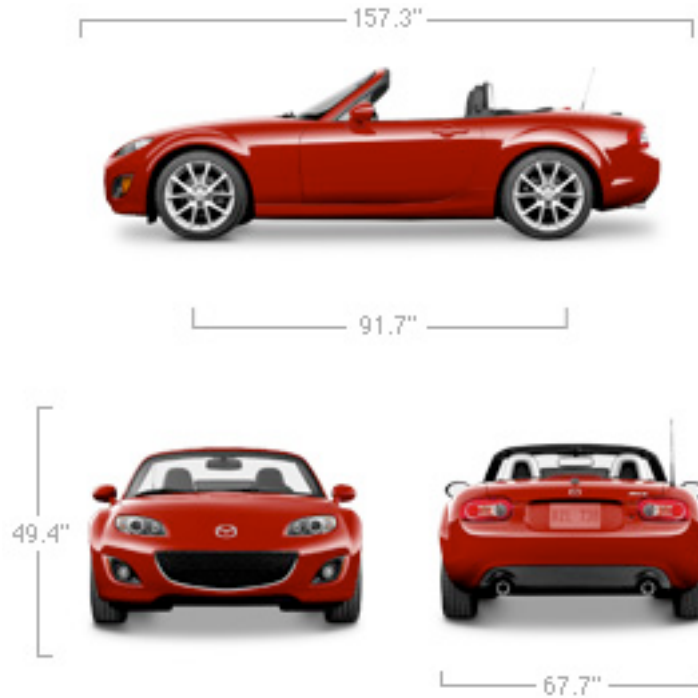


2010 MX-5 Miata Soft Top



Fuel Efficiency

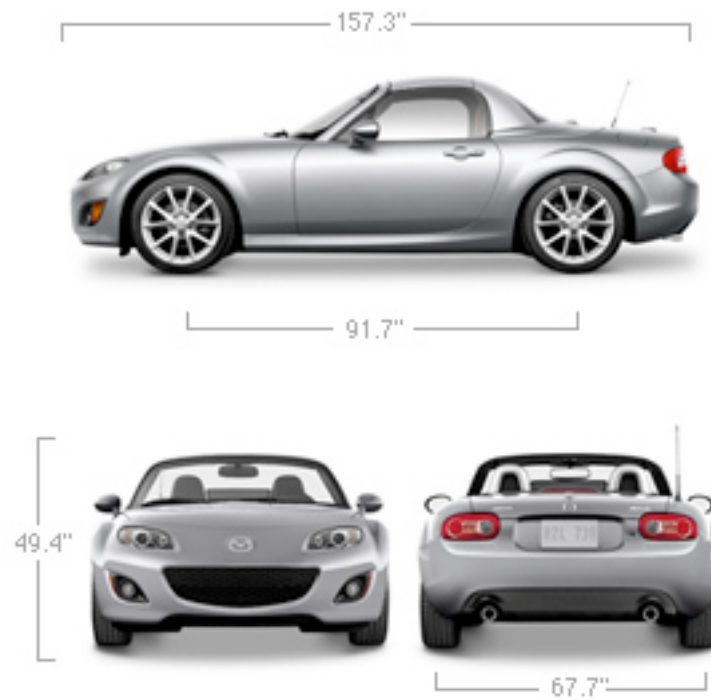
22/28 city/hwy - 5-speed MT‡

21/28 city/hwy - 6-speed MT‡

21/28 city/hwy - 6-speed AT‡

2010 MX-5 Miata	Sport	Touring	Grand Touring
MSRP starting at	\$23,560*	\$25,900*	\$27,160*

2010 MX-5 Miata PRHT



Fuel Efficiency

21/28 city/hwy - 6-speed MT‡

21/28 city/hwy - 6-speed AT‡

2010 MX-5 Miata Power Retractable Hardtop	Touring	Grand Touring
MSRP starting at	\$27,600*	\$29,000*

Colors

- True Red
- Liquid Silver Metallic
- Stormy Blue Mica
- Competition Yellow (not available on PRHT)
- Copper Red Mica
- Brilliant Black Clearcoat

Interior Fabrics

- Black Cloth (Sport and Touring)
- Black or Dune Beige Leather (Grand Touring only)

2010 Model designations & standard features

For 2010 the MX-5 Miata was offered as a Soft Top as a Sport, Touring or Grand Touring, it was also offered as the Power Retractable Hard Top (PRHT) as a Touring or Grand Touring only.

MX-5 Miata Sport Features, available as Soft Top only;

- 167 hp (158 hp with automatic transmission) 2.0L 4-cylinder engine, VVT
- 5-speed manual overdrive transmission (Sport only)
- Power 4 wheel disc brakes with ABS and Electronic Brakeforce Distribution and Brake 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
- Sport tuned exhaust with dual outlets
- 16-inch 5 spoke Alloy Wheels
- P205/50R16 V speed rated tires
- Rack-and-pinion steering with variable assist
- Lightweight aluminum hood and trunk lid
- Black vinyl “Z-Fold” top, (Soft Top only)
- Glass rear window with defogger
- Dual body color power mirrors
- Manual day/night rearview mirror
- Driver and passenger visor vanity mirrors
- 2-speed intermittent windshield wipers
- Rear fender mounted antenna
- Halogen headlights with projector type low beams
- Dual front and side impact air bags
- Black cloth-trimmed seats
- Silver interior trim
- 6-way adjustable driver’s seat, 4 way adjustable passenger’s seat
- Storage compartments behind seats (covered on soft top only)
- Lockable rear center console storage and glove compartment
- Door net pockets with bottle holders
- Center console storage/cup holder with sliding cover
- Remote trunk lid and fuel door release
- Courtesy light on windshield header, ignition keyhole light
- White on Black gauges with red nighttime illumination, full instrumentation, including tachometer, coolant temperature and oil pressure gauges
- Black Seatback Bars and Aero Mesh Screen
- Power windows with driver’s one-touch-down feature

- AM/FM/CD stereo with digital clock and 6 speakers
- Auxiliary audio input jack
- 3-spoke leather wrapped tilt steering wheel
- Heater/defroster with multispeed blower & side window demisters
- Engine-immobilizer security system
- Tire Pressure Monitoring System (TPMS)
- Tire puncture repair kit (includes compressor, tire sealant, injection hose, spare valve core, valve core tool)
- Air conditioning
- Convenience Package is standard with all automatic transmission cars

MX-5 Miata Touring, available as Soft Top or PRHT, includes the following in addition to or in place of MX-5 Sport features;

- 6-speed manual transmission
- 17" alloy wheels
- P205/45R17 W speed rated tires
- Leather wrapped gearshift knob
- Halogen fog lights
- Silver seatback bars
- Cruise control with steering wheel mounted audio and cruise controls
- Power door locks with two stage unlocking feature
- Remote keyless entry with retractable key
- Trip computer
- In-dash 6-disc AM/FM/CD /MP3 compatible changer with 6 speakers
- Passenger window one-touch down in addition to drivers side one touch down

power windows

- Auto-dimming rearview mirror with Home Link
- Chrome grille surround

In 2006 the Touring was below the Sport in the model lineup, for 2007, '08, '09 and '10 the Touring is the model *above* the Sport and the Sport becomes the base model for 2010. Also for 2010 the PRHT is only available as the Touring or the Grand Touring.

MX-5 Miata Grand Touring, available as Soft Top or PRHT, includes the following in addition to or in place of MX-5 Sport and Touring features;

- Black cloth convertible top (Dune Beige with Copper Red or Stormy Blue exterior paint)
- Black leather trimmed seats (Dune Beige with Copper Red or Stormy Blue exterior paint)
- Heated seats with 5-level variable heat settings
- Leather-wrapped parking brake handle
- 200 watt Bose audio system with AudioPilot AM/FM in-dash 6-disc CD /MP3 compatible with 7 speakers
- Automatic climate control

Option Packages for MX-5 Miata:

Convenience Package; (standard on all Touring and Grand Touring models, optional on Sport); power locks, remote keyless entry with retractable key, silver trimmed seatback bars, cruise control with steering wheel mounted cruise and audio controls, passenger one-touch down window, trip computer and fog lights.

Suspension Package; (optional on Touring and Grand Touring, not available on Sport models); Sport-tuned suspension, Bilstein shock absorbers, limited slip differential (manual transmission only)

Premium Package; (available on Grand Touring only) Xenon HID low beam headlights, Dynamic Stability Control with Traction Control, Mazda Advanced Keyless Entry & Start System, Antitheft alarm, Bluetooth hands-free phone capability, Sirius Satellite Radio

Appearance Package; (all models not available with splash guards) front air dam, rear under skirt, side sill skirts

Interior Trim Package; (all models) Brushed-aluminum look instrument panel and door panel trim; leather/aluminum shift knob (requires Convenience Package on Sport)

Additional Options;

- 6-speed sport automatic transmission with Adaptive Shift Logic and steering wheel paddle shifters
- Run flat tires (Grand Touring only)
- In-dash 6-disc CD/MP3 compatible Changer (SV)
- Detachable hardtop (all soft top models)
- Chrome fuel-filler door (all models)
- Anti-theft alarm with shock sensor (requires Convenience Package on Sport, not available with Premium Package on GT)
- Cargo net (all models)
- Door edge guards (all models)
- All weather floor mats (all models)

- Carpet floor mats (all models)
- Splash guards, front and rear (all models, not available with appearance package)
- Sirius Satellite Radio with 6 month subscription (all models)
- Wheel locks (all models)

New for 2009-10 are the following changes (thanks to Mazda):

For 2009-10 the HP rating is up one, from 166 to 167 horsepower (158 with the automatic transmission). The 2.0L four-cylinder engine, 2.0L four-cylinder engine is again mated to either a five speed manual (Sport only), six-speed manual or six-speed automatic transmission. On manual transmission models, the MZR 2.0-liter engine's redline has been bumped up 500 rpm, to 7200, this is made possible by a new forged steel crankshaft, forged steel connecting rods with floating wrist pins, revised pistons with stronger wrist pin bosses, stiffer valve springs, and an engine oil cooler. 6-speed manual models also get an Induction Sound Enhancer (ISE). Made up of a series of tuned pipes and a passive resonance membrane, the ISE delivers the engine's natural induction sound to the cowl, just ahead of the windshield, so pleasing engine sounds can be delivered at a comfortable volume without resorting to simply being loud.

For 2009-10, the MX-5 Miata 6-speed transmission delivers quicker, lighter, more direct shift feel thanks to a new carbon coating on the 1st through 4th gear synchros and larger diameter synchros on 3rd and 4th gear, 6th gear is also slightly taller (0.787:1 vs. 0.832:1) for improved fuel economy and more relaxed highway cruising.

The front suspension still consists of lightweight forged aluminum double wishbones, but the outer ball joints have been repositioned slightly to lower the front roll center about an inch. Damping has also been completely re-tuned on both the standard suspension and the Bilstein equipped suspension package.

The optional traction control and stability control systems have also been thoroughly re-tuned to be less intrusive during sporty driving.

For 2009-10, the MX-5 Miata gets a more aggressive face with re-shaped headlamps, a larger, 5-point grille and highly-sculpted triangular front fog lamp bezels. The new design is functional as well, the bulge below the front fog lamps, the wider air deflectors ahead of the front tires, the redesigned side sills, the reshaped lower corners of the rear bumper and even the taillights all contribute to a measurably lower coefficient of drag.

The seat shape has been refined for better lower-body comfort, while the backrest still delivers body-hugging lateral support for sporty driving. The center console has been redesigned for more flexible storage and, and better comfort, with a padded armrest now residing behind the shifter. Even the bottle holders in the doors were changed with driver comfort in mind.

Also new for 2009-10, the MX-5 Miata adds standard features including an auxiliary-audio input jack and a CD player with MP3/WMA playback capability. Touring models now include an auto dimming rearview mirror with Homelink™, premium finish on the instrument panel and a trip computer (average MPG and ambient temperature displays). The top Grand Touring model adds automatic air conditioning, leather-wrapped hand brake and 5-way adjustable seat heaters.

Summary of 2010 models and accessories:

The Sport soft top model represents the least expensive way of getting into an MX-5 Miata, the SV has been dropped and the Sport PRHT is no longer available. The Sport comes with a five-speed manual gearbox, lightweight 16-inch aluminum wheels, power-adjusted door mirrors, dual exhausts, power windows, cloth upholstery, AM/FM/CD player with six speakers, dual front airbags and side airbags, air conditioning and a leather-covered steering wheel.

The Touring model, in addition, gets fog lamps, cruise control, Remote Keyless Entry with retractable key, steering wheel-mounted cruise and audio controls, auto-dimming

rearview mirror with Homelink™, a trip computer and an in-dash six-disc CD changer. The 5-speed is replaced with a six-speed manual gearbox with leather shift knob, and lightweight 17-inch alloy wheels are standard.

The Grand Touring model gets heated leather seats, automatic climate control, faux leather door trim, cloth soft top, and a BOSE® audio system with seven speakers. When upgrading to the Grand Touring with Premium Package, the vehicle gets Mazda Advanced Keyless Entry & Start System, DSC with Traction Control, Anti-theft alarm and HID headlights. New features added to the Premium Package in 2009 are Bluetooth® hands-free phone and SIRIUS® satellite radio.

Power Retractable Hard Top, for 2007 Mazda introduced the amazing Power Retractable Hard Top, referred to as the PRHT. The PRHT is available as a Touring or Grand Touring and features an aluminum top that retracts into the same space occupied by the soft top with no loss of trunk space and with only an 80 pound weight penalty. With the PRHT though, the behind the seat storage compartments are not available as the top mechanisms take up the space needed for the compartments. The rear of the PRHT features unique rear fenders and trunk lid so Soft Top rear lip spoilers, fuel lids and such do not fit, PRHT specific parts are required.