While me-too two-seaters and wannabe sports cars come and go, the Mazda MX-5 Miata keeps on perfecting what it does best: Delivering pure exhilaration to anyone lucky enough to command its classic three-spoke steering wheel. This is a 100% pure sports car. For three generations now, it’s proven on the road and on the track that car and driver truly can become one. In doing so, it’s become the best-selling roadster of all time and the hands-down favorite of enthusiasts who demand nothing shy of total driving truth. From a company that designs and builds some of the most fun-to-drive cars on the planet, it’s the perfect embodiment of Zoom-Zoom.
"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
**Drivers, Start Your Synapses.**

Performancewise, the 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 redline. All the while grabbing a pump-taunting 28 mpg highway/22 mpg city.* True drivers, wrap your heads around details like friction-reducing, molybdenum-coated pistons. Electronically controlled port fuel injection. Variable valve timing. An electronic throttle. Ultralight flywheel. Block and cylinder heads cast from a weight-saving aluminum alloy. Plus a choice of three smooth-shifting gearboxes. In an all-aluminum Power Plant Frame (shown) that rigidly unites 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.
MX-5 Miata’s powertrain provides an abundance of track-proven engineering advancements. Molybdenum-coated pistons help reduce internal friction and promote the free-revving characteristics of 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 allows you to shift manually via the console-mounted shifter or steering-wheel-mounted paddle shifters.

Variable valve timing, as well as variable induction, helps maximize the powerplant’s low-end torque and high-rpm power.

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.
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 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.

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

BUILD THE SPORTS CAR, THE RACE CAR WILL FOLLOW.

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 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.

* Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner’s manual for further details.

The MX-5 Miata’s near-perfect 50:50 front-to-rear weight distribution (including driver) is crucial to its legendary handling. 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.
Welcome to the MX-5 Miata’s cockpit. Command central for one of the most responsive and fun-to-drive sports cars ever to tackle 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 ride holds nothing back. The electronic gear inside should do the same. So a 6-speaker AM/FM/MP3-compatible stereo—complete with an auxiliary-audio input jack for mobile media such as an Apple® iPod®—comes standard on the Sport. Grand Touring models feature a music-to-your-ears, 7-speaker premium Bose® sound system with AudioPilot® 2 noise compensation technology. Also available is SIRIUS Satellite Radio® with 6-month subscription. And to keep your hands firmly wrapped around the leather-wrapped steering wheel, Bluetooth® hands-free phone capability and steering-wheel-mounted audio controls are available on the Grand Touring.
The interior of the MX-5 Miata incites 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® 2 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.
MX-5 Miata’s available Power Retractable Hard Top automatically lowers behind the seats in a mere 12 seconds—where it’s protected under a solid, stylish tonneau cover. When raised, a single, central latch locks it all securely in place.
Where’d it go? 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 the 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 roof line. 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.

* Latch must also be disengaged or engaged.
The one thing that hasn’t changed en route to MX-5 Miata becoming an automotive icon is Mazda’s unwavering and uncompromising commitment to sports-car authenticity. MX-5 Miata has always been and will always be the real deal. An athletic, agile and purpose-built sports car. A responsive, track-proven touchstone of clean design and pure exhilaration.
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, 2010 marks the fifth season of the SCCA Playboy Mazda MX-5 Cup. Now an 11-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 need 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. Among its fleet of 170 race cars, there are no less than 60 Mazda MX-5 Cup Miatas race-engineered to deliver 200 hp. What better way to learn to be a safer and more skillful driver?
### MAZDA MX-5 MIATA MODELS

#### TOURING (MX-5)
- 6-speed manual transmission
- Power door locks
- Front shock-tower brace
- Chrome grille surround
- 17-inch aluminum alloy wheels
- Remote keyless entry with retractable key
- P205/5R17 high-performance tires
- Halogen fog lights
- Trip computer
- Silver seatback bars
- In-dash 6-disc CD changer
- Cruise control with steering-wheel-mounted controls
- Leather-wrapped shift knob
- Passenger one-touch-down window
- Steering-wheel-mounted audio controls
- Auto-dimming rearview mirror with HomeLink®

#### TOURING (MX-5 Power Retractable Hard Top)
- Includes the following features:
  - 6-speed manual transmission
  - Power door locks
  - Front shock-tower brace
  - Chrome grille surround
  - 17-inch aluminum alloy wheels
  - Remote keyless entry with retractable key
  - P205/5R17 high-performance tires
  - Halogen fog lights
  - Trip computer
  - Silver seatback bars
  - In-dash 6-disc CD changer
  - Cruise control with steering-wheel-mounted controls
  - Leather-wrapped shift knob
  - Passenger one-touch-down window
  - Steering-wheel-mounted audio controls
  - Auto-dimming rearview mirror with HomeLink®

#### GRAND TOURING (MX-5 & MX-5 Power Retractable Hard Top)
- Includes the following features in addition to or in place of MX-5 Miata Touring:
  - Black- or beige-cloth convertible top (MX-5 Miata)
  - Automatic climate control
  - 200-watt Bose® 7-speaker audio system with AudioPilot® 2 noise compensation
  - Leather-trimmed seats
  - Heated seats with 5 settings

### MX-5 MIATA SPECIFICATIONS & CAPACITIES

#### SPECIFICATIONS
- Engine size & type: 2.0L MZR 4-cyl; aluminum alloy block & cyl head
- Valve gear: DOHC 16-valve with variable intake-valve timing
- Horsepower, SAE net: 167 @ 7000 rpm
- Torque, SAE net (lb-ft): 140 @ 5000 rpm
- Bore & stroke/compression ratio: 3.44 x 3.27 inches/10.8:1
- Ignition system/fuel system: Distributorless electronic/multiport fuel injection
- Recommended fuel: Premium unleaded gasoline
- Steering ratio/turns, lock-to-lock: 15.0:1/2.7
- Turning circle, curb-to-curb (ft): 30.8
- Brakes: 11.4-inch ventilated front discs; 11.0-inch solid rear discs

#### CURB WEIGHTS (lb)
- 5-speed manual (Sport): 2480
- 6-speed manual (Touring, GT): 2511
- 6-speed Sport AT automatic: 2542

#### TRANSMISSION RATIOS
- 5-speed Manual: 3.136
- 5-speed Manual: 3.815
- 5-speed Manual: 3.538
- 5-speed Manual: 2.620
- 5-speed Manual: 2.060
- 5-speed Manual: 1.404
- 5-speed Manual: 1.000
- 5-speed Manual: 0.713
- 5-speed Manual: 0.582
- Final drive: 4.100
- Final drive: 4.100
- Final drive: 4.100

#### FUEL ECONOMY
- EPA estimated mpg, city/hwy: 25/33

#### TRANSMISSION RATIOS
- 5-speed Manual: 2.100
- 5-speed Manual: 2.177
- 5-speed Manual: 2.007
- 5-speed Manual: 1.717
- 5-speed Manual: 1.404
- 5-speed Manual: 1.177
- 5-speed Manual: 0.713
- 5-speed Manual: 0.582
- Final drive: 4.100
- Final drive: 4.100
- Final drive: 4.100

#### EXTERIOR DIMENSIONS
- Overall length (in): 171.7
- Overall height (in): 51.3
- Overall width (in): 67.7
- Wheelbase (in): 91.7
- Overall length (in): 171.7
- Overall height (in): 51.3
- Overall width (in): 67.7
- Wheelbase (in): 91.7

#### TIRES & WHEELS
- 16-inch 5-spoke alloy wheels
- 205/50R16 high-performance radial tires

### MX-5 MIATA EXTERIOR

#### BODY
- Sport-tuned exhaust system with dual outlets
- Lightweight aluminum hood
- Black-vinyl “2-Tone” convertible top with central release latch
- Body-color Power Retractable Hard Top
- Black seatback bars & aero mesh screen
- Silver seatback bars with aero mesh screen & air guide (PRHT)
- Glass rear window with defogger
- Dual body-color power remote mirrors
- 2-speed intermittent windshield wipers
- Rear-fender-mounted antenna
- Clear-lens halogen headlamps with projector-type low beams
- Chrome outer door handles, headlight bezels & front grille surround
- Halogen fog lights
- 16-inch 5-spoke alloy wheels
- P205/50R16 high-performance radial tires

#### CAPACITIES
- Cargo volume (cu ft): 5.3
- Fuel capacity (U.S. gallons): 12.7

#### ENGINE & TRANSMISSION
- Horsepower, SAE net: 167 @ 7000 rpm
- Torque, SAE net (lb-ft): 140 @ 5000 rpm
- Bore & stroke/compression ratio: 3.44 x 3.27 inches/10.8:1
- 6-speed manual transmission
- 6-speed Sport AT automatic transmission

#### SUSPENSION & BRAKES
- Aluminum Power Plant Frame (PPF)
- Rack-and-pinion steering with engine-rpm-sensing variable assist
- Power-assisted 4-wheel disc brakes
- Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)
- Double-wishbone front suspension with aluminum control arms
- Independent multilink rear suspension with aluminum bearing support
- Front & rear stabilizer bars; gas-charged shock absorbers

#### AUDIO
- AM/FM/CD stereo with 6 speakers & digital dock
- Auxiliary-audio input jack
- Steering-wheel-mounted audio controls

S: Standard  P: Package  O: Optional  A: Dealer-available accessory  - : Not available
### MX-5 Miata Exterior

<table>
<thead>
<tr>
<th>Safety &amp; Security</th>
<th>MX-5 Miata</th>
<th>MX-5 Power Retractable Hard Top</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dual front airbags* with passenger-side deactivation switch</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Side-impact airbags*</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Tire-Pressure Monitoring System (TPMS)</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>3-point lap/shoulder seat belts with pretensioners</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Engine-immobilizer antitheft system</td>
<td>S</td>
<td>S</td>
</tr>
</tbody>
</table>

### MX-5 Miata Options & Packages

<table>
<thead>
<tr>
<th>Options &amp; Packages</th>
<th>Sport</th>
<th>Touring</th>
<th>Grand Touring</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Convenience Package</strong>&lt;br&gt; (Included with AT-equipped MX-5 Sport):</td>
<td>0</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Power door locks; remote keyless entry; retractable key; silver seatback bars; fog lights; cruise control; steering-wheel-mounted cruise &amp; audio controls; passenger one-touch-down window; trip computer</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Suspension Package</strong></td>
<td>-</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Sport-tuned suspension; Bilstein® shock absorbers; limited-slip rear differential (manual transmission only)</td>
<td>-</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Premium Package</strong></td>
<td>0</td>
<td>0</td>
<td>O</td>
</tr>
<tr>
<td>Xenon HID headlights; Dynamic Stability Control (DSC)* with Traction Control System; Bluetooth® hands-free phone capability; Mazda Advanced Keyless Entry System; SIRIUS Satellite Radio® w/6-month subscription; antitheft alarm</td>
<td>0</td>
<td>0</td>
<td>O</td>
</tr>
<tr>
<td><strong>Appearance Items</strong></td>
<td>O/A</td>
<td>O/A</td>
<td>O/A</td>
</tr>
<tr>
<td>Front air dam, rear bumper skirt and side sill extensions</td>
<td>O/A</td>
<td>O/A</td>
<td>O/A</td>
</tr>
<tr>
<td>Run-flat tires</td>
<td>-</td>
<td>-</td>
<td>0</td>
</tr>
<tr>
<td>Front and rear splash guards</td>
<td>O/A</td>
<td>O/A</td>
<td>O/A</td>
</tr>
<tr>
<td>Rear lip spoiler (N/A PRHT)</td>
<td>O/A</td>
<td>O/A</td>
<td>O/A</td>
</tr>
<tr>
<td>Chrome fuel-filler door</td>
<td>O/A</td>
<td>O/A</td>
<td>O/A</td>
</tr>
<tr>
<td>In-dash 6-disc CD/MP3 changer</td>
<td>O/A</td>
<td>0/A</td>
<td>S</td>
</tr>
<tr>
<td>Perimeter alarm system with shock sensor§</td>
<td>O/A</td>
<td>O/A</td>
<td>O/A</td>
</tr>
<tr>
<td>Cargo net</td>
<td>O/A</td>
<td>O/A</td>
<td>O/A</td>
</tr>
<tr>
<td>Door-edge guards, color-keyed</td>
<td>O/A</td>
<td>O/A</td>
<td>O/A</td>
</tr>
<tr>
<td>All-weather floor mats</td>
<td>O/A</td>
<td>O/A</td>
<td>O/A</td>
</tr>
<tr>
<td>SIRIUS Satellite Radio® receiver kit</td>
<td>O/A</td>
<td>O/A</td>
<td>O/A</td>
</tr>
<tr>
<td>Wheel locks</td>
<td>O/A</td>
<td>O/A</td>
<td>O/A</td>
</tr>
</tbody>
</table>

### MX-5 Miata Upholstery

- **Black Cloth**
- **Black Leather**
- **Dune Beige Leather**
- **Soft Top**

* Always wear your seat belt and deactivate passenger-side air bag when using any child- or infant-safety seat.

† Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner’s manual for further details.

§ Bluetooth is a registered trademark of Bluetooth SIG, Inc.

MX-5 Sport requires Convenience Package, not available with Premium Package.

§§ SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

### MX-5 Miata Color Combinations

<table>
<thead>
<tr>
<th>Color Combination</th>
<th>MX-5 Miata Trim Level</th>
<th>Interior Fabrics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stormy Blue Mica</strong>&lt;br&gt; Grand Touring</td>
<td></td>
<td>Dune Beige Leather</td>
</tr>
<tr>
<td><strong>True Red</strong>&lt;br&gt; Grand Touring</td>
<td></td>
<td>Black Leather</td>
</tr>
<tr>
<td><strong>Brilliant Black Clearcoat</strong>&lt;br&gt; Grand Touring</td>
<td></td>
<td>Black Leather</td>
</tr>
<tr>
<td><strong>Copper Red Mica</strong>&lt;br&gt; Grand Touring</td>
<td></td>
<td>Dune Beige Leather</td>
</tr>
<tr>
<td><strong>Liquid Silver Metallic</strong>&lt;br&gt; Grand Touring</td>
<td></td>
<td>Black Leather</td>
</tr>
</tbody>
</table>

### MX-5 Miata Wheels

- 16-Inch Alloy
- 17-Inch Alloy

PRODUCT CHANGES & 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.
Peace of mind also comes standard.
Every new 2011 MX-5 Miata is protected by:

- A 3-year/36,000-mile* “bumper-to-bumper” limited warranty
- A 3-year/36,000-mile* 24/7 Emergency Roadside Assistance program
- A 5-year/60,000-mile* limited powertrain warranty
- A 5-year/unlimited-mileage warranty against body rust-through

* Whichever comes first.

For details, please see your Mazda Dealer, visit MazdaUSA.com, or call toll-free 800-639-1000.

Once you have it, outfit it accordingly.
One of the most enjoyable aspects of buying a new Mazda MX-5 Miata is being able to enhance its appearance and performance with Genuine Mazda Accessories. What’s more, 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. Ask your dealer for details.

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**A Front Mask.** Keep your MX-5’s front end free of nicks and scratches from bugs and road debris.
**B All-Weather Floor Mats.** Replace your standard carpet mats with these all-weather floor mats to provide your MX-5’s carpet with heavy-duty protection.
**C Rear Lip Spoiler.** Race-inspired for a complete sports-car look. Color-matched to your MX-5.
**D Splash Guards.** Protect your paint finish from rocks and other road debris.
**E Fuel-Filler Door.** This chrome accent gives the car even more attitude. Is that so wrong?
**F Car Cover.** Extend the life of your MX-5’s finish. The custom-fitted car cover has outside-mirror pockets, the MX-5 logo and a matching storage bag. Available in indoor and all-weather (includes rear license-plate window).

---

**Front Air Dam**
**Fog Lamp Bezels**
**Front Mask**
**Windshield Sunscreen**
**Splash Guards, Front And Rear**
**Door-Edge Guards**
**Hard Top (soft top convertible only)**
**Side Sill Extensions**
**Chrome Fuel-Filler Door**
**Rear Lip Spoiler**  
(soft top convertible only)
**Rear Bumper Skirt**
**License-Plate Frame**
**Car Cover, Indoor**
**Car Cover, All-Weather**
**Car-Cover Cable Lock**
**Touch-Up Paint**

**Wheel Locks**
**SIRIUS Satellite Radio ® Receiver Kit**
**In-Dash 6-Disc CD/MP3 Changer**
**Apple® iPod® Integration**
**3.5mm Audio Cable**
**Portable Bluetooth™ Car Kit**
**Portable Navigation Devices**
**Engine Start Switch**
**Door Sill Trim Plates**
**Interior Lighting Kit**
**Gearshift Knob, Automatic**
**Gearshift Knob, Manual**
**Instrument Panel Decorative Trim**
**Air Vent Bezels**
**Seatback Bar Cover**

**Parking-Brake Lever Grip**
**Ashtray**
**Carpet Floor Mats**
**All-Weather Floor Mats**
**Cargo Net**
**First Aid Kit**
**Roadside Assistance Kit**

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† SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii. Apple and iPod are registered trademarks of Apple Inc.; Apple iPhone® not compatible with iPod adapter. Bluetooth is a registered trademark of Bluetooth SIG, Inc.