



zoom-zoom.FOREVER.



Mazda MX-5 Miata



CELEBRATING TWO DECADES OF FLAT-OUT FUN

The Mazda MX-5 Miata has seen a lot of me-too sports cars come and go since its historic kickoff in 1989. Meanwhile, it thrives as an icon of pure exhilaration, with a track-proven racing heritage that spans three generations. Mazda MX-5 Miata hangs steady as the hands-down favorite of enthusiasts who demand nothing shy of total driving truth. This is a 100% pure sports car. It's the best-selling two-seat roadster of all time. And the gifted offspring of a company that designs and builds some of the most fun-to-drive sports cars on the planet. It's the embodiment of Zoom-Zoom. Forever.

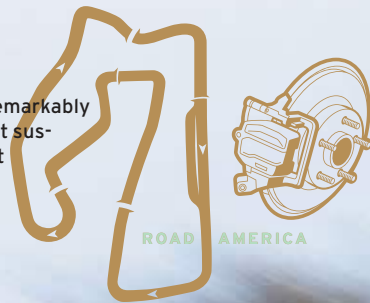


"JINBA ITTAI, OR 'RIDER AND HORSE AS ONE,' was our guiding principle during the MX-5's development. The result is a car so nimble, well balanced and fun to drive that the driver and car achieve true unity." — Takao Kijima
Program Manager/Mazda MX-5 Miata

The new MX-5 Miata strikes a decisive balance of gutsy design, perceptive engineering and dialed-up performance. This must-have icon is primed and wired for a must-drive encounter that knows no equal. The dramatically resculpted exterior includes newly designed grille and side sills. Expressive new headlights and taillights that inspire. Eye-grabbing alloy wheels that mesmerize. And a new interior that screams, "Get in, and let's find us some S-curves." Feel the response of the freshly tweaked, track-tuned suspension. Drop the top, and let it whip up some wind-in-the-hair freedom and sun-in-the-face exhilaration. Ignite the oneness between car and driver that only this, the truest of sports cars, can deliver.

THE TRUE SPORTS CAR JUST GOT TRUER

To help keep the MX-5 Miata light on its feet and remarkably agile, many of its key components—including its front suspension arms, rear brake calipers, hood and trunk lid (soft top model)—are made from lightweight aluminum alloy.



Where'd it go? It was just here 12 seconds* ago. That's how fast the MX-5 Miata Power Retractable Hard Top disappears when you push a button. And we mean disappears. Because you won't find it taking up an inch of trunk space. In fact, it stores itself neatly behind the seats under the special hard tonneau cover. All just-over-80-pounds of it. It's also got some bragging rights when it goes back up. Another button. Same 12 seconds. It's weather-tight. The rear window is real glass with a defroster. And there's an integrated elegance to the roof line. It's another example of leading-edge design that defines the MX-5 Miata as a pure sports car from the ground up. Or in this case, from the top down.

ZERO TO GONE IN 12 SECONDS



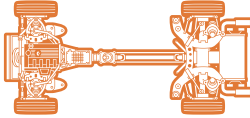
MX-5 Miata's available Power Retractable Hard Top automatically lowers behind the seats in a mere 12 seconds—where it's protected under a solid, stylish tonneau cover. When raised, a single, central latch locks it all securely in place.

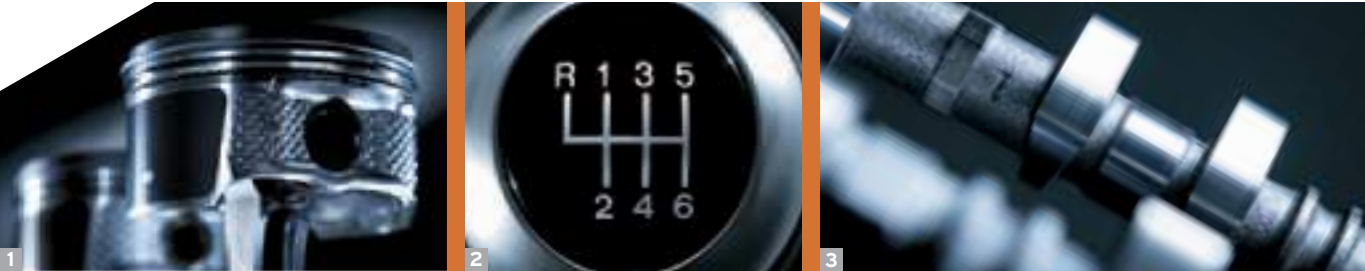


* Latch must also be disengaged or engaged.

ROAD ATLANTA

Twenty years of competing, revising and enhancing virtually every aspect of the MX-5 Miata's engine has paid numerous dividends, including a powerplant that's more responsive, reliable and actually 43% more powerful than the very first MX-5 Miata.





MX-5 Miata's powertrain provides an abundance of track-proven engineering advancements. **1** Molybdenum-coated pistons help reduce internal friction and promote the free-revving characteristics of the refined MZR engine. **2** A short-throw, close-ratio 6-speed manual gearbox is standard on both the Touring and Grand Touring. A 5-speed is standard on the Sport. A 6-speed Sport AT is also available on most models. For enhanced control, the Sport AT allows you to shift manually via the console-mounted shifter or steering-wheel-mounted paddle shifters. **3** Variable valve timing, as well as variable induction, help maximize the powerplant's low-end torque and high-rpm power.

Performance-wise, the new MX-5 Miata is definitely engineered to get all the right sensations popping in your head. Starting with a free-revving 16-valve 2.0-liter DOHC MZR engine that kicks out an assertive 167 hp and 7200-rpm redline. All the while grabbing a pump-taunting 28 mpg highway/22 mpg city.* It also uses friction-reducing, molybdenum-coated pistons. Electronically controlled port fuel injection. Variable valve timing. An electronic throttle. An ultralight flywheel. Block and cylinder heads cast from a weight-saving aluminum alloy. Plus a choice of three smooth-shifting gearboxes. From there, an all-aluminum Power Plant Frame (shown) rigidly unites it all in a dynamic, instant transfer of power to the rear wheels.

* EPA estimated fuel economy for a 5-speed manual transmission. Actual results may vary.

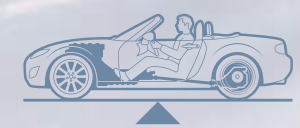


DRIVERS, START YOUR SYNAPSES

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



The MX-5 Miata's near-perfect 50:50 front-to-rear weight distribution (including driver) is crucial to its legendary handling. Mazda's design self-discipline in this key area produces handling that's not only stable and predictable but also remarkably agile and directionally responsive.



BUILD THE SPORTS CAR.THE RACE CAR WILL FOLLOW.



Among the impressive automotive technologies designed to help keep the MX-5 Miata firmly anchored to pavement: **1** A hollow front stabilizer bar, partnering with four gas-charged shock absorbers and a solid rear stabilizer bar to minimize body roll and maximize cornering grip. **2** A newly revised track-tuned suspension delivers superb handling and directional stability by combining a sophisticated, double-wishbone layout up front with an advanced, multilink setup in the rear. **3** Limited-slip differential and Dynamic Stability Control* with an integral Traction Control System (available on select MX-5 Miata models) to optimize both traction and handling in less than ideal road conditions.

Mazda engineers understand that everyday driving can be as rigorous and demanding as racing. And they designed the MX-5 Miata accordingly. Its front-midship-engine placement and rear-wheel-drive layout enhance balance and directional control. Its newly revised, track-tuned independent suspension results in handling that borders on telepathic. And its 4-wheel disc brakes—complete with ABS, Electronic Brakeforce Distribution and reinforced brake lines—help ensure linear, fade-resistant stops. As any driver worth his adrenaline will tell you, lighter is better. And generous use of aluminum helps make the MX-5 Miata nearly 400 lb lighter than its closest competitors†. And about as many miles ahead of them.

* Dynamic Stability Control is not a substitute for safe driving practices. † Based on a comparison of 2009 model year roadsters under \$25,000.

2 BREEDING GROUND FOR GOOSE BUMPS

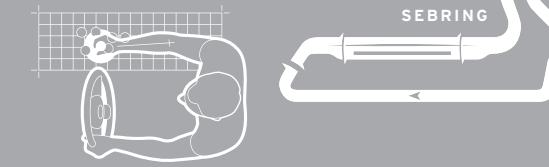
The interior of the new MX-5 Miata incites visceral anticipation in its most meticulously upholstered form. On the Grand Touring, for example, both bucket seats are leather-trimmed and heated—with five comfort settings. Automatic climate control and steering-wheel-mounted controls for both the stereo and cruise control are also standard. The standard audio system is a Bose® 7-speaker design featuring patented AudioPilot® technology that cancels distracting ambient road noise. There's even an in-dash 6-disc CD changer with MP3 capability. Add the available Premium Package, and you've got Bluetooth®* hands-free phone capability and Advanced Keyless Entry & Start. In all, this interior is engineered to thrill. So don't be surprised if the goose bumps kick in before the gears do.

*Bluetooth is a registered trademark of Bluetooth SIG, Inc.





To precisely determine which shifter positions were the most comfortable and efficient, Mazda engineers used multiple biosensors to study driver interaction within a wide range of different locations—all to help ensure that shifting gears in an MX-5 Miata is a nearly effortless interaction between man and machine.



AND IN THIS CORNER, SHEER DRIVING INSPIRATION

Welcome to the MX-5 Miata's redesigned cockpit. Command central for one of the most responsive and fun-to-drive sports cars ever to honor the twisty road. The MX-5 Miata's high-bolstered, competition-inspired seat hugs you into an ideal driving position. Providing optimum support and comfort. Full instrumentation, with a clear line of sight to the gauge cluster, dials your inner let's-go meter all the way to ten. And the pedals are strategically positioned for faster, more efficient heel-and-toe action. MX-5 Miata's classic three-spoke, tilt-adjustable steering wheel, its short-throw gearshift and everything else you touch have been micromanaged into perfect car and driver oneness. There is exhilaration to be tapped in this car like never before. And it all starts here.

The one thing that hasn't changed throughout MX-5 Miata's first twenty years is Mazda's commitment to all who embrace uncompromising sports-car authenticity. MX-5 Miata is and will remain the real deal. An athletic, agile and purpose-built sports car. A responsive, track-proven icon of design and deliverer of pure exhilaration. An eye-catching driver's machine that has inspired three generations of fast-forward leaps in automotive engineering. Because if it were anything less, we wouldn't...we couldn't... call it what we know it truly is. A sports car. Zoom-Zoom. Forever.

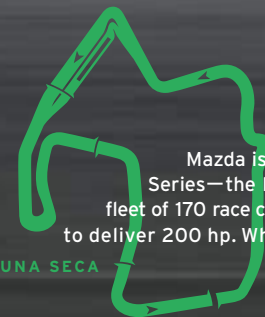
THERE'S "SPORTS CAR" AND THERE'S SPORTS CAR





Mazda: always the soul of a sports car®

The fact that MX-5 Miata has been racing for its entire 20 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. Import or domestic. And there's more: Like the fact that Spec Miata is the Sports Car Club of America's (SCCA) largest and most popular amateur racing class. And in terms of pro racing, 2009 marks the fourth season of the SCCA Playboy Mazda MX-5 Cup. Now a 10-race series, the MX-5 Cup attracts many of pro racing's top up-and-comers. A true test of talent and technique, where drivers compete in identically prepped stock MX-5 Miatas on many of America's legendary race courses—including Mazda Raceway Laguna Seca. But you don't need to race your MX-5 Miata to appreciate 20 years of proven reliability and engineering integrity. You'll feel it every time you leave your own driveway.



MAZDA RACEWAY LAGUNA SECA

Mazda is the official vehicle of 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 race-engineered to deliver 200 hp. What better way to learn to be a safer and more skillful driver?

MX-5 MIATA SPECIFICATIONS & CAPACITIES				MX-5	MX-5 Power Retractable Hard Top		
SPECIFICATIONS							
Engine size & type	2.0L MZR 4-cyl; aluminum alloy block & cyl head			S	S		
Valve gear	DOHC 16-valve with variable intake-valve timing			S	S		
Horsepower, SAE net	167 @ 7000 rpm			S	S		
	158 @ 6700 rpm (6-speed Sport AT)			S	S		
Torque, SAE net (lb-ft)	140 @ 5000 rpm			S	S		
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						
Steering ratio/turns, lock-to-lock	15.0:1/2.7						
Turning circle, curb-to-curb (ft)	30.8						
Brakes	11.4-inch ventilated front discs; 11.0-inch solid rear discs						
CURB WEIGHTS (lb):				MX-5	MX-5 Power Retractable Hard Top		
5-speed manual (SV)	2447	-					
5-speed manual (Sport)	2480	2562					
6-speed manual (Touring, GT)	2511	2593					
6-speed Sport AT Automatic	2542	2619					
	(Sport, Touring, GT)	(Touring, GT)					
TRANSMISSION RATIOS:				5-Speed Manual	6-Speed Manual	6-Speed Sport AT 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				
FUEL ECONOMY:				(EPA estimated mpg, city/hwy)			
5-speed manual	(SV, Sport) 22/28						
6-speed manual	(Touring, Grand Touring) 21/28						
6-speed Sport AT automatic	(Sport, Touring, Grand Touring) 21/28						
EXTERIOR DIMENSIONS				Soft Top	Power Retractable Hard Top		
Wheelbase/overall length (in)	91.7/157.3	91.7/157.3					
Overall width/height (in)	67.7/49.0	67.7/49.4					
Track, front/rear (in)	58.7/58.9	58.7/58.9					
INTERIOR DIMENSIONS							
Head/leg/shoulder room (in)	37.4/43.1/53.2	37.0/43.1/53.2					
CAPACITIES							
Cargo volume (cu ft)	5.3	5.3					
Fuel capacity (U.S. gallons)	12.7						
MX-5 MIATA ENGINE/MECHANICAL				MX-5	MX-5 Power Retractable Hard Top		
ENGINE & TRANSMISSION							
2.0L DOHC 16-valve 4-cylinder engine with variable valve timing	S	S					
Aluminum alloy engine block & cylinder head	S	S					
5-speed manual overdrive transmission with short-throw shifter	S	S					
6-speed Sport AT automatic transmission with paddle shifters	Available (except SV)	Available (except Sport)					
SUSPENSION & BRAKES							
Aluminum Power Plant Frame (PPF)	S	S					
Rack-and-pinion steering with engine-rpm-sensing variable assist	S	S					
MX-5 MIATA EXTERIOR							
BODY							
Sport-tuned exhaust system with dual outlets	S	S					
Lightweight aluminum hood	S	S					
Black-vinyl "Z-fold" convertible top with central release latch	S	-					
Body-color Power Retractable Hard Top	-	S					
Black seatback bars & aero mesh screen	S	-					
Silver seatback bars with aero mesh screen & air guide (PRHT)	P	S					
Glass rear window with defogger	S	S					
Dual body-color power remote mirrors	S	S					
2-speed intermittent windshield wipers	S	S					
Rear-fender-mounted antenna	S	S					
Clear-lens halogen headlights with projector-type low beams	S	S					
Chrome outer door handles, headlight bezels & front grille surround	-	S					
Halogen fog lights	P	S					
TIRES & WHEELS							
16-inch 5-spoke alloy wheels	S	S					
P205/50R16 high-performance radial tires	S	S					
MX-5 MIATA INTERIOR							
COMFORT & CONVENIENCE							
Cruise control with steering-wheel-mounted controls	P	S					
Remote keyless entry with retractable key	P	S					
Lockable rear center console storage and glove compartment	S	S					
Padded center console & door armrests	S	S					
Door net pockets with bottle holders	S	S					
Dual cup holders with covers	S	S					
Power windows with driver's one-touch-down feature	S	S					
Passenger one-touch-down window feature	P	S					
Power door locks	P	S					
Remote trunk-lid and fuel-filler-door release	S	S					
Courtesy light on windshield header; ignition-keyhole light	S	S					
White-on-black gauges with red nighttime illumination	S	S					
Full instrumentation, including tachometer, coolant-temperature & oil-pressure gauges	S	S					
3-spoke leather-wrapped (urethane on SV model) tilt steering wheel	S	S					
Heater/defroster with multispeed blower & side-window demisters	S	S					
Trip computer	P	S					
SEATING & TRIM				MX-5	MX-5 Power Retractable Hard Top		
Reclining bucket seats with integrated headrests; driver's seatback storage pocket	S	S					
Driver's seat height lifter	S	S					
Black cloth upholstery & carpet floor mats	S	S					
Rear covered storage compartments (behind seats)	S	-					
AUDIO							
AM/FM/CD stereo with 6 speakers & digital dock	S	S					
Auxiliary-audio input jack	S	S					
Steering-wheel-mounted audio controls	P	S					
MX-5 MIATA SAFETY/SECURITY							
SAFETY & SECURITY							
Dual front air bags* with passenger-side deactivation switch	S	S					
Side-impact air bags*	S	S					
Tire-Pressure Monitoring System (TPMS)	S	S					
3-point lap/shoulder seat belts with pretensioners	S	S					
Engine-immobilizer antitheft system	S	S					
MX-5 MIATA OPTIONS/PACKAGES				SV	Sport	Touring	Grand Touring
CONVENIENCE PACKAGE				-	O	S	S
(Included with AT-equipped MX-5 Sport):					(Standard on PRHT Sport)		
Power door locks; remote keyless entry with retractable key; silver seatback bars; fog lights; cruise control; steering-wheel-mounted cruise & audio controls; passenger one-touch-down window; trip computer							
SUSPENSION PACKAGE				-	-	O	O
Sport-tuned suspension; Bilstein® shock absorbers; limited-slip rear differential (manual transmission only)							
PREMIUM PACKAGE				-	-	-	O
Xenon HID headlights; Dynamic Stability Control (DSC)† with Traction Control System; Bluetooth‡ hands-free phone capability; Mazda Advanced Keyless Entry System; SIRIUS Satellite Radio® w/6-mo. subscription; antitheft alarm							
APPEARANCE ITEMS				O/A	O/A	O/A	O/A
Front air dam, rear bumper skirt and side sill extensions							
Run-flat tires				-	-	-	O
Front and rear splash guards				O/A	O/A	O/A	O/A
Rear lip spoiler (N/A PRHT)				O/A	O/A	O/A	O/A
Chrome fuel-filler door				O/A	O/A	O/A	O/A
In-dash 6-disc CD/MP3 changer				O/A	O/A	S	S
Perimeter alarm system with shock sensors				O/A	O/A	O/A	O/A
Cargo net				O/A	O/A	O/A	O/A
Door-edge guards, color-keyed				O/A	O/A	O/A	O/A
All-weather floor mats				O/A	O/A	O/A	O/A
SIRIUS Satellite Radio® receiver kit				O/A	O/A	O/A	O/A
Wheel locks				O/A	O/A	O/A	O/A
MX-5 MIATA MODELS				SV	Sport	Touring	Grand Touring
2009 AVAILABILITY							
MX-5	□	□	□	□			
MX-5 Power Retractable Hard Top	-	□	□	□			
2010 AVAILABILITY							
MX-5	-	□	□	□			
MX-5 Power Retractable Hard Top	-	-	□	□			
MODELS							
SPORT (MX-5 Miata) <i>Includes all MX-5 Miata standard features plus:</i>							
Air conditioning				Leather-wrapped steering wheel			

ONCE YOU HAVE IT, OUTFIT IT ACCORDINGLY. One of the most enjoyable aspects of getting a new Mazda MX-5 Miata is enhancing it with Genuine Mazda Accessories. All Genuine Mazda Accessories installed by your Mazda Dealer, prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as your new Mazda. See your dealer for details.

FINANCING YOUR MAZDA MADE SIMPLE. Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Chase Auto Finance can help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Chase is known for its first-class customer



A Front Mask. Keep your MX-5's front end free of nicks and scratches from bugs and road debris. Custom-tailored for a snug fit. **B** iPod® Integration Module. Taking your Apple® iPod along for the ride just became a lot easier. Mazda's iPod Integration Module allows you to play your iPod through your Mazda's audio system with crystal-clear sound and a built-in battery charger. Works with most 30-pin, dock-connector-equipped iPods. iPod not included. iPod touch shown. Additional components

may be required for installation; contact your Mazda Dealer for details. **C** Splash Guards. Protect your paint finish from rocks and other road debris. Available in all MX-5 colors. **D** Front Air Dam. Gives your MX-5 a lowered, sporty look, especially when combined with the side sills and rear bumper skirt. **E** Side Sills. Continue the sporty look with these side sill extensions. Look best when combined with front air dam and rear bumper skirt. **F** Rear Lip Spoiler. Race-inspired for a complete sports-car look. Color-matched to your MX-5.

- | | |
|--|----------------------------------|
| Front Air Dam | 3.5-mm Audio Cable |
| Fog Lamp Bezels | Portable Bluetooth® Car Kit |
| Front Mask | Portable Navigation Devices |
| Windshield Sunscreen | Engine Start Switch |
| Splash Guards, Front And Rear | Door Sill Trim Plates |
| Door-Edge Guards | Footwell Lamps |
| Hard Top (soft top convertible only) | Gearshift Knob, Automatic |
| Side Sill Extensions | Gearshift Knob, Manual |
| Chrome Fuel-Filler Door | Instrument Panel Decorative Trim |
| Rear Lip Spoiler (soft top convertible only) | Air Vent Bezels |
| Rear Bumper Skirt | Seatback Bar Cover |
| License-Plate Frame | Parking-Brake Lever Grip |
| Car Cover, Indoor | Aluminum Pedals |
| Car Cover, All-Weather | Ashtray |
| Car-Cover Cable Lock | Carpet Floor Mats |
| Touch-Up Paint | All-Weather Floor Mats |
| Wheel Locks | Cargo Net |
| SIRIUS Satellite Radio® Receiver Kit† | First Aid Kit |
| In-Dash 6-Disc CD/MP3 Changer | Roadside Assistance Kit |
| iPod Integration Module | Perimeter Alarm System |



service, wide range of financing options and highly competitive rates. To find out which Chase purchase or lease plan best meets your needs, talk to your Mazda Dealer. Or visit MazdaUSA.com.

PEACE OF MIND ALSO COMES STANDARD. We want your new MX-5 Miata to be a source of pride, exhilaration and peace of mind for years to come. Which is why every new 2009/2010 Mazda sold in the U.S. is protected by all of the following:

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

For details, please see your Mazda Dealer, or call toll-free 800-639-1000. Or visit MazdaUSA.com.



WE'D LOVE FOR YOU TO MEET THE WHOLE FAMILY. Head-turning design and pulse-racing performance come in many shapes and sizes. From the award-winning Mazda CX-9 to the envy-inspiring Mazda RX-8. And of course, the scene-stealing Mazda MX-5 Miata. Why not see for yourself? Better yet, drive for yourself. You'll find every Mazda to be brilliantly engineered and totally fun to drive. After all, Zoom-Zoom comes standard on every single one.