



MAZDA MX-5 MIATA | RF

2019

We do not simply exist to make cars. We strive to achieve something more. To inspire you every day through exhilarating experiences that help you feel more focused, more connected. And more alive.

This is what drives us to push boundaries and defy convention every day. It's why we refined the rotary engine in 1967, resurrected the roadster in 1989, and reimagined how an automobile is developed, piece by piece, in 2006. Instead of simply redesigning a car, we started from a blank sheet of paper and built the ideal vehicle around how it would make you feel.

Today, we stand more focused than ever. Creating breathtaking designs and revolutionary technologies like SKYACTIV® TECHNOLOGY and i-ACTIV AWD®. Built to forge an even deeper connection between you and your Mazda. An emotional bond, formed at first glance and reinforced every time you get behind the wheel. To us, this bond is everything. And it inspires us to design better, innovate more and make each Mazda smarter and safer than what came before. All to make everything about driving even better. Including you.





CHALLENGER SPIRIT

Since 1920, Hiroshima, Japan, has been our source of intense courage, commitment and perseverance. We have consistently found inspiration through this community, a shared spirit that pushes us to rise above any challenge. Together, we have achieved more than anyone could have imagined. We have built a global company from the ground up. We have developed innovations that others deemed impossible, from the rotary engine to SKYACTIV® TECHNOLOGY and beyond. Most of all, we have never strayed from our commitment to humanity. Giving all of ourselves, using our hands to craft and make things that matter, that have soul and heighten your state of being.

Mazda debuted the MX-5 Miata in 1989 to enthusiasts who craved a modern-era roadster. Keeping the dream of classic roadsters alive, it is an extraordinary feat of engineering. The legacy of pure driving enjoyment is infused into the MX-5 Miata to this day, offering renowned handling that transforms every highway, every curve, every switchback into heightened moments of pure delight. Nearly 30 years later, the MX-5 continues to push the boundaries of innovation while staying true to its original spirit. No detail is too small to reconsider and refine. And now, the 2019 MX-5 offers an even more invigorating driving experience with a boost in horsepower from 155 hp to 181 hp—making it our most powerful MX-5 ever. Without adding unnecessary weight or inches. Because at Mazda, our passion is to continually elevate the joy from driving.



MAZDA MX-5 MIATA

From its inception, the Mazda MX-5 Miata was designed to capture the pure exhilaration of driving. Mazda's challenger spirit to never stop improving is evident in the MX-5 Miata as engineers and designers continue to perfect its handling and performance. Even as safety standards have increased and technologies progressed, it remains lightweight, nimble and responsive to any driver who gets behind the wheel. Whether it's accelerating down the highway, leaning into turns or maneuvering through corkscrews, the MX-5 offers an unparalleled, dynamic driving experience. Like the very first MX-5 to hit the streets nearly 30 years ago, it continues to be beloved by drivers the world over.





「魂動」 KODO Soul of Motion

Our design philosophy is simple, yet highly challenging to accomplish. Everything we create must capture motion, even at a standstill. In the same instance, it should evoke emotion. This process requires a human touch, hands on clay, shaping the form. Eliminating all that is unnecessary, leaving only what is beautiful. Lines should effortlessly draw your eye to every angle and curve. This sense of movement inspires an urge to get behind the wheel. We call this KODO: “Soul of Motion” design. It’s what makes a Mazda feel like a Mazda.





DESIGN WITH A SINGLE FOCUS: YOU.

The 2019 Mazda MX-5 Miata has been meticulously crafted around you, the driver, to enliven the senses. To ensure you feel seamlessly at one with your MX-5, every design within the cabin has been considered. From the tilt of the ergonomic sport seats to the placement of the gearshift to the functional layout of the gauges, each element has been thoughtfully designed to work in harmony with your body. The car seems to anticipate your every command. And attention to finer details, like the placement of stitching that positions the driver's seat in perfect symmetry, creating a visual center line that continues up through the steering wheel and instrument panel. An aesthetic that is not only visually pleasing but also contributes to the pure joy experienced by such a connected drive.





「人馬一体」ONENESS Connecting car and driver

There is a Japanese philosophy known as “Jinba Ittai” (horse and rider as one). It’s the relationship where the two join in one fluid entity, the horse sensing and responding to the rider’s slightest move. The Mazda MX-5 is designed around this philosophy. It becomes a natural extension of your body, anticipating and answering your every command. And, it’s only when you sit in the driver’s seat that the car achieves a nearly perfect 50/50 balance, the ideal distribution for optimal handling and performance. It’s this unique relationship between car and driver that makes the MX-5 driving experience so unique and exhilarating.

ICONIC DNA. PROGRESSIVE STYLE.

The Mazda MX-5 Miata RF was born from the desire to bring the heart-pounding excitement of driving to a more sophisticated design. An adventurous evolution of the MX-5 Miata, it's not just a hardtop, not just a convertible. It's an innovative fastback. In approximately 13 seconds, its retractable roof slips away, retaining the poised fastback profile with sinuous lines that always seem in motion. Polished, charismatic, muscular. And now, it's the most powerful MX-5 RF ever.







HARMONY WITHIN.

We designed the MX-5's cabin to be in synchronicity with you, the driver. While embraced in the leather seats of Grand Touring models or the red-stitched cloth seats in Club models, you won't miss a beat of your favorite songs. Both models feature the Bose® Surround Sound audio system that keeps the music crisp and clear. Nine speakers, including two positioned in each of the MX-5's headrests, create an energizing aural experience. An environment that's sophisticated, refined and perfectly in sync.

ASTONISHINGLY INTUITIVE.

Keeping you connected to your music, entertainment, friends or colleagues, all while keeping your eyes focused on the road, MAZDA CONNECT™¹ is as intuitive as it is interactive. Carefully placed at the optimum position, the Commander control on the center console lets you navigate the system's features with ease, with information shown on the MX-5's 7-inch full-color center display. It's impressive technology that invigorates the senses, keeping you in close touch no matter how far you travel.



¹ Don't drive while distracted. Even with voice commands, only use MAZDA CONNECT™ / other devices when safe. Some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply.



A HOLISTIC APPROACH TO DRIVING.

From the chassis to the transmission to the engine and beyond, SKYACTIV® TECHNOLOGY enables us to orchestrate the ideal driving experience. We've designed every single aspect of our cars to be powerful, yet more efficient. And now, the 2019 Mazda MX-5 Miata is the most powerful version we've ever produced. The MX-5's SKYACTIV®-G 2.0L engine generates 181 hp, and with a higher redline of 7,500 rpm, there's room for even more exhilaration. SKYACTIV TECHNOLOGY combines the joy of driving with outstanding environmental performance. It's one of the many ways driving the MX-5 will rejuvenate your spirit.

A COMMUNITY OF RACERS.

The Mazda MX-5 Miata was born from a love of racing. On any given weekend, more Mazdas and Mazda-powered cars are road-raced in the U.S. than any other car¹. At Mazda Motorsports, it's our mission to support the thousands of racers who have chosen to race our cars in grassroots competitions, including those in the Sports Car Club of America (SCAA) and the National Auto Sport Association (NASA). Those who are part of our community of drivers have access to our exclusive website, plus access to a dedicated call center for answers to technical questions. For enthusiasts who want to test their talent and technique at a higher level, we developed the MX-5 Cup. Because we want to get racers off the sidelines and behind the wheel.



¹ Based on Sports Car Club of America racing data.



SPECIFICATIONS

ENGINE
SKYACTIV®-G 2.0L DOHC 16-valve 4-cylinder engine with variable valve timing
181 hp @ 7,000 rpm
151 lb-ft of torque @ 4,000 rpm
Redline @ 7,500 rpm

TRANSMISSION
SKYACTIV®-MT 6-speed manual transmission with short-throw shifter
Available 6-speed Sport automatic transmission with paddle shifters

GEAR RATIOS	SKYACTIV-MT 6-SPEED	6-SPEED AUTOMATIC
1 st Gear	5.087	3.538
2 nd Gear	2.991	2.060
3 rd Gear	2.035	1.404
4 th Gear	1.594	1.000
5 th Gear	1.286	0.713
6 th Gear	1.000	0.582
Final Drive	2.866	3.583

FUEL ECONOMY
EPA-Estimated MPG. (City/Highway)
(Actual results will vary)
26 / 34 (MT)
26 / 35 (AT)

FUEL CAPACITY
11.89 U.S. gallons

WEIGHTS AND CAPACITIES
Curb Weights (lb, MT / AT)
2,339 / 2,388 (MX-5)
2,453 / 2,493 (MX-5 RF)

TRUNK CAPACITY
4.59 cubic feet (MX-5)
4.48 cubic feet (MX-5 RF)



MAZDA MX-5 MIATA GRAND TOURING

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

MAZDA MX-5 MIATA CLUB

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

MAZDA MX-5 MIATA SPORT

Includes the following features:

EXTERIOR	INTERIOR	SAFETY AND SECURITY
17-inch aluminum alloy wheels with Dark Silver finish 205/45 R17 high-performance tires Auto on/off headlights Body-colored heated power side mirrors Auto-dimming driver's-side mirror LED daytime running lights Adaptive Front-lighting System Rain-sensing windshield wipers Available Dark Cherry cloth roof (on select exterior colors) Available Brown cloth roof AVAILABLE GT-S PACKAGE Includes Sport-tuned suspension with Bilstein® shock absorbers, limited-slip differential and front shock tower brace (MT models only)	Leather-trimmed sport seats Heated seats with three settings Available Auburn Nappa leather-trimmed sport seats (With select exterior colors) Bright metallic interior accents Automatic climate control Convertible top black cloth liner Auto-dimming rearview mirror with HomeLink® Mazda Navigation System SiriusXM® Satellite Radio with 4-month trial subscription to the Sirius All Access package ² Bose® Surround Sound audio system with AudioPilot® 2 9 speakers, including driver and passenger headrest-mounted speakers and subwoofer Piano Black seat back bar trim	Smart City Brake Support ³ High Beam Control Blind Spot Monitoring ⁴ Rear Cross Traffic Alert ⁴ Lane Departure Warning System ⁵ Traffic Sign Recognition System ⁷
Exclusive 17-inch aluminum alloy wheels with Metallic Black finish 205/45 R17 high-performance tires LED daytime running lights Front shock tower brace (MT only) Sport-tuned suspension with Bilstein® shock absorbers and limited-slip differential (MT only) Painted Black front air dam and rear lip spoiler Available Dark Cherry cloth roof (on select exterior colors) AVAILABLE BREMBO®/BBS PACKAGE Includes Brembo® front ventilated disc brakes with red front and rear calipers, BBS forged 17-inch alloy wheels with Dark Gunmetal finish, heated leather-trimmed sport seats and Piano Black side sill extensions and rear bumper skirt. (MT models only)	Black cloth seats with red accent stitching Heated seats with three settings Piano Black seat back bar trim Dual USB audio input ports SiriusXM® Satellite Radio with 4-month trial subscription to the Sirius All Access package ² Bose® Surround Sound audio system with AudioPilot® 2 9 speakers, including driver and passenger headrest-mounted speakers and subwoofer AVAILABLE BREMBO®/BBS/RECARO® SEATS PACKAGE Includes Brembo® front ventilated disc brakes with red front and rear calipers, BBS forged 17-inch alloy wheels with Dark Gunmetal finish, heated RECARO® sport seats and Piano Black side sill extensions and rear bumper skirt. (MT models only)	Blind Spot Monitoring ⁴ Rear Cross Traffic Alert ⁴ AVAILABLE i-ACTIVSENSE® CLUB PACKAGE Includes Smart City Brake Support ³ and Lane Departure Warning System ⁵
Aluminum Power Plant Frame Rack-and-pinion steering with double pinion electric power assist 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 16-inch aluminum alloy wheels with Metallic Black finish 195/50 R16 high-performance tires LED headlights and tail lights Daytime Running Lights Piano Black power side mirrors Black cloth convertible top with glass rear window	Air conditioning Black cloth sport seats Black Painted seat back trim Power door locks Mazda advanced keyless entry system Push Button Start Power windows with driver and passenger one-touch-down feature Leather-wrapped shift knob and parking brake Leather-wrapped steering wheel with steering wheel-mounted audio and cruise controls Tilt and telescoping steering column AM/FM Audio system 6 speakers, including driver's headrest speakers and subwoofer Bluetooth® hands-free phone and audio streaming Dual USB audio input ports MAZDA CONNECT™ Infotainment System ⁶ with: 7-inch full-color touch-screen display, Multifunction Commander control, HD Radio™, Infotainment system voice command, Aha™ Pandora® and Stitcher™ Internet radio integration, Radio Broadcast Data, System program information and SMS text message audio delivery and reply Rearview camera ⁸ Mesh aero board	Dual front air bags and side-impact air bags ⁹ Dynamic Stability Control ¹⁰ Traction Control System Anti-theft Engine Immobilizer Tire Pressure Monitoring System AVAILABLE i-ACTIVSENSE® SPORT PACKAGE Includes Smart City Brake Support ³ , Blind Spot Monitoring ⁴ and Rear Cross Traffic Alert ⁴ and Lane Departure Warning System ⁵

² 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 SiriusXM All Access 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, D.C., and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ³ Smart City Brake Support operates under certain low-speed conditions between about 2 and 18 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details. ⁴ Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ⁵ Lane Departure Warning System operates under certain conditions above 41 mph. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ⁶ Don't drive while distracted. Even with voice commands, only use MAZDA CONNECT™ / other devices when safe. Some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply. ⁷ Traffic Sign Recognition System is not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact recognition or display of the sign. Always check traffic signs visually while driving. Please see your Owner's Manual for further details. ⁸ Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. ⁹ 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 further details. ¹⁰ 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.



MAZDA MX-5 MIATA RF GRAND TOURING

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

MAZDA MX-5 MIATA RF CLUB

Includes the following features:

EXTERIOR	INTERIOR	SAFETY AND SECURITY
17-inch aluminum alloy wheels with Dark Silver finish 205/45 R17 high-performance tires Body-colored heated power side mirrors Auto on/off headlights Adaptive Front-lighting System Rain-sensing windshield wipers AVAILABLE GT-S PACKAGE Includes sport-tuned suspension with Bilstein® shock absorbers, limited-slip differential, front shock tower brace and Piano Black roof panels (MT models)	Leather-trimmed sport seats Available Auburn Nappa leather-trimmed sport seats (with select exterior colors) Automatic climate control Mazda Navigation System Auto-dimming rearview mirror with HomeLink®	Smart City Brake Support³ High Beam Control Lane Departure Warning System⁵ Traffic Sign Recognition System⁷
Aluminum Power Plant Frame Rack-and-pinion steering with double pinion electric power assist 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 Exclusive 17-inch aluminum alloy wheels with Metallic Black finish 205/45 R17 high-performance tires LED headlights and tail lights LED Daytime Running Lights Piano Black power side mirrors Painted Black front air dam and rear lip spoiler Power retractable fastback roof Sport-tuned suspension with Bilstein® shock absorbers and limited-slip differential (MT models) Front shock tower brace (MT models) AVAILABLE BREMBO®/BBS PACKAGE Includes Brembo® front ventilated disc brakes with red front and rear calipers, BBS forged 17-inch alloy wheels with Dark Gunmetal finish, heated leather-trimmed sport seats and Piano Black side sill extensions and rear bumper skirt (MT models only) AVAILABLE BREMBO®/BBS/RECARO® SEATS PACKAGE Includes Brembo® front ventilated disc brakes with red front and rear calipers, BBS forged 17-inch alloy wheels with Dark Gunmetal finish, heated RECARO® sport seats and Piano Black side sill extensions, rear bumper skirt and roof panels (MT models only)	Air conditioning Black cloth sport seats with red accent stitching Heated seats with three settings Power door locks Mazda advanced Keyless Entry & Start System Push Button Start Power windows with driver and passenger one-touch-down feature Leather-wrapped steering wheel with steering wheel-mounted audio and cruise controls Leather-wrapped shift knob and parking brake handle Bright metallic interior accents Tilt and telescoping steering column Piano Black seat back bar trim Transparent wind blocker Bluetooth® hands-free phone and audio streaming Dual USB audio input ports MAZDA CONNECT™ Infotainment System⁶ with: 7-inch full-color touch-screen display, Multifunction Commander control, HD Radio™, Infotainment system voice command, Aha![™] Pandora® and Stitcher™ Internet radio integration, Radio Broadcast Data, System program information and SMS text message audio delivery and reply SiriusXM® Satellite Radio with 4-month trial subscription to the Sirius All Access package² Bose® Surround Sound audio system with AudioPilot® 2 9 speakers, including driver and passenger headrest-mounted speakers with subwoofer Rearview camera⁸	Dual front air bags and side-impact air bags⁹ Blind Spot Monitoring⁴ Rear Cross Traffic Alert⁴ Dynamic Stability Control¹⁰ Traction Control System Anti-theft Engine Immobilizer Tire Pressure Monitoring System AVAILABLE i-ACTIVSENSE® CLUB PACKAGE Includes Smart City Brake Support³ and Lane Departure Warning System⁵

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SELF-EXPRESSION AT EVERY LEVEL.

The closer you examine the Mazda MX-5 Miata, the more intriguing our story becomes. Mazda's KODO design philosophy is evident across every aspect of the Mazda MX-5 Miata, right down to its alloy wheels. Our entire selection of wheels is designed to help you express your own character to create an even more personal connection between you and your car.

THE ART OF SEDUCTION.

One of the first things you'll notice with any Mazda is its color. The glossiness. The luster. This isn't paint you'd typically find on a production car. This level of detail, this level of depth and translucency, is what you'd expect at a custom car show. Each MX-5 Miata color is created by a color designer and master painter who work together to ensure the final product is exactly as intended. Together, they relentlessly pursue the ideal color, stretching the possibility of the paint to highlight the beautiful and expressive lines of the Mazda MX-5 Miata.

Soul Red Crystal Metallic
Extra cost option

Machine Gray Metallic
Extra cost option

Arctic White

Jet Black Mica

Ceramic Metallic

Eternal Blue Mica

Snowflake White Pearl Mica
Extra cost option



Auburn Nappa Leather (Grand Touring)
Extra cost option

EXQUISITELY CRAFTED
DOWN TO THE LAST STITCH.

Upholstery plays a unique role in automotive design. It is the one element that makes direct contact with the driver and passengers throughout the entire drive. Every stitch, every inch of our carefully constructed upholstery, is designed to make your driving experience better. Expert fabricators experiment with textures, stitching and seam placement to create a range of distinct and expressive designs. So you can enjoy an elegant level of refinement in every Mazda MX-5 Miata.



Sport Tan Leather
Grand Touring



Black Leather with Red Accent Stitching
Grand Touring



Black Cloth with Red Accent Stitching
Club



Black Cloth
Sport

DESIGNED TO COMPLEMENT
YOUR MX-5. AND YOU.

Mazda has created thoughtfully designed accessories that perform seamlessly with your Mazda MX-5 Miata, enhancing and further personalizing your driving experience. When installed by your Mazda Dealer, Genuine Mazda Accessories carry the same New Vehicle Limited Warranty as your new Mazda. For a full list of Genuine Mazda Accessories for your Mazda MX-5 Miata, visit Accessories.MazdaUSA.com.



All-Weather Car Cover



Doorsill Trim Plates



Aero Kit includes: Front Air Dam (shown), Rear Diffuser, Rear Spoiler and Side Sill Extensions



Rear Spoiler



Satin Chrome Air Vent Bezel



NEW VEHICLE WARRANTY

Every new 2019 Mazda MX-5 is protected by a:

- 3-year/36,000-mile¹ New Vehicle Limited Warranty
- 3-year/36,000-mile¹ 24/7 Emergency Roadside Assistance Program
- 5-year/60,000-mile¹ Limited Powertrain Warranty
- 5-year/unlimited-mileage Warranty Against Body Rust-Through (Anti-Perforation Limited Warranty)

MAZDA EXTENDED CONFIDENCE

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 Genuine Mazda Parts (where available), Mazda Extended Confidence gives you peace of mind for miles beyond your expectations.

MAZDA CAPITAL SERVICES

Whether you're buying or leasing a new, Certified Pre-Owned Mazda or used Mazda, Mazda Capital Services² 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, visit MazdaUSA.com or call us toll-free at 800.639.1000.

¹ Whichever comes first. ² 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.





Feel Alive™

Thank you for considering a Mazda.

As you can see from the stories in this brochure, everyone at Mazda, including our Mazda Dealer partners, is deeply passionate about creating cars that provide a memorable driving experience. This passion all starts with you. Before the first sketch of a Mazda, before any new idea is conceived, we consider you, the driver, first. All with the hope that you will feel our passion for driving once you're behind the wheel.

If you haven't already experienced the excitement of driving a Mazda for yourself, schedule a test drive at your local Mazda Dealer. Together, we will ensure that a great test drive is just the first step in the joy of owning a Mazda.

Sincerely,

Masahiro Moro
President and CEO
Mazda North American Operations



Feel Alive™

EST. 1920 HIROSHIMA, JAPAN