

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.



THIS IS THE 2014 MAZDA MX-5 MIATA.

















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 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.



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 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.



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.



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.



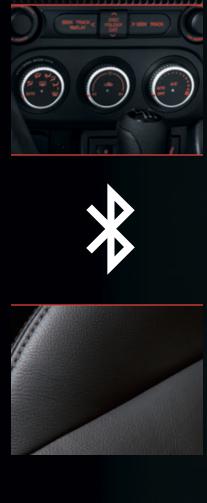
Keep yourself and your passenger comfortable by customizing the environment with the available automatic climate control system.

/ 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.

















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

MAZDA MX-5 MIATA COLORS







Meteor Gray Mica



Liquid Silver Metallic



Brilliant Black



Jet Black Mica



Crystal White Pearl Mica*

*Extra cost option.

MAZDA MX-5 MIATA WHEELS



MAZDA MX-5 MIATA UPHOLSTERY





Black Cloth with Red Accent Stitching (Club)



Black Leather (Grand Touring)



Spicy Mocha Leather (Grand Touring)







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











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*











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





EXTERIOR COLOR











EXTERIOR COLOR









SPICY MOCHA LEATHER



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

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

58.7/58.9 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/

multiport 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

5-speed manual 22/28 (Sport)**

6-speed manual 21/28 (Club, Grand Touring)^{††}

FUEL ECONOMY (EPA ESTIMATED MPG, CITY/HWY)

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



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.

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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 illiuminated when using a child- or infant-restraint system. Please 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 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.OL engine and manual transmission 22 city/28 highway MPC. ††Based on EPA estimates for 2014 Mazda MX-5 Miata Court and the standard of the standar Sport, Club and Grand Touring models with 2.0L engine and automatic transmission 21 city/28 highway MPG. Actual results will vary.



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.



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 Dam. Give your MX-5 an aerodynamic, lowered racing look with this black spoiler. Example 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). 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:

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 Front Mask Fuel Door Gearshift Knob 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

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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