

2014 MAZDA MX-5 MIATA

THIS IS THE 2014 MAZDA MX-5.
WHAT DO YOU DRIVE?

ZOOM-ZOOM



*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."

Takao Kijima: Program Manager,
Mazda MX-5 Miata (1995-2007)



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THIS IS THE 2014 MAZDA MX-5 MIATA.





IT TAKES OBSESSION TO FIND BALANCE.

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 MOTORING EXPERIENCES THAT YOU CAN BUY..." Autobyte!,[®] 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 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.



MAZDA RACEWAY
LAGUNA SECA

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.



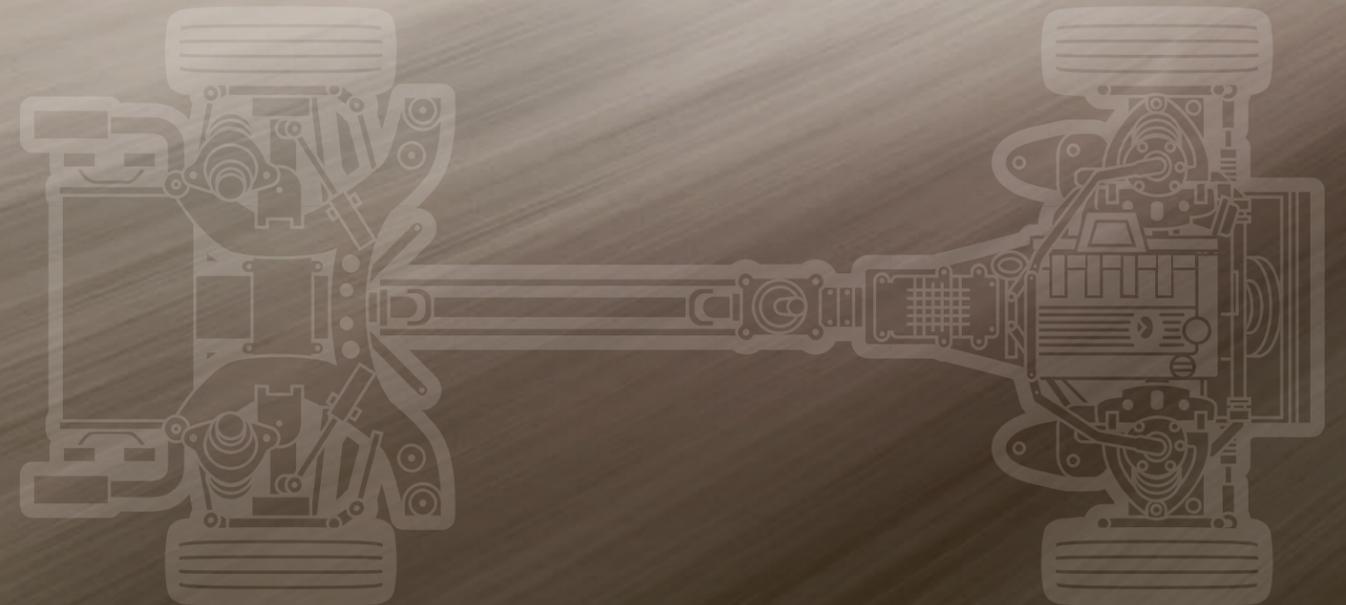
Mazda MX-5 Miata Power Retractable Hard Top Club shown in Crystal White Pearl Mica with 17-inch alloy wheels



*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 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.



*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.

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.



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 anti-lock brakes and Electronic Brakeforce Distribution, ensuring linear fade-resistant stopping power whether you're on the track or on the road.



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.



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.

*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.



**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.



/ 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.



/ 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.



/ 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 your 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.

Mazda MX-5 Miata Grand Touring interior shown in black leather

**A 2013 CAR AND DRIVER 10BEST,
8TH YEAR IN A ROW AND 14TH
OVERALL SINCE ITS DEBUT.**

Car and Driver, December 2012



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.

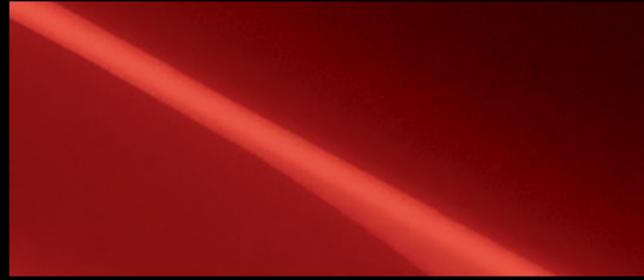


Mazda MX-5 Miata Power Retractable Hard Top Grand Touring shown in Liquid Silver Metallic with 17-inch alloy wheels



*Latch must also be disengaged or engaged.

MAZDA MX-5 MIATA COLORS



Zeal Red Mica



True Red



Meteor Gray Mica



Liquid Silver Metallic



Brilliant Black



Jet Black Mica



Crystal White Pearl Mica*

*Extra cost option.

MAZDA MX-5 MIATA UPHOLSTERY



Black Cloth
(Sport)



Black Cloth with Red Accent
Stitching
(Club)



Black Leather
(Grand Touring)



Spicy Mocha Leather
(Grand Touring)

MAZDA MX-5 MIATA WHEELS



16-inch Alloy
Sport



17-inch Alloy
Club



17-inch Alloy
Grand Touring

MAZDA MX-5 MIATA SPORT

16-inch aluminum alloy wheels
Halogen fog lights
Black vinyl convertible top
Air conditioning
Cloth-trimmed seats
Power windows with driver's one-touch-down feature
Leather-wrapped steering wheel
AM/FM/CD/MP3-compatible audio system
Dual front air bags and side-impact air bags*

Available Convenience Package: (standard on AT models)
Power door locks, remote keyless entry with retractable key, silver seatback bars, cruise control, steering-wheel-mounted cruise and audio controls, passenger one-touch-down window and trip computer



SOFT TOP

WHEEL
16-inch Alloy



BLACK CLOTH



EXTERIOR COLOR



MAZDA MX-5 MIATA CLUB

Exclusive 17-inch aluminum alloy wheels with gunmetal finish
Halogen fog lights
Black cloth convertible top or black-painted Power Retractable Hard Top
Black-painted power side mirrors
Shock tower brace
Sport-tuned suspension with Bilstein® shocks and limited-slip differential (MT models)
Exclusive Club model badging and side graphics
Body-colored interior decoration panel with Club graphics
Front air dam and rear diffuser
Black cloth seats with red stitching

Power door locks with 2-stage unlocking feature
Remote keyless entry with retractable key
Steering-wheel-mounted audio and cruise controls
Air conditioning
Power windows with driver's one-touch-down feature
Leather-wrapped steering wheel
AM/FM/CD/MP3-compatible audio system
Dual front air bags and side-impact air bags*



SOFT TOP



POWER RETRACTABLE
HARD TOP

WHEEL
17-inch Alloy



BLACK CLOTH WITH
RED ACCENT STITCHING



EXTERIOR COLOR



MAZDA MX-5 MIATA GRAND TOURING

17-inch aluminum alloy wheels
Halogen fog lights
Air conditioning
Power windows with driver's one-touch-down feature
Black or Spicy Mocha cloth convertible top or body-colored Power Retractable Hard Top
Cruise control
Power door locks with 2-stage unlocking feature
Remote keyless entry with retractable key
Automatic climate control
Leather-trimmed seats
Heated seats with 5 settings
Leather-wrapped steering wheel

Leather-wrapped shift knob
In-dash 6-disc CD changer
Bose® audio system with AudioPilot®
Dual front air bags and side-impact air bags*

Available Suspension Package:
Sport-tuned suspension, Bilstein® shock absorbers and limited-slip rear differential (manual transmission only)

Available Premium Package:
Xenon HID headlights, Bluetooth hands-free phone capability, Mazda Advanced Keyless Entry System, SiriusXM Satellite Radio† with 4-month trial subscription to the Sirius Select package and alarm system



SOFT TOP



POWER RETRACTABLE
HARD TOP

WHEEL
17-inch Alloy



BLACK LEATHER



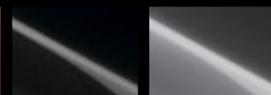
EXTERIOR COLOR



SPICY MOCHA LEATHER



EXTERIOR COLOR



SOFT TOP ONLY

MAZDA MX-5 SPECIFICATIONS

ENGINE & TRANSMISSION

2.0L DOHC 16-valve 4-cylinder engine with variable valve timing
Aluminum alloy engine block & cylinder head
5-speed manual overdrive transmission with short-throw shifter (Sport)
6-speed manual overdrive transmission with short-throw shifter (Club and GT)
Optional 6-speed Sport automatic transmission with paddle shifters

MECHANICAL

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 and rear stabilizer bars; gas-charged shock absorbers
Shock tower brace (front)
Dynamic Stability Control†
Traction Control System

EXTERIOR DIMENSIONS

Wheelbase/overall length (in) 91.7/157.3 MX-5
91.7/157.3 MX-5 PRHT
Overall width/height (in) 67.7/49.0 MX-5
67.7/49.4 MX-5 PRHT
Track, front/rear (in) 58.7/58.9 MX-5
58.7/58.9 MX-5 PRHT

CURB WEIGHTS (LB)

5-speed manual 2,480 MX-5
6-speed manual 2,511 MX-5
2,593 MX-5 PRHT
6-speed Sport automatic 2,542 MX-5
2,619 MX-5 PRHT

INTERIOR DIMENSIONS

Head/leg/shoulder (in) 37.4/43.1/53.2 MX-5
37.0/43.1/53.2 MX-5 PRHT

ENGINE

Engine size and type 2.0L MZR 4-cylinder aluminum alloy block and cylinder head
Valve gear DOHC 16-valve with variable intake-valve timing
Horsepower, SAE net 167 @ 7,000 rpm
158 @ 6,700 rpm (6-speed Sport AT)
Torque, SAE net (lb-ft) 140 @ 5,000 rpm
Bore & stroke/
compression ratio 3.44 x 3.27 inches/10.8:1
Ignition system/fuel system Distributorless electronic/
multipoint fuel injection
Recommended fuel Premium unleaded gasoline
Overall steering ratio 15.0:1
Steering wheel turns,
lock-to-lock 2.7
Turning circle,
curb-to-curb (ft) 30.8
Brakes 11.4-inch ventilated front discs;
11.0-inch solid rear discs

TRANSMISSION RATIOS	5-SPEED MANUAL	6-SPEED MANUAL	6-SPEED SPORT AUTOMATIC
1st gear	3.136	3.815	3.538
2nd gear	1.888	2.260	2.060
3rd gear	1.330	1.640	1.404
4th gear	1.000	1.177	1.000
5th gear	0.814	1.000	0.713
6th gear	-	0.787	0.582
Final drive	4.100	4.100	4.100

CAPACITIES

Cargo volume (cu ft) 5.3
Fuel capacity (U.S. gallons) 12.7

FUEL ECONOMY (EPA ESTIMATED MPG, CITY/HWY)

5-speed manual 22/28 (Sport)**
6-speed manual 21/28 (Club, Grand Touring)††
6-speed Sport Automatic 21/28 (Sport, Club, Grand Touring)††

WE'RE COMMITTED TO OUR DRIVERS.

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

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

*Whichever comes first.



Even after your vehicle warranty has expired, Mazda Extended Confidence provides nearly all the same parts and components covered under your New-Vehicle Limited Warranty. Accepted nationwide and utilizing only Mazda Genuine Parts (where available), Mazda Extended Confidence gives you peace of mind for miles beyond your expectations.

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 help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Mazda Capital Services is known 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.

†The tradename "Mazda Capital Services," as well as the Mazda and Mazda Capital Services logos, are owned by Mazda Motor Corporation or its affiliates and are licensed to JPMorgan Chase Bank, N.A. ("Chase"). Retail/loan and lease accounts are owned by Chase.

FOR DETAILS, PLEASE SEE YOUR MAZDA DEALER, VISIT MAZDAUSA.COM OR CALL TOLL-FREE (800) 639-1000.

*Always wear your seat belt and ensure that the passenger air bag deactivation light is illuminated when using a child- or infant-restraint system. Please see your owner's manual for details. †SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 4-month trial subscription to the Sirius Select package expires and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Sirius satellite service available only to those at least 18 and older in the 48 contiguous USA, DC, and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ‡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. **Based on EPA estimates for 2014 Mazda MX-5 Miata Sport models with 2.0L engine and manual transmission 22 city/28 highway MPG. ††Based on EPA estimates for 2014 Mazda MX-5 Miata Club and Grand Touring models with 2.0L engine and manual transmission 22 city/28 highway MPG. ‡Based on EPA estimates for 2014 Mazda MX-5 Miata Sport, Club and Grand Touring models with 2.0L engine and automatic transmission 21 city/28 highway MPG. Actual results will vary.

MAZDA FULL LINE



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.®

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.



A 17-inch Gloss Black Alloy wheels with Diamond Cut Face. Add extra style to your MX-5 with these sporty 17-inch alloy wheels. **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** Splash Guards. Protect your paint's finish from rocks and other road debris. Available in all MX-5 colors. **D** Front Air Dam. Give your MX-5 an aerodynamic, lowered racing look with this black spoiler. **E** Car Cover. Extend the life of your MX-5's finish. Our 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). **F** Doorsill Trim Plates. 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
- 17-inch Alloy Wheels in Dark Gunmetal
- Air Vent Bezels
- Apple® iPod® Integration System*
- Ashtray
- Car Cover - All-Weather
- Car Cover - Indoor
- Car Cover Cable Lock
- Cargo Net
- Carpet Floor Mats
- Door Edge Guards
- Engine Start Switch
- First Aid Kit
- Front Mask
- Fuel Door
- Gearshift Knob
- Hard Top
- In-Dash 6-Disc CD/MP3 Changer
- Instrument Panel Decorative Trim
- Interior Lighting Kit
- License Plate Frame
- Paint Protection
 - Door Edge
 - Front Kit
- Parking Brake Handle
- Perimeter Alarm System
- Portable Navigation Devices by Garmin®
- Rear Under Skirt
- Roadside Assistance Kit
- Seatback Bar Covers
- SiriusXM Satellite Radio†
- Touch-Up Paint
- Wheel Locks
- 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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