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?

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.

“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.”
THIS IS THE 2014 MAZDA MX-5 MIATA.
Courageous engineering. It’s the Mazda Way. And to create the Mazda MX-5 Miata, a car that’s near perfectly balanced—that seems to anticipate a driver’s every move—is only achieved through the courage, creativity and conviction of quality-obsessed engineers. Engineers that take into account every bolt, every wire and every stitch to achieve near-perfect 50:50 front-to-rear weight distribution. And the MX-5 is even precisely engineered to account for one more variable—you, the driver. And in doing so, they created a vehicle that couldn’t be 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.
“...THE MIATA STILL IS ONE OF THE MOST PURE MOTORIZING EXPERIENCES THAT YOU CAN BUY....”

Autobytel® September 2012

Engineer with courage, creativity and conviction and you get the world’s best-selling roadster.

Doing 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 authenticiy, 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.
Based on Sports Car Club of America racing data.

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.
**SPEED IS NOTHING WITHOUT CONTROL.**

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 multi-link 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.

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*Mazda MX-5 Miata shown in True Red*
**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.

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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.

Drivetrain twist wastes power and produces acceleration lag. To help eliminate that, 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 antilock 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 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.

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*Based on EPA estimates for 2014 Mazda MX-5 Miata Sport models with 2.0L engine and manual transmission. 22 city/28 highway MPG. Actual results will vary.

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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.

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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 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.

*Latch 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 (Grand Touring)
Spicy Mocha Leather (Grand Touring)

*Extra cost option.
MAZDA MX-5 MIATA SPORT

- 17-in black alloy wheels
- Black cloth seats with red stitching
- Front air dam and rear diffuser
- Club graphics and limited-slip differential (MT models)
- Heated seats with 5 settings
- Leather-trimmed seats
- Remote keyless entry with retractable key
- Power door locks with 2-stage unlocking feature
- Cruise control
- 17-inch aluminum alloy wheels
- Shock tower brace
- Black-painted power side mirrors
- Halogen fog lights
- Exclusive 17-inch aluminum alloy wheels
- MAZDA MX-5 MIATA CLUB

- Exclusive black cloth with red accent stitching
- Heated seats with 5 settings
- Leather-trimmed seats
- Remote keyless entry with retractable key
- Power door locks with 2-stage unlocking feature
- Leather-wrapped steering wheel
- AM/FM/CD/MP3-compatible audio system
- Power windows with driver’s one-touch down feature
- Steering-wheel-mounted audio and cruise controls
- Remote keyless entry with retractable key
- Power door locks with 2-stage unlocking feature

MAZDA MX-5 SPECIFICATIONS

- 2.0L DOHC 16-valve 4-cylinder engine with variable valve timing
- Aluminum alloy engine block & cylinder head
- 5-speed manual or automatic transmission with variable valve timing
- Dual front air bags and side-impact air bags
- Optional 6-speed manual transmission with paddle shifters
- MAZDA MX-5 MIATA

- Dual front air bags and side-impact air bags
- AM/FM/CD/MP3-compatible audio system
- Leather-wrapped steering wheel
- Power windows with driver’s one-touch down feature
- Steering-wheel-mounted audio and cruise controls
- Remote keyless entry with retractable key
- Power door locks with 2-stage unlocking feature
- HID fog lights
- 16-inch aluminum alloy wheels
- MAZDA MX-5 MIATA SPORT SOFT TOP

- Dual front air bags and side-impact air bags
- AM/FM/CD/MP3-compatible audio system
- Leather-wrapped steering wheel
- Power windows with driver’s one-touch down feature
- Steering-wheel-mounted audio and cruise controls
- Remote keyless entry with retractable key
- Power door locks with 2-stage unlocking feature
- HID fog lights
- 16-inch aluminum alloy wheels

- Available Suspension Package: limited-slip rear differential (manual transmission only)
- Bose ® audio system with AudioPilot ®
- Leather-wrapped shift knob
- Power door locks, remote keyless entry, and alarm system
- Intelligent Key/Engine Start System
- Anti-Theft System
- Wheelbase (in) 94.3
- Track, front/rear (in) 58.4/58.7
- Overall width/height (in) 67.5/49.5
- Overall length (in) 157.9
- Curb-to-curb (ft) 30.8
- Turning circle, curb-to-curb (ft) 30.8
- Tires, front/rear (P205/45R17)
- Brakes (12-inch ventilated front disc, 12-inch solid rear disc)
- Fuel capacity (U.S. gallons) 12.7
- Final drive ratio 4.100
- Bore & stroke (in) 3.550 x 3.200
- Compression ratio 9.5:1
- Ignition system/fuel system Distributorless electronic
- Multiport fuel injection
- Bore & stroke (in) 3.550 x 3.200
- Compression ratio 9.5:1
- Ignition system/fuel system Distributorless electronic
- Multiport fuel injection
- Engine & transmission
- Engine size and type 2.0L DOHC 16-valve 4-cylinder
- Valvecard system Variable valve timing
- Fuel economy (EPA estimated MPG, city/hwy)
- 5-speed manual 22/28 (Sport)

FINANCING WITHOUT THE Fuss.

Whether you’re buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services can work with you to provide financing options that are convenient and satisfying. Visit us online to learn more about what we offer.

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

WE'RE COMMITTED TO OUR DRIVERS.

Every new 2014 Mazda MX-5 Miata is protected by a:

- 3-year/36,000-mile † warranty on the engine
- 3-year/36,000-mile † warranty on the powertrain
- 5-year/60,000-mile † limited powertrain warranty
- 5-year/60,000-mile † limited warranty against body rust-through

Even after your vehicle warranty has expired, Mazda Certified Pre-Owned Vehicles provides nearly all the same parts and components covered under your New Vehicle Limited Warranty, including a comprehensive inspection and listing only Mazda-authorized for availability, Mazda Certified Pre-Owned gives you peace of mind for miles beyond your expectations.

FUEL ECONOMY (EPA ESTIMATED MPG, CITY/HWY)

- 5-speed manual 22/28 (Sport)
- 6-speed manual 22/28 (Club, Grand Touring)
- 6-speed Sport Automatic 22/28 (Sport, Club, Grand Touring)

TRANSMISSION RATIOS

- 5-speed manual with overdrive
- 6-speed manual
- 6-speed Sport automatic

CAPACITIES

- Gas tank volume (U.S. gallons) 12.7

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- 5-speed manual 22/28 (Sport)
- 6-speed manual 22/28 (Club, Grand Touring)
- 6-speed Sport Automatic 22/28 (Sport, Club, Grand Touring)
MAZDA MX-5 MIATA ACCESSORIES. IT’S YOUR MAZDA—MAKE IT YOUR OWN.

Customize your new MAZDA 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.
- Front Air Deflector. Give your MX-5 an aerodynamic, lowered racing look with this black spoiler.
- Custom-fitted Car Cover has outside-mirror pockets, the MX-5 logo and a matching storage bag. Available in indoor and all-weather.
- Door Sill Trim Plates. Every time you step in or out of your MX-5 Miata, let our door sill trim plates add a stylish touch.

ADDITIONAL ACCESSORIES:
- 3.5 mm Audio Cable
- 19-inch Alloy Wheels in Dark Enamel
- Air Vent Bonnet
- Audio / SD™ / iPod® Integration System™
- Ashtray
- Cargo Kit
- Car Cover - All-Weather
- Car Cover - Cowl
- Car Cover - Hood
- Car Cover - Trunk
- Carpet Floor Mats
- Ceiling Rail Guards
- Engine Start Switch
- Front Accessory Kit
- Front Bra
- Front Door Guard
- Guard
- Head Liner
- In-Dash 6-Disc CD/MP3 Changer
- Instrument Panel/Decoration Trim
- License Plate Frame
- License Plate Frame - Rear
- Mirrored License Plate Frame
- Paint Protection
- Rear Anti-Slash Glass Kit
- Rear Accessory Kit
- Rear Accessory Kit - Front
- Rear Bra
- Perimeter Alarm System
- Parking Brake Handle
- Portable Navigation Devices by Garmin®
- Power Retractable Side Mirrors
- Seatback Bar Covers
- Sheetmetal Door Guards
- Steering Wheel Trim
- Sunshade
- Touch-up Paint
- Windshield Sunscreen
- XM Radio Antenna

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

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 if it’s not worth driving, it’s not worth building.

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.