Celebrating Two Decades of Flat-Out Fun

The Mazda MX-5 Miata has seen a lot of rear-engined sports cars come and go since its historic kickoff in 1989. Meanwhile, it thrives as an icon of pure exhilaration, with a back-proven racing heritage that spans three generations. Mazda MX-5 Miata hangs steady as the hands-down favorite of enthusiasts who demand nothing shy of total driving thrills. This is a 100% pure sports car. It’s the best-selling two-seat roadster of all time. And the gifted offspring of a company that designs and builds some of the most fun-to-drive sports cars on the planet. It’s the embodiment of Zoom-Zoom. Forever.
The True sports car just got truer

"JINBA ITTAI, OR 'RIDER AND HORSE AS ONE,' was our guiding principle during the MX-5's development. The result is a car so nimble, well balanced and fun to drive that the driver and car achieve true unity."
— Takao Kijima
Program Manager/Mazda MX-5 Miata

The new MX-5 Miata strikes a decisive balance of gutsy design, perceptive engineering and dialed-up performance. This must-have icon is primed and wired for a must-drive encounter that means, no equal. The dramatically revised exterior includes new, flame-graphic side sills. Expressive new headlights and taillights that inspire. Eye-grabbing alloy wheels that mesmerize. And a new interior that screams, "Get in, and let's find us some S-curves." Feel the response of the freshly tweaked, track-tuned suspension. Drop the top, and let it whip up some wind in the hair freedom and sun in the face exhilaration.

Ignite the oneness between car and driver that only this, the truest of sports cars, can deliver.

To help keep the MX-5 Miata light on its feet and remarkably agile, many of its key components—including its front and rear suspension arms, rear brake calipers, hood and trunk lid (soft top model)—are made from lightweight aluminum alloy.
Zero to gone in 12 seconds—it was just here 12 seconds ago. That’s how fast the MX-5 Miata Power Retractable Hard Top disappears when you push a button. And we mean disappears, because you won’t find it taking up an inch of trunk space. In fact, it stores itself neatly behind the seats under a special hard tonneau cover. All just over 80 pounds of it. It’s also got some bragging rights when it goes back up. Another button. Same 12 seconds.

It’s weather tight. The rear window is real glass with a defroster. And there’s an integrated elegance to the roofline. It’s another example of leading edge design that defines the MX-5 Miata as a pure sports car from the ground up. Or in this case, from the top down.
Drivetrain twist wastes power and produces acceleration lag. To help eliminate it, Mazda engineers gave the MX-5 Miata a solid structural “backbone” — an ingenious aluminum Power Plant Frame (PPF) that unites engine, transmission and differential into a single, rigid unit.

Twenty years of competing, revising and enhancing virtually every aspect of the MX-5 Miata’s engine has paid numerous dividends. Including a powerplant that’s more responsive, reliable and actually 43% more powerful than the very first MX-5 Miata.

MX-5 Miata’s powertrain provides an abundance of track-proven engineering advancements. Molybdenum-coated pistons help reduce internal friction and produce a free-revving characteristic in the refined MZR engine. A short-throw, close-ratio 6-speed manual gearbox is standard on both the Touring and Grand Touring. A 5-speed is standard on the Sport. A 6-speed Sport AT is also available on most models. For enhanced control, the Sport AT offers you the built-in automated deferral of downshifting via paddle shifters. In manual valve timing, an electric variable valve actuator helps increase the powerplant’s low-end torque and high-rpm power.

Performancewise, the new MX-5 Miata is definitely engineered to get all the right sensations popping in your head. Starting with a free-revving 16-valve 2.0-liter DOHC MZR engine that kicks out an assertive 167 hp and 7200 rpm redline. All the while grabbing a pump-taunting 28 mpg highway/22 mpg city.** It also uses friction-reducing, molybdenum-coated pistons. Electronically controlled port fuel injection. Variable valve timing. An electronic throttle. An ultralight flywheel. Block and cylinder heads cast from a weight-saving aluminum alloy. Plus a choice of three smooth-shifting gearboxes. From there, an all-aluminum Power Plant Frame (shown) instantly unifies it all in a dynamic, instant transfer of power to the rear wheels.

* EPA estimated fuel economy for a 5-speed manual transmission. Actual results may vary.
Mazda engineers understand that everyday driving can be as rigorous and demanding as racing. And they designed the MX-5 Miata accordingly. Its front-midship-engine placement and rear-wheel-drive layout enhance balance and directional control. Its newly revised, track-tuned independent suspension results in handling that borders on telepathic. And its 4-wheel disc brakes—complete with ABS, Electronic Brakeforce Distribution and reinforced brake lines—help ensure linear, fade-resistant stops. As any driver worth his adrenaline will tell you, lighter is better. And generous use of aluminum helps make the MX-5 Miata nearly 400 lb lighter than its closest competitors.

† Based on a comparison of 2009 model year roadsters under $25,000.

Among the impressive automotive technologies designed to help keep the MX-5 Miata firmly anchored to pavement:

1. A hollow front stabilizer bar, partnering with four gas-charged shock absorbers and a solid rear stabilizer bar to minimize body roll and maximize cornering grip.

2. A newly revised track-tuned suspension delivers superb handling and directional stability by combining a sophisticated, double-wishbone layout up front with an advanced, multilink setup in the rear.

3. Limited-slip differential and Dynamic Stability Control* with an integral Traction Control System (available on select MX-5 Miata models) to optimize both traction and handling in less than ideal road conditions.

Mazda's design self-discipline in this key area produces handling that's not only stable and predictable but also remarkably agile and directionally responsive.
The interior of the new MX-5 Miata excites visceral anticipation in its most meticulously upholstered form. On the Grand Touring, for example, both bucket seats are leather-trimmed and heated—with five comfort settings. Automatic climate control and steering-wheel mounted controls for both the stereo and cruise control are also standard. The standard audio system is a Bose® 7-speaker design featuring patented AudioPilot® technology that cancels distracting ambient road noise. There’s even an in-dash 6-disc CD changer with MP3 capability. Add the available Premium Package, and you've got Bluetooth®* hands-free phone capability and Advanced Keyless Entry & Start. In all, this interior is engineered to thrill. So don’t be surprised if the goose bumps kick in before the gears do.

* Bluetooth is a registered trademark of Bluetooth SIG, Inc.
Welcome to the MX-5 Miata’s redesigned cockpit. Command central for one of the most responsive and fun-to-drive sports cars ever to honor the twisty road. The MX-5 Miata’s high-bolstered, competition-inspired seat hugs you into an ideal driving position. Providing optimum support and comfort. Full instrumentation, with a clear line of sight to the gauge cluster, dials your inner let’s-go-meter all the way to ten. And the pedals are strategically positioned for faster, more efficient heel-and-toe action. MX-5 Miata’s classic three-spoke, tilt-adjustable steering wheel, its short-throw gearshift and everything else you touch have been micromanaged into perfect car and driver oneness. There is exhilaration to be tapped in this car like never before. And it all starts here.

To precisely determine which shifter positions were the most comfortable and efficient, Mazda engineers used multiple biosensors to study driver interaction within a wide range of different locations—all to help ensure that shifting gears in an MX-5 Miata is a nearly effortless interaction between man and machine.
The one thing that hasn’t changed throughout MX-5 Miata’s first twenty years is Mazda’s commitment to all who embrace uncompromising sports-car authenticity. MX-5 Miata is and will remain the real deal. An athletic, agile and purpose-built sports car. A celebration of automotive icon of design and deliverer of pure exhilaration. An eye-catching driver’s machine that has inspired three generations of fast-forward leaps in automotive engineering. Because if it were anything less, we wouldn’t we couldn’t… call it what we know it truly is. A sports car. Zoom/Zoom. Forever.
The fact that MX-5 Miata has been racing for its entire 20 years relates directly to another amazing fact: On any given weekend, more Mazdas and Mazda-powered cars are road-raced in the U.S. than any other car, import or domestic. And there’s more: Like the fact that Spec Miata is the Sports Car Club of America’s (SCCA) largest and most popular amateur racing class. And in terms of pro racing, 2009 marks the fourth season of the SCCA Playboy Mazda MX-5 Cup. Now a 10-race series, the MX-5 Cup attracts many of pro racing’s top up-and-comers. A true test of talent and technique, where drivers compete in identically prepped stock MX-5 Miatas on many of America’s legendary race courses—including Mazda Raceway Laguna Seca. But you don’t have to race your MX-5 Miata to appreciate 20 years of proven reliability and engineering integrity. You’ll feel it every time you leave your own driveway.

Mazda is the official vehicle of Skip Barber Driving Schools, Racing Schools and Race Series—the largest, most successful racing/driving schools on the planet. During its full of life and your own abilities, Mazda is your ultimate driving school. Mazda Miata—to deliver 200 hp. What better way to learn to be a safer and more skillful driver?
**5 Miata SPECIFICATIONS**

**Engine**
- Aluminum alloy engine block & cylinder head
- Head/leg/shoulder room (in)
  - 58.7/58.9
- Overall width/height (in)
  - 37.4/43.1/53.2

**Powertrain**
- 4-speed manual (Touring, GT)
- 6th gear

**Brakes**
- 2447 – MX
- 11.4 – MX
- 5.5 – MX

**Steering**
- 3.44 x 3.27 inches/10.8:1

**Suspension**
- Rack & pinion steering
- Front & rear stabilizer bars; gas charged shock absorbers
- Independent multilink rear suspension
- Electronic Brakeforce Distribution (EBD)

**Transmission**
- Short shifter
- 5-speed manual overdrive transmission with Sport AT automatic transmission with Available

**FUEL ECONOMY:**
- 3.136
- 3.815
- 3.538

**Audio/Video**
- CD changer

**Convenience**
- Dual cup holders with covers
- Remote keyless entry with retractable key
- Power door locks; remote keyless entry
- Included MX-5 Sport):
- Climate controls
- Power side mirrors; power foldable mirrors
- Power rear window; power rear window w/touch-down window;
- Fog lights; cruise control; steering

**Safety**
- Dual front air bags
- Driver's seat height lifter
- Side air bag when using any child
- Immobilizer antitheft system
- Side deactivation switch

**_OPTIONS/PACKAGES**
- Includes the following features in addition to or in place of MX-5 Miata standard features plus:
  - Power retactable hard top
  - Dual front air bags
  - Driver's seat height control
  - Rear covered storage compartments (behind seats)

**COLOR COMBINATIONS**
- BRILLIANT BLACK CLEARCOAT
- TRUE RED
- LIQUID SILVER METALLIC
- STORMY BLUE MICA
- COMPETITION YELLOW (MX-5 ONLY)
- TRUE RED LEATHER
- SV, Sport & Touring: Black Cloth
- Grand Touring: Black Leather
- Sport & Touring: Black Cloth
- True Red (2009 only)
- Silverstone (2009 only)
FINANCING YOUR MAZDA MADE SIMPLE. Whether you’re buying or leasing a new Mazda, Certified Pre-Owned Mazda or MazdaMotion5, Mazda Financing is designed to help minimize your out-of-pocket requirements and simplify your financial process. It’s the smart way to pay. Whether you’re buying or leasing a new Mazda or MazdaMotion5, Mazda Financing is designed to help minimize your out-of-pocket requirements and simplify your financial process. It’s the smart way to pay. Whether you’re buying or leasing a new Mazda or MazdaMotion5, Mazda Financing is designed to help minimize your out-of-pocket requirements and simplify your financial process. It’s the smart way to pay.

ONCE YOU HAVE IT, OUTFIT IT ACCORDINGLY. One of the most enjoyable aspects of getting a new Mazda Miata M•S•A•L is enhancing it with Genuine Mazda Accessories. 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.

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WE’D LOVE FOR YOU TO MEET THE WHOLE FAMILY. Head-turning design and pulse-racing performance come in many shapes and sizes. From the award-winning Mazda CX-9 to the envy-inspiring Mazda RX-8. And of course, the scene-stealing Mazda Miata M•S•A•L. Why not see for yourself? Better yet, drive for yourself. You’ll find every Mazda to be brilliantly engineered and totally fun to drive. After all, Zoom-Zoom comes standard on every single one.

APPLE CAR KIT. Keep your MX-5 Miata’s front with line of rocks and scratches. Front lip, rock guards, fender flares, hood scoop, and even a side skirt is available to give your MX-5 Miata a lowered, sporty look, matched to your MX-5 Miata color.

PERIMETER ALARM SYSTEM. Enhancing your MX-5 Miata’s security while enhancing it with Genuine Mazda Accessories. 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.

Front Mask.keep your MX-5 Miata’s front with line of rocks and scratches. Front lip, rock guards, fender flares, hood scoop, and even a side skirt is available to give your MX-5 Miata a lowered, sporty look, matched to your MX-5 Miata color.

We want your Mazda to look as good as it drives. MazdaMotion5 paint touch-up tail lights and other road debris,马路 guards. Custom tailored for a snug fit. Road guards. Protect your paint finish from rocks and other road debris. Available in all MX-5 Miata colors.

In-Dash 6-Disc CD/MP3 Changer. Plays your iPod through your Mazda’s audio system with crystal clear sound and a satisfyingly convenient and satisfyingly compact design. iPod not included. iPod touch shown. Additional components may be required for installation. Contact your Mazda Dealer for details.

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