inch alloy wheels with wheel locks S
  - Door edge guards, color-keyed O/A
  - Cargo net O/A
  - Headlight and tailight bezels O/A
  - Perimeter shock sensor alarm O/A
  - Cassette player O/A
  - Chrome fuel-filler door O/A
  - Detachable hardtop with rear window defogger O/A
  - Front and rear splash guards O/A
  - Anti-lock Brake System (ABS) — O

**SUSPENSION PACKAGE–MIATA**

- Requires 6-speed manual — O

**SUSPENSION PACKAGE–MIATA LS**

- Limited-slip differential
  - Transmission and ABS): Sport suspension with Bilstein® shock absorbers
  - 6-speed manual overdrive transmission with leather-wrapped gearshift knob — O

**APPEARANCE PACKAGE 1: Classic Red Mica**

- Black Cloth, Beige Leather, Black Leather, Beige Leather

**APPEARANCE PACKAGE 2: Parchment Leather**

- Black Cloth, Beige Leather, Black Leather, Beige Leather

**PRODUCT CHARGES AND OPTIONS AVAILABLE**

- Following publication date, certain options, prices, and the like for the Miata LS may be revised which should not be included in this page. 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.
MAZDA FOR 2005.
ONE SOUL.
ONE FEELING.
ONE QUESTION.

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