

2003 SPECIAL EDITION  
& SHINSEN VERSION

MAZDA MX-5 MIATA

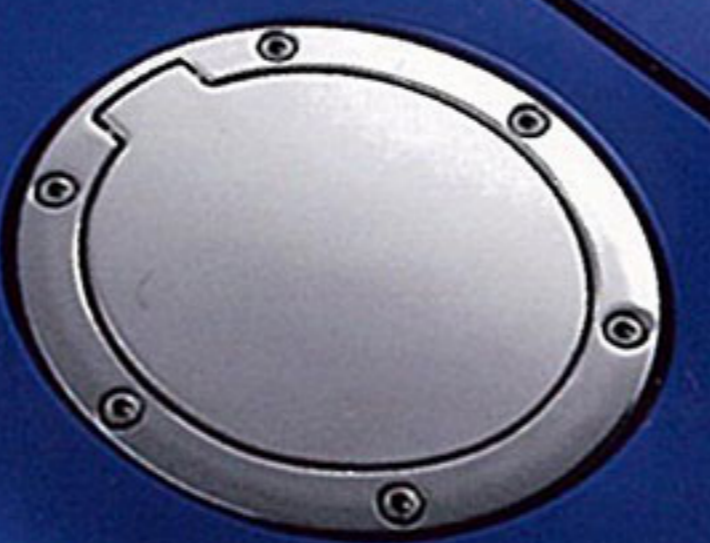
zoom-zoom

## Some of life's decisions are more exhilarating than others.

Each year, for more than a decade, Mazda has historically crafted an MX-5 Miata special edition that makes the quintessential sports-car driving experience even more compelling to discerning enthusiasts and collectors.



Inside and out, the '03 Strato Blue SE is all sports car. A leather-wrapped wheel, shift knob and hand brake welcome the driver's grip (left). Racing-type, drilled-aluminum foot pedals add a competitive flair (center) to every SE with a manual gearbox. Even its chrome fuel-filler door reflects its racing heritage (right).



ZOOM-ZOOM



Handsome, gray leather-trimmed bucket seats grace the Strato Blue SE's cockpit. The Shinsen Version supports both driver and passenger with dark blue cloth bucket seats.

## LET MAZDA BRING YOU UP TO SPEED.

- It's quick. It's easy. And it's entirely your choice:
- Complete this postage-paid card and drop it into the mail. (OR)
  - Register online for a free brochure at [www.MazdaUSA.com](http://www.MazdaUSA.com). (OR)
  - Call Mazda, toll-free, at 1-800-639-1000.
- You'll be surprised how far Zoom-Zoom can take you.



But this year, the proposition is twice as enticing. Because we've created two distinctly different Mazda MX-5 Miatas. The 2003 Special Edition and the 2003 Shinsen Version.

For those who prefer their exhilaration embellished with extra comfort and luxury, there's the lavishly-appointed '03 Strato Blue Special Edition.

Among the '03 Strato Blue SE's impressive standard features: Unique 16" alloy wheels. A short-throw 6-speed gearbox. Limited-slip differential. A six-disc CD changer. Gray cloth convertible top and gray leather-trimmed seats. Plus, Special Edition floor mats and badging.



And for those who value a purposefully engineered vehicle that distills the sports-car driving experience to its invigorating essentials, there's the '03 Shinsen Version in striking Titanium Gray. For a limited time—because of their limited numbers—the choice is yours. Think of it as that rare multiple-choice question with no wrong answers.

The Titanium Gray Shinsen Version's stylish dark blue cloth convertible top, 16" alloy wheels and special badging complement functional features that include a short-throw 5-speed gearbox, leather-wrapped shift knob and limited-slip differential.

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY, STATE, ZIP CODE \_\_\_\_\_  
 PHONE \_\_\_\_\_

If you'd like to receive product information or offers from Mazda via e-mail, please provide your e-mail address here: \_\_\_\_\_

Send me information on the following new Mazda vehicles:  
 Mazda RX-8     MAZDA6     MAZDASPEED Protégé

Also send me information on the following Mazda vehicles:  
 (If selecting more than two, you will receive the Mazda Full-line Brochure)

- Mazda MX-5 Miata     Mazda Protégé5     Mazda MPV  
 Mazda Protégé     Mazda Tribute     Mazda Truck

Approximately when do you plan to purchase/lease your next vehicle?  
 (Please select only one).  
 0-3 months     4-6 months     7-12 months     Over 12 months

What is most important to you when considering a new vehicle?  
 Styling     Safety     Handling     Performance  
 Comfort     Value     Quality/Reliability

Please tell us about the primary vehicle in your household:  
 Make \_\_\_\_\_ Model \_\_\_\_\_ Year \_\_\_\_\_

Please tell us about the primary vehicle you are considering:  
 Make \_\_\_\_\_ Model \_\_\_\_\_ Year \_\_\_\_\_

Have you ever purchased or leased a new vehicle?  
 Yes     No



2003 SPECIAL EDITION & SHINSEN VERSION  
**MAZDA MX-5 MIATA FEATURES**

**STRATO BLUE SPECIAL EDITION  
UNIQUE FEATURES:**

- Strato Blue Mica exterior finish
- Gray cloth convertible top
- Unique 16" alloy wheels
- Chrome fuel-filler door
- Special Edition badging
- Gray leather-trimmed bucket seats
- Leather-wrapped hand brake grip and two-tone shift knob
- In-dash 6-disc CD changer
- Bose® speaker system
- Aluminum foot pedals and footrest (6-speed manual transmission only)
- Special Edition floor mats
- Scuff plates
- Production limited to 1,500 cars

**TITANIUM GRAY SHINSEN  
VERSION UNIQUE FEATURES:**

- Titanium Gray Metallic exterior finish
- Dark blue cloth convertible top
- Shinsen Version badging
- Dark blue cloth bucket seats
- Leather-wrapped, two-tone shift knob
- Aluminum-like interior trim components
- Shinsen Version floor mats
- Production limited to 1,500 cars

**COMMON STANDARD FEATURES:**

- Tochigi-Fuji limited-slip differential
- Remote keyless entry system
- Cruise control
- Power windows and door locks
- Door-mounted tweeter speakers

**AVAILABLE OPTIONS  
AND PACKAGES (BOTH MODELS):**

- Appearance Pkg #1: Large front air dam, side sill extensions and rear mud guards
- Appearance Pkg #2: Small side sill extensions and rear mud guards
- Anti-lock Brake System (ABS) (Special Edition)
- Antitheft alarm
- 4-speed automatic overdrive transmission
- Auto-dimming mirror
- Cargo net
- Cassette player
- Chrome fuel-filler door (Shinsen Version)
- Headlamp and tail lamp bezels
- Front and rear mud guards
- Rear spoiler
- 6-disc CD changer (Shinsen Version)



**BUSINESS REPLY MAIL**

■ FIRST CLASS MAIL ■ PERMIT NO. 7929 ■ IRVINE, CA

Postage to be paid by Addressee



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



Mazda Fulfillment Center  
PO Box 5188  
Lake Forest CA 92630-9878

