IT TAKES CONVITION TO STAND UP TO THE NAYSAVERS.
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.
THSE ARE ACTIONS, NOT WORDS. PROOF, NOT THEORIES.
MAKING THE IMPOSSIBLE POSSIBLE.

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THIS IS THE MAZDA WAY.
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.”


ANCIENT TRADITION.

For 15th century Japanese horse archers, complete freedom with the bow and arrow came only with an unwavering bond with 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.

MODERN APPLICATIONS.
“When I drive my MX-5 to work, my commute is like a 30-minute vacation.”
— G. Gehris, Mazda MX-5 Miata customer
Courageous engineering. This is the Mazda Way. It’s how we created the Mazda MX-5 Miata, a car that’s near perfectly balanced. And a car that seems to anticipate a driver’s every move. This could only be achieved through the conviction, creativity and courage of quality-obsessed engineers. Engineers that take into account every bolt, every wire and every stitch in the upholstery to achieve near-perfect 50:50 front-to-rear weight distribution. The MX-5 is also precisely engineered to account for one more variable—you, the driver. So it’s not perfectly balanced until a driver is sitting in the driver’s seat. The result: You complete it. Because at Mazda, we don’t just engineer cars. We engineer harmony.
In 1989, Mazda debuted the MX-5 Miata. A quarter of a century and more than 900,000 worldwide sales later, the MX-5 Miata continues to define—and redefine—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 near perfectly 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.

“The Miata still is one of the most pure motoring experiences that you can buy...”  Autobytel®, September 2012
Mazda Raceway
Laguna Seca

*Based on Sports Car Club of America racing data.

OBJECTS IN MIRROR HAVE BEEN TRYING TO CATCH UP FOR MORE THAN TWO DECADES.

The fact that the MX-5 Mazda has been racing for its entire 25-year history 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.* And in terms of pro racing, 2013 marked the eighth season of the SCCA 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 skill and technique, drivers compete in identically prepped MX-5 Miatas on many of America’s legendary racecourses, including Mazda Raceway Laguna Seca.

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.
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 automatic is available on all models. For enhanced control, the automatic transmission 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.

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

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.

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 up to an EPA-estimated 28 highway 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.

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. With the available Suspension Package, you also get a torque-sensing limited-slip differential to go with a more sport-tuned suspension and upgraded Bilstein® shocks. 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. For those who boil and turn 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. The result: handling that borders on telepathic.

Every model is available with a Sport suspension. 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 up to an EPA-estimated 28 highway 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.

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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 not just to connect you with your MX-5, but to make you one with it.

Mazda MX-5 Miata Power Retractable Hard Top Grand Touring interior shown in Spicy Mocha leather
BEING AT THE EDGE OF YOUR SEAT WAS NEVER THIS COMFORTABLE.

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

/ ADVANCED KEYLESS ENTRY SYSTEM /
Even before you enter, the MX-5 is already anticipating your arrival. At the touch of a button, the available Advanced Keyless Entry 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.

/ AUTOMATIC CLIMATE CONTROL /
Keep both yourself and your passenger comfortable by customizing the environment with the available Automatic Climate Control System.

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

/ SEATS /
Available heated leather-trimmed bucket seats with five comfort settings are meticulously designed to conform to your seat curve and adjust to your specific driving position.
The Mazda MX-5 Miata has been named to Car and Driver’s 10Best Cars list 14 times since its debut.
Most Power Retractable Hard Top convertibles take up valuable trunk space once they’re folded away. But both MX-5’s hard and soft tops are precisely designed to not take up any valuable trunk space. Top up or folded neatly away, the MX-5 models still offer 5.3 cubic feet of trunk space.

MX-5 Sports shown in true red with 16-inch alloy wheels. MX-5 Miata Power Retractable Hard Top Grand Touring shown in liquid Silver metallic with accessory 17-inch dark gunmetal alloy wheels.

*Latch must also be disengaged or engaged. Based upon published times. Parking brake need be off.

** Zero to Hardtop in 12.0 seconds. **
MAZDA MX-5 MIATA COLORS

- Zeal Red Mica
- Mica Black Mica
- Jet Black Mica
- Liquid Silver Metallic
- Crystal White Pearl Mica

*extra cost option.

MAZDA MX-5 MIATA UPHOLSTERY

<table>
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<tr>
<th>SPORT</th>
<th>CLUB</th>
<th>GRAND TOURING</th>
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<td>Black Cloth</td>
<td>Black Cloth with Red Accent Stitching</td>
<td>Black Leather</td>
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<tr>
<td></td>
<td></td>
<td>Spicy Mocha Leather</td>
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MAZDA MX-5 MIATA WHEELS

- 16-inch Alloy Sport
- 17-inch Alloy Club
- 17-inch Alloy Grand Touring

EVERY MODEL IN THE MAZDA LINEUP WAS BUILT BY A BUNCH OF CAR-CRAZED CRAFTSMEN, WHO LOVE TO DRIVE. FOR PEOPLE WHO LOVE TO DRIVE. SO FROM THE MAZDA2 TO THE CX-9, A MAZDA IS ALWAYS A MAZDA. BECAUSE IT TAKES CONVICTION, CREATIVITY AND COURAGE TO BUILD CARS WORTH DRIVING.
MAZDA MX-5 MIATA SPORT

16"-inch aluminum alloy wheels
Halogen highlights
Black习俗 convertible top
Chrome valance
Power windows with driver's one-touch down feature
Leather-wrapped steering wheel
MAZDASAFE® compatible audio system
Dual front air bags and side-impact air bags*

Available Convenience Package (standard on 4 models):
Power door locks, remote keyless entry with retrievable key
Voice controlled air conditioning
Flexible audio system, steering wheel-mounted audio and cruise controls
Dual front air bags and side-impact air bags

MAZDA MX-5 MIATA CLUB

Exclusive 17"-inch aluminum alloy wheels with gloss black finish
Halogen highlights
Black习俗 convertible top or black painted Power Retractable Hard Top
Black painted power side mirrors
Front shock tower brace
Sport tuned suspension with Bilstein® shock absorbers
Front shock tower brace (club and gt )

Available Premium Package: Sport tuned suspension, black painted shock absorbers and limited slip rear differential (mt models)

MAZDA MX-5 MIATA GRAND TOURING

17"-inch aluminum alloy wheels
Halogen highlights
Power windows with driver’s and passenger’s one-touch down feature
Black or Spice Mocha leather-custom convertible top or body color定制 Power Retractable Hard Top
Chrome control
Power door locks with 2-stage unlocking feature
Remote keyless entry with retrievable key
Automatic climate control
Leather trimmed seats
Heated seats with fold-down armrests
Leather-wrapped steering wheel

Available Convenience Package: Power Retractable Hard Top

WE’RE COMMMITTED TO OUR DRIVERS.

Every new 2015 Mazda MIATA is protected by a Mazda Extended Confidence Program, which nearly all the same parts and components covered under your new vehicle’s limited warranty. Accepted worldwide and of utilizing only Mazda Genuine Parts where available, Mazda Extended Confidence gives you peace of mind for miles beyond your expectations’ range.

MAZDA MX-5 MIATA SPECIFICATIONS

ENGINE & TRANSMISSION

2.0L DOHC 16-valve 4-cylinder engine with variable valve timing

Power train: 5-speed manual overdrive transmission with short-throw shifter (club)
5-speed manual overdrive transmission with short-throw shifter (gt)
6-speed Sport automatic transmission with paddle shifters

MECHANICAL

Vehicle: Power Retractable Hard Top
Built in power steering with electronically assisted variable assist
Power assisted 4-wheel disc brakes

Intricate Rack and Pinion Suspension (club) with Electronic Brakeforce Distribution
Rear windows and rearview mirror with aluminum covers
Independent multilink rear suspension with aluminum housing support
Front and rear stabilizer bars, gas charged shock absorbers

STEERING:

One-touch-down feature
Power door locks, remote keyless entry with retractable key
Remote keyless entry with passenger window

EXTERIOR DIMENSIONS

Wheelbase: 91.1" / 92.3" / 94.5"
Width with mirror (club): 72.7" / 74.6" / 74.8"
Track, Front/Rear: 58.0" / 58.3" / 58.3"
Overall width/height (club): 67.7" / 49.0"

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MAZDA MX-5 MIATA ACCESSORIES. IT’S YOUR MAZDA—MAKE IT YOUR OWN.

Customize your new MX-5 Miata with Genuine Mazda Accessories. When installed by your Mazda Dealer, Genuine Mazda Accessories carry the same New-Vehicle Limited Warranty as your new Mazda. Ask your dealer for details.

01 // Gloss Black Alloy Wheel with Diamond Cut Face /
Put a different spin on your MX-5 with your choice of alloy wheels. Experience the latest in stylish wheel designs and alloy casting processes from high-tech manufacturing facilities. Available in Gloss Black with diamond-cut face (shown) and Dark Gunmetal.

02 // Car Cover /
Sleep easy knowing your MX-5’s finish is protected with our custom-fitted outdoor Car Cover, featuring side-mirror pockets, rear license plate window and weather-resistant fabric. Includes custom bag for easy storage. Indoor cover also available.

03 // Cargo Net /
Never hear the sound of stuff rolling around in your trunk again. Use our Cargo Net to secure your groceries, sports equipment and other loose items while keeping them handy for easy access. (Not available with Premium Package.)

04 // Door Sill Trim Plates /
Every time you step in or out of your MX-5, let our Door Sill Trim Plates add a stylish touch.

05 // All-Weather Floor Mats /
Help keep the great outdoors in its place. Custom-fitted for your MX-5, these All-Weather Floor Mats guard against snow, mud, sand and whatever else comes through the door.

06 // Windshield Sunscreen /
Help keep your MX-5’s interior cool while parked. Constructed of silver reflective material, our Windshield Sunscreen includes the Mazda logo.

07 // Splash Guards /
Protect your paint’s finish from rocks and other road debris. Available in all MX-5 colors.

For a full list of Genuine Mazda Accessories for your MX-5 Miata, please visit accessories.MazdaUSA.com

*Please remember to properly secure all cargo.
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THE MIATA COMMUNITY
There are over 145 Mazda Miata clubs across the United States. Day trips, tallies, road runs, overnight excursions, track days, tech sessions, car talks and motorsports events fill our calendars. We are the Mazda Miata devotees who have an unrelenting passion for driving the world’s best-selling roadster. Because having bugs in the grille and our tops down on 32-degree mornings is how we measure a great day. Loyal fans, enthusiasts and collectors know it’s a special community to belong to. Join the club.

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