

***IF IT'S NOT WORTH DRIVING,
IT'S NOT WORTH BUILDING.®***

***WE BUILD MAZDAS.
WHAT DO YOU DRIVE?***

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2013 MAZDA MX-5 MIATA



WHAT DO YOU DRIVE?

Is it inspiring?

What were the people who built your car thinking?

*Are they just another behemoth carmaker following the rules?
Or do they break them?*

*Do they push the boundaries of tradition and habit
to achieve the unachieved?*

*Are they insightful craftsmen,
obsessing over the details with a crazed passion?*

*Building less—building better—
for a discerning few?*

*Are you one of the few
who cares about what you drive,
how it drives
and the way it makes you feel?*

We're with you.

*Because we believe if it's not worth driving,
it's not worth building.®*

We build Mazdas.

What do you drive?



It takes two to be one.

Something almost symbiotic happens when a car and driver are in perfect harmony. Case in point, the Mazda MX-5 Miata. To engineer a vehicle that seems to anticipate a driver's every move requires obsessively reengineering every part to work together in perfect harmony. To achieve that, the engineers at Mazda took into account every bolt, every wire and every stitch to achieve near perfect 50:50 front-to-rear weight distribution, resulting in a car that is perfectly balanced. Well, almost. The MX-5 is 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.

Mazda MX-5 Miata Power Retractable Hard Top Grand Touring
shown in Copper Red Mica with 17" alloy wheels



There's a reason it's the best-selling roadster of all time.
In fact, there are a lot of reasons.

For over two decades, the MX-5 Miata has been 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 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.

**"Miata's magic lies in its eager responses and the
unfiltered connection between car and driver."**

Car and Driver, January 2011

Mazda MX-5 Miata Grand Touring
shown in Liquid Silver Metallic with 17" alloy wheels



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

Objects in mirror have been trying to catch up for 20 years.

The fact that the MX-5 Miata has been racing for its entire 21 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. The lightweight, rigid and perfectly balanced MX-5 is the most popular amateur race car in the world. 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, 2012 marked the seventh 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.

Power is in the details.

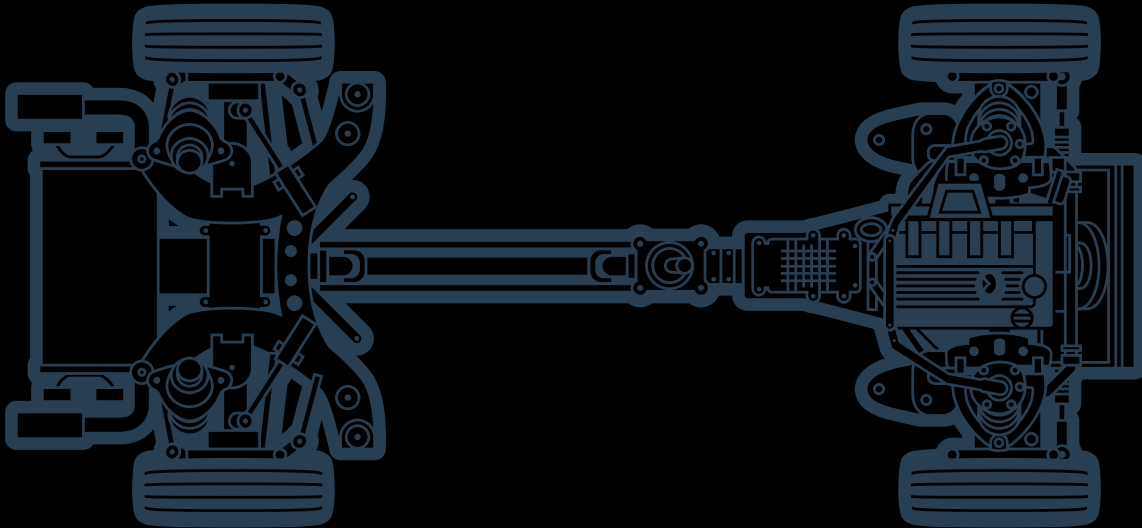
Performance isn't about what's under the hood.
It's about how what's under the hood works with everything else.

> 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.



< A free-revving MZR 2.0-liter 16-valve DOHC engine delivers an assertive 167 hp and 7,200 rpm redline, all the while grabbing a pump-taunting 28 MPG highway/22 MPG city.* 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 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.



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



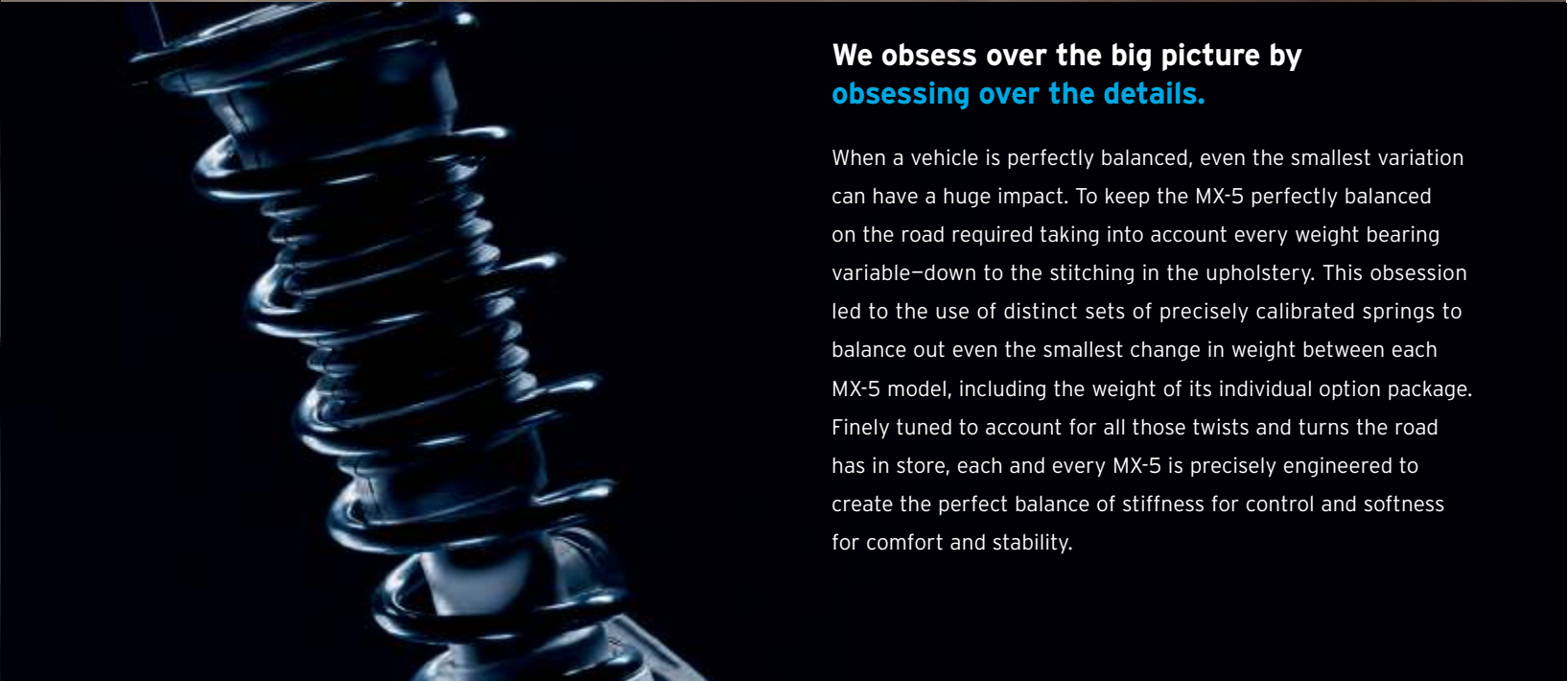
Every driver knows that when it comes to a sports car, slowing down is just as important as speeding up. The MX-5's ultra-responsive 4-wheel disc brakes with lightweight calipers come standard with anti-lock brakes and Electronic Brakeforce Distribution, ensuring linear fade-resistant stopping power whether you're on the track or on the road.



Mazda MX-5 Miata Sport shown in True Red with 16" alloy wheels

Speed is nothing without control.

The MX-5's near perfect 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.



We obsess over the big picture by obsessing over the details.

When a vehicle is perfectly balanced, even the smallest variation can have a huge impact. To keep the MX-5 perfectly 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 package. 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 the perfect balance of stiffness for control and softness for comfort and stability.

*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.



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 be one with it.

"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 (1995-2007), Mazda MX-5 Miata

Mazda MX-5 Miata Grand Touring
Interior shown in Spicy Mocha leather

Being at the edge of your seat was **never this comfortable.**

The MX-5 was obsessively engineered so every touch point was designed to thrill and crafted to spoil. The tilt-adjustable steering wheel and short-throw gearshift make controlling the car second nature. A standard 6-way adjustable race-inspired seat positions your body for maximum support and comfort. Racing-inspired gauges are strategically placed to create a clear line of sight, helping you monitor even the slightest split-second change in your drive. Available steering-wheel-mounted controls (audio and cruise control) put a world of customized settings within thumbs' reach. And the strategically positioned pedals provide even faster heel-and-toe action for all those hairpin turns. Every aspect of the MX-5's cockpit is tailored to your every driving need. Which begs the question—does it fit you like a glove, or vice versa?



< **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 cancels out distracting ambient road noise.

< **Automatic Climate Control**
Keep yourself and your passenger comfortable by customizing the environment with the available automatic climate control system.

< **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.

*Not equipped for XM Radio reception. 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



Mazda MX-5 Miata Sport shown in True Red

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 Touring 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 hardtop.



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



*Latch must also be disengaged or engaged.

TRUE RED

LIQUID SILVER METALLIC

COPPER RED MICA

BRILLIANT BLACK

DOLPHIN GRAY MICA

SPARKLING BLACK

CRYSTAL WHITE PEARL MICA**

MX-5 Miata Models



Sport

Includes the following features:

- 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*



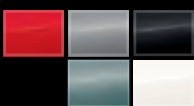
16-Inch Alloy

WHEELS



UPHOLSTERY Black Cloth

EXTERIOR COLOR



Club

Includes the following features in addition to or in place of MX-5 Miata Sport:

- Exclusive 17-inch aluminum alloy wheels with gunmetal finish
- Black cloth convertible top and painted black 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
- Power door locks with 2-stage unlocking feature
- Remote keyless entry with retractable key
- Steering-wheel-mounted audio and cruise controls
- Black cloth seats with red stitching



17-Inch Alloy

WHEELS



UPHOLSTERY Black Cloth with Red Accent Stitching

EXTERIOR COLOR



Grand Touring

Includes the following features in addition to or in place of MX-5 Miata Sport:

- Black or Spicy Mocha cloth convertible top
- 17-inch aluminum alloy wheels
- 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 shift knob
- Bose® audio system with AudioPilot®



17-Inch Alloy

WHEELS

UPHOLSTERY

Black Leather



Spicy Mocha Leather



MX-5 Miata Power Retractable Hard Top Models



Club

Includes the following features:

- Exclusive 17-inch aluminum alloy wheels with gunmetal finish
- Halogen fog lights
- Painted black Power Retractable Hard Top and power side mirrors
- Exclusive Club model badging and side graphics
- Front air dam and rear diffuser
- Cloth-trimmed seats with red stitching
- Air conditioning
- Cruise control
- Power windows with driver's one-touch-down feature
- Sport-tuned suspension with Bilstein® shocks and limited-slip differential (MT models)
- Remote keyless entry with retractable key



17-Inch Alloy

WHEELS



UPHOLSTERY Black Cloth with Red Accent Stitching

EXTERIOR COLOR



Grand Touring

Includes the following features in addition to or in place of MX-5 Miata Club PRHT:

- Body-colored Power Retractable Hard Top and side mirrors
- 17-inch aluminum alloy wheels
- Automatic climate control
- Leather-trimmed seats
- In-dash 6-disc CD changer
- Bose® audio system with AudioPilot®
- Auto-dimming rearview mirror with Homelink®
- Heated seats with 5 settings
- Leather-wrapped parking break handle



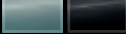
17-Inch Alloy

WHEELS

Black Leather



Spicy Mocha Leather



MX-5 Miata Option Packages

CONVENIENCE PACKAGE:

(Included with AT-equipped MX-5 Sport): Power door locks; remote keyless entry with retractable key; silver seatback bars; cruise control; steering-wheel-mounted cruise & audio controls; passenger one-touch-down window; trip computer

SUSPENSION PACKAGE:

Sport-tuned suspension; Bilstein® shock absorbers; limited-slip rear differential (manual transmission only)

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; anti-theft alarm

Sport Club Grand Touring

○ ● ●

● ○

○

Engine & Mechanical

Sport Club Grand Touring

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	●		
6-speed manual overdrive transmission with short-throw shifter		●	●
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 multi-link 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	●	●	●
16" alloy wheels with P205/50 R16 tires	●		
17" alloy wheels with P205/45 R17 tires		●	●

KEY: Standard = ● Optional = ○

Specifications & Capacities

SPECIFICATIONS

Engine size and type	2.0L MZR 4-cyl; aluminum alloy block & 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

EXTERIOR DIMENSIONS

	MX-5	MX-5 PRHT
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

CURB WEIGHTS (LB)

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

INTERIOR DIMENSIONS

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

CAPACITIES

	MX-5	MX-5 PRHT
Cargo volume (cu ft)	5.3	5.3
Fuel capacity (U.S. gallons)	12.7	12.7

FUEL ECONOMY

	EPA ESTIMATED MPG, CITY/HWY
5-speed manual	(Sport) 22/28
6-speed manual	(Club, Grand Touring) 21/28
6-speed Sport Automatic	(Sport, Club, Grand Touring) 21/28



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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We're committed to our drivers. Every new 2013 Mazda MX-5 Miata is protected by:

- > **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**

[†]Whichever comes first.

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

PRODUCT CHANGES AND OPTIONS AVAILABILITY: Following publication of this brochure, certain changes in standard equipment, options, prices and the like—or product delays—may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.



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.

It's your Mazda—make it your own. Customize your new 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 Dark Gunmetal Wheels. Add extra style to your MX-5 with these gunmetal 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 Rear Lip Spoiler.** Race-inspired for a complete sports-car look. Color-matched to your MX-5. Soft top only. **D Splash Guards.** Protect your paint's finish from rocks and other road debris. Available in all MX-5 colors. **E Front Air Dam.** Give your MX-5 an aerodynamic, lowered racing look with this black spoiler. **F 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).

Also available:

Windshield Sunscreen
Front Mask
Door Edge Guards
Hard Top
Side Sill Extensions
Rear Diffuser
License-Plate Frame

Car-Cover Cable Lock
Touch-Up Paint
Wheel Locks
Fuel Door
Engine Start Switch
Perimeter Alarm System
In-Dash 6-Disc CD/MP3 Changer

Apple® iPod® Integration System*
SiriusXM Satellite Radio†
Portable Navigation Devices by Garmin®
3.5 mm Audio Cable
Bluetooth Car Kit by Motorola
Doorsill Trim Plates

Interior Lighting Kit
Gearshift Knob
Instrument Panel Decorative Trim
Air Vent Bezels
Seatback Bar Covers
Parking Brake Handle
Ashtray

Cargo Net
First Aid Kit
Roadside Assistance Kit
Paint Protection:
- Door Edge (Set of 4)
- Front Kit

Dear Driver,

Other sports cars come and go, but the MX-5 continues to hold a special place in the hearts of driving enthusiasts around the world. Thanks to our fans, total production reached 921,172 units in 2012, making it the best selling two-seater sports car. Continuously improving this automotive icon might seem an impossible task. However, my team was thrilled to have the assignment.

Our engineering efforts focused on making this MX-5 more fun to drive than ever. Improved brake and accelerator control characteristics deliver a smooth transition from deceleration to acceleration, and a more linear feel. Relentless weight reduction continues to shed every possible gram from the car, including a new wiring harness and front bumper that save 104 and 400 grams respectively.

The current MX-5 is the culmination of my team's all-consuming passion to improve the most entertaining car we've ever driven: our own. We hope you love driving it as much as we do.

Nobuhiro Yamamoto
MAZDA MX-5 PROGRAM MANAGER

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