THIS IS THE 2014 MAZDA MX-5. WHAT DO YOU DRIVE?
It takes conviction to stand up to the naysayers.  
A creative fire that’s unafraid of the blank page.  
And the courage to flip conventional wisdom on its head.  
Because this is the only way to change the game.  
And the only way to build cars worth driving.

Today, Mazda is changing the game.

With innovative thinking and technologies.  
Head-turning designs. And performance that never compromises.  
Making every Mazda more exhilarating to drive.

These are actions, not words. Proof, not theories.  
Making the impossible possible. This is the Mazda Way.

WHAT DO YOU DRIVE?

“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,  

ANCIENT TRADITION. MODERN APPLICATIONS.

For 15th century Japanese horse archers, complete freedom with the bow and arrow came only with an unwavering bond to the horse galloping beneath them. With this trust in place, along with carefully acquired skills with the bow and arrow, archers caught food to feed their families and fought wars to protect them. Today, this concept of jinba ittai, or “rider and horse as one,” is the inspiration for the MX-5 Miata—a car so precisely tuned with its driver, it’s undeniably enjoyable to drive.
THIS IS THE 2014 MAZDA MX-5 MIATA.
Courageous工程学。这是马自达的方式。要创造马自达MX-5 Miata，一辆近乎完美平衡的车——它似乎能预测驾驶员的每一个动作——只有通过勇敢、创新和质量狂热工程师的创新和承诺才能实现。工程师们考虑到每一个螺栓、每一根电线和每一针刺缝来实现近乎完美的50:50前/后重量分配。MX-5甚至精准地制造了一个额外的变量——你，驾驶员。因此，他们创造了一辆汽车，直到驾驶员坐在驾驶座上，它才被平衡。结果：你完成了它。因为在马自达，我们不只是制造汽车。我们设计和谐。
Mazda MX-5 Miata Power Retractable Hard Top Grand Touring shown in Liquid Silver Metallic with 17-inch alloy wheels.

“...THE MIATA STILL IS ONE OF THE MOST PURE MOToring EXPERIENCES THAT YOU CAN BUY....”

Autobytel® September 2012

Do what can’t be done is the Mazda Way. And for more than two decades, we’ve never relented in our goal of defining and redefining what a roadster is meant to be. Unwavering, uncompromising and committed to true sports car authenticity, the MX-5 has always been—and will always be—the track-proven real deal. Daring, nimble and precisely balanced, the MX-5 is an automotive icon and an engineering marvel that’s built to dominate the open road, master every curve and effortlessly transform instinct into action. But to truly understand why it’s the best-selling roadster of all time, you need to be in the driver’s seat.

ENGINEER WITH COURAGE, CREATIVITY AND CONVICTION AND YOU GET THE WORLD’S BEST-SELLING ROADSTER.
OBJECTS IN MIRROR HAVE BEEN TRYING TO CATCH UP FOR MORE THAN TWO DECADES.

The fact that the MX-5 Miata has been racing for its entire 22 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. The lightweight, rigid and balanced Miata is even the most-raced car in the Sports Car Club of America’s (SCCA) largest and most popular amateur racing class. And in terms of pro racing, 2013 marked the eighth 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, drivers compete in identically prepped MX-5 Miatas on many of America’s legendary racecourses, including Mazda Raceway Laguna Seca.

Mazda is also the official vehicle of the 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.

Bottom line: The best street cars make the best race cars. And the MX-5 has been—and still is—the most road-raced of them all.

*Based on Sports Car Club of America racing data.
The MX-5’s near 50:50 front-to-rear weight distribution is crucial to its legendary handling. Its front-midship-engine placement and rear-wheel-drive layout enhance balance and directional control. Helping to keep the MX-5 firmly anchored to the pavement is a track-tuned suspension that delivers superb handling and directional stability by combining a sophisticated double-wishbone layout up front with an advanced multilink setup in the rear. A hollow front stabilizer bar is partnered with four gas-charged shock absorbers and a solid rear stabilizer bar to minimize body roll and maximize cornering grip. Manual transmission models come equipped with a torque-sensing limited-slip differential, and all models come equipped with Dynamic Stability Control with an integral Traction Control System that optimizes both traction and handling in less than ideal road conditions. The result: handling that borders on telepathic.

*S 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 full details.
PERFORMANCE IS IN THE DETAILS.

Performance isn’t about what’s under the hood. It’s about how what’s under the hood works with everything else.

When a vehicle is near perfectly balanced, even the smallest variation can have a huge impact. Keeping the MX-5 balanced on the road required taking into account every weight-bearing variable—down to the stitching in the upholstery. This obsession led to the use of distinct sets of precisely calibrated springs to balance out even the smallest change in weight between each MX-5 model, including the weight of its individual option packages. Finely tuned to account for all those twists and turns the road has in store, each and every MX-5 is precisely engineered to create a balance of stiffness for control and softness for comfort and stability.

A free-revving MZR 2.0-liter 16-valve DOHC engine delivers an assertive 167 hp and 7,200 rpm redline without sacrificing fuel efficiency, offering an impressive EPA-estimated 28 highway/22 city MPG.* Gear heads: Wrap your heads around finely tuned details such as internal friction-reducing molybdenum-coated pistons, variable valve timing, electronically controlled port fuel injection, an electronic throttle and ultralight flywheel, and block and cylinder heads cast from a weight-saving aluminum alloy.

Every driver knows that when it comes to a sports car, slowing down is just as important as speeding up. The MX-5’s ultra-responsive 4-wheel disc brakes with lightweight calipers come standard with anti-lock brakes and Electronic Brakeforce Distribution, ensuring linear fade-resistant stopping power whether you’re on the track or on the road.

Drivetrain twist wastes power and produces acceleration lag. To help eliminate that, Mazda engineers gave the MX-5 a solid structural “backbone”—an ingenuity aluminum Power Plant Frame that unites engine, transmission and differential into a single rigid unit.

A precise and ultra-responsive short-throw, close-ratio 6-speed manual gearbox is standard on both the MX-5 Club and Grand Touring, a 5-speed manual is standard on the Sport, and a 6-speed Sport AT is also available on most models. For enhanced control, the Sport AT allows you to shift manually via either the console-mounted shifter or steering-wheel-mounted paddle shifters. No matter which you choose, each of the MX-5’s three smooth sport-shifting gearboxes becomes an extension of your arm, transforming anticipation into exhilaration.

*Based on EPA estimates for 2014 Mazda MX-5 Miata Sport models with 2.0L engine and manual transmission and 22 city/28 highway MPG. Actual results will vary.
A CAR SHOULD BE AN EXTENSION OF YOUR BODY. DRIVING SHOULD BE AN EXTENSION OF YOUR SOUL.

Blur the line where man ends and machine begins. Every Mazda engineer understands the essence of jinba ittai—“rider and horse as one.” A horse and its rider communicate by being instinctively in tune with each other. To achieve that same effortless communication behind the wheel, Mazda engineers used multiple electromyograms and G sensors to analyze a driver’s complete interaction with the vehicle. From determining the exact location of the shift lever to which muscles and precisely how much effort would be needed to shift, every aspect of the drive is engineered to not just connect you with your MX-5, but to make you one with it.
BEING AT THE EDGE OF YOUR SEAT WAS NEVER THIS COMFORTABLE.

The MX-5 comes fully equipped with a wide array of amenities that you wouldn’t expect to find in a track-proven sports car. From technology that recognizes you before your arrival, to seating that contours to every curve in your body, the MX-5 is engineered to thrill and crafted to spoil.

/ AUDIO SYSTEM /
A standard auxiliary-audio input jack with MP3 capability, available 6-disc CD changer and available SiriusXM Satellite Radio® are all part of an available premium 7-speaker Bose® sound system with AudioPilot® noise compensation technology that helps to block out unwanted ambient road noise.

/ AUTOMATiC CLiMATe cONTROL /
Keep yourself and your passenger comfortable by customizing the environment with the available automatic climate control system.

/ ADVANCED KEYLESS ENTRY & START SYSTEM /
Even before you enter the MX-5 is already anticipating your arrival. At the touch of a button, the available Advanced Keyless Entry & Start System recognizes you and comes to life before your eyes. It remotely unlocks the doors and trunk—all without you having to take your keyless entry fob out of your pocket.

/ AVAILAbLe BLUETOOTH® HANDS-FRee PHONe /
Keeping your eyes on the road and hands on the wheel has never been easier. With voice commands, making and receiving calls is as easy as pushing a button and saying hello.

/ SEATS /
Available heated leather-trimmed bucket seats with five comfort settings are meticulously designed to conform to every curve and adjust to your specific driving position.

*SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications.
A 2013 CAR AND DRIVER 10BEST, 8TH YEAR IN A ROW AND 14TH OVERALL SINCE ITS DEBUT.
ZERO TO HARD TOP IN 12.0 SECONDS.

The MX-5’s quick and easy-to-use soft top isn’t the only way to embrace the wind. Available on the MX-5 Club and Grand Touring models is a Power Retractable Hard Top. Precisely designed to take up zero trunk space, the MX-5’s ultra-light 80 lb hard top stores neatly behind the seats under a special tonneau cover. Weather-tight and complete with a solid glass rear window with defroster, the MX-5’s roofline is aerodynamic yet elegant. It may be one of the most iconic convertibles in the world, but at the push of a button, it takes a mere 12 seconds* to transform the thrill of a convertible into the security and practicality of a hard top.

*Must also be disengaged or engaged.
MAZDA MX-5 MIATA COLORS

Zeal Red Mica
Meteor Gray Mica
Brilliant Black
Crystal White Pearl Mica*

MAZDA MX-5 MIATA WHEELS

17-inch Alloy
16-inch Alloy
17-inch Alloy

MAZDA MX-5 MIATA UPHOLSTERY

Black Cloth (Sport)
Black Cloth with Red Accent Stitching (Club)
Black Leather (Club Touring)
Spicy Mocha Leather (Grand Touring)

*Extra cost option.
MAZDA MX-5 MIATA SPORT
18-inch aluminum alloy wheels
Halogen fog lights
Black cloth seats with red stitching
Front air dam and rear diffuser
Club graphics
Body-colored interior decoration panel with exclusive Club model badging and side graphics and limited-slip differential (MT models)
Leather-wrapped steering wheel
Heated seats with 5 settings
Leather-trimmed seats
Automatic climate control
Cruise control
Black or Spicy Mocha cloth convertible top
Power windows with driver’s one-touch-down feature
Halogen fog lights
17-inch aluminum alloy wheels
MAZDA MX-5 MIATA GRAND TOURING
Sport-tuned suspension with Bilstein® shocks
Shock tower brace
Power Retractable Hard Top
Dual front air bags and side-impact air bags*
Leather-wrapped steering wheel
Power windows with driver’s one-touch-down feature
Cloth-trimmed seats
Air conditioning
Black vinyl convertible top
Halogen fog lights
MAZDA MX-5 MIATA SPORT SOFT TOP
17-inch Alloy Wheel
EXTERIOR COLOR
WHEEL
BLACK LEATHER
BLACK CLOTH
SOFT TOP
MAZDA MX-5 MIATA CLUB
Exclusive 18-inch aluminum alloy wheels with needlepoints
Halogen fog lights
Black cloth seats with red stitching
Front air dam and rear diffuser
Power windows with driver’s one-touch-down feature
Leather-wrapped steering wheel
Air conditioning
Black plated/powder side mirrors
Front air slots and rear diffuser
Black cloth seats with red stitching
Power door locks
MAZDA MX-5 MIATA CLUB TOURING
Leather-trimmed seats
Premium Package
Available Suspension Package
Driver’s side-window tilt
Choice control
Power door locks with 2-stage unlocking feature
Rear-window defogger electric with retractable key
Power accessories: remote keyless entry, driver’s one-touch-down feature
Leather-wrapped steering wheel
Alloy tread pattern air conditioning and automatic climate control
Rear door \& trunk locks with 2-stage unlocking feature
Rear door \& trunk locks with 2-stage unlocking feature
Automatic climate control
Leather-trimmed seats
Power door locks
Glass tinted windows with 5x7 \& leather-wrapped steering wheel
Available Interior Decoration Package with black-gripped interior decoration panel
dual front air bags and side-impact air bags*

WE'RE COMMITTED TO OUR DRIVERS.
Every new 2014 Mazda MX-5 Miata is protected by:
- 3-year/36,000 Mile Limited Warranty on all components (except tires and sealed body cavities)
- 3-year/36,000 Mile Mazda roadside Assistance Program
- 5-year/100,000 Mile Mazda Powertrain Warranty
- 5-year/100,000 Mile Mazda Vehicle Maintenance Warranty

Even after your vehicle warranty has expired, Mazda Certified Confidence provides nearly all the same parts and components covered under your New Vehicle Limited Warranty for a period of 11 years or 110,000 miles, whichever comes first. Visit our website for details.

FINANCING WITHOUT THE FUSS.
Whether you’re buying or leasing a new Mazda, Certified Pre-Owned Mazda or a certified used vehicle, Mazda Capital Services can help you find the right financing option for your needs. Our rates are highly competitive, our terms are convenient, and satisfying. One of the largest auto lenders in America, Mazda Capital Services is recognized for first-class customer service, a wide range of financing options and highly competitive rates.

To find out which purchase or lease plan is right for you, talk with your Mazda Dealer or visit MazdaUSA.com.

*Always obey seat belt laws and ensure the passenger seatback is deployed when seated in the vehicle. For your safety, rear seat occupants should not lean forward, sit on objects, or be seated on the rear seat cushion. For rear seat passengers, seat up to three passengers per seatback 

**Based on EPA estimates for 2014 Mazda MX-5 Miata Sport models with 2.0L engine and manual transmission.

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†† The Mazda Six Speed Sport Automatic transmission is an available option.

‡‡ The Mazda Five Speed Automatic transmission is an available option.

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TO LEARN MORE, VISIT MAZDAUSA.COM
MAZDA MX-5 MIATA ACCESSORIES. IT’S YOUR MAZDA—MAKE IT YOUR OWN.

Customize your new MX-5 with Genuine Mazda Accessories. When installed by your Mazda Dealer prior to or at initial vehicle retail delivery, Genuine Mazda Accessories carry the same new-vehicle limited warranty as your new Mazda. Ask your dealer for details.

- 17-inch Gloss Black Alloy wheels with Diamond Cut Face. Add extra style to your MX-5 with these sporty 17-inch alloy wheels.
- 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.
- Splash Guards. Protect your paint's finish from rocks and other road debris. Available in all MX-5 colors.
- Door Edge Guards. Every time you step in or out of your MX-5 Miata, let our doorsill trim plates add a stylish touch.

ADDITIONAL ACCESSORIES:
- 3.5 mm Audio Cable
- 115-volt Accessory Power Outlet
- Air Vent Bezels
- Aftermarket "Infotainment System" Adaptor
- Ashley Car Cover - All Weather
- Car Cover - Roof
- Car Cover - Side Mirror
- Cargo Net
- 17-inch Alloy Wheels in Dark Gunmetal
- 3.5 mm Audio Cable
- Ashtray
- Front Air Deflector
- Door Edge Guards
- License Plate Frame
- Interior Lighting Kit
- Instrument Panel Decorative Trim
- In-Dash 6-Disc CD/MP3 Changer
- Hard Top
- Engine Start Switch
- Fuel Door
- Full Floor Mats
- First Aid Kit
- Gearshift Knob
- Parking Brake Handle
- Perimeter Alarm System
- Portable Navigation Device by Garmin®
- Rear Under Seat Storage
- Roadside Assistance Kit
- Siphon for Gas
- SiriusXM Satellite Radio®
- Scott Drake® ’71 - ’73 Fender Kit
- Windshield Sunscreen

OUR PROMISE.

At Mazda, we’re passionate about what we do. We pay attention to the details, and we take an unconventional approach. You can see it in our designs, feel it in how our cars drive, and experience it in the way we treat you as a customer. Our dealerships are here to help you make the right choice, so everything we do is focused on ensuring that you get exactly what you want—surpassing your expectations. Mazda doesn’t settle, and neither should you. Let our Mazda Dealers:

- Provide you with a comfortable environment
- Earn your trust
- Respect and value your time
- Give you useful information and advice
- Help you make the best decision

Getting the personalized experience you deserve at your Mazda Dealer.

This is the Mazda Way.

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MazdaUSA.com

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