

2012 Mazda MX-5 MIATA



mazda

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?

ZOOM-ZOOM!



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.



**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



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 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, 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, 2011 marked the sixth 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.



Power is in the details.

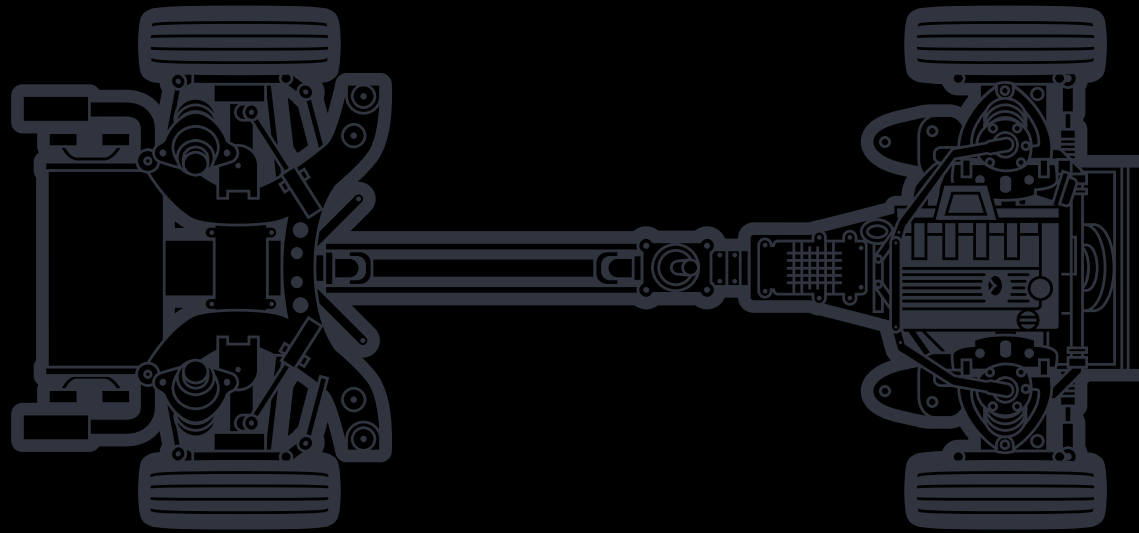
Performance isn't about what's under the hood.

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 Touring 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 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.



Zero to 60 is nothing without 60 to zero.

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.



Speed is nothing without control.

The MX-5's 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—and then obsessively engineering 12 distinct sets of precisely calibrated springs to balance out even the smallest change in weight. Finely tuned to account for the finest of details, each individual MX-5 is precisely engineered to create the perfect balance of stiffness for control, softness for comfort and stability for all those twists and turns the road has in store.

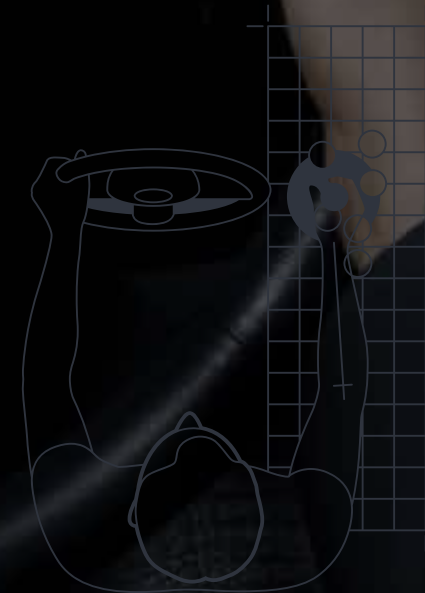


*Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details.



Custom fit comes standard.

Obsessively engineered to be a driver-focused sports car, the MX-5 is as intuitive as it is intimate. Every touch point in its cockpit was specifically designed to feel like it was crafted just for you. 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?



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, Mazda MX-5 Miata

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

The MX-5 comes fully equipped with a wide array of amenities that you wouldn't expect to find in a track-proven sports car. From technology that recognizes you before your arrival, to seating that contours to every curve in your body, the MX-5 is engineered to thrill and crafted to spoil.



Advanced Keyless Entry and 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 and 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 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.

*SiriusXM™ Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after 4-month subscription 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, DC, and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. †Bluetooth is a registered trademark of Bluetooth SIG, Inc.





Zero to hardtop 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 hardtop 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.



*Latch must also be disengaged or engaged.

"Mazda is one of the few brands that continue to cater to people who care about driving."

caranddriver.com, January 2011



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.



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 www.mazdausa.com.

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We're committed to our drivers.

Every new 2012 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 1-800-639-1000.



A Front Mask. Keep your MX-5's front end free of nicks and scratches from bugs and road debris. **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 standard MX-5 colors. **E Fuel Door.** This chrome accent gives your car even more attitude. Is that so wrong? **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).

Additional accessories:

- | | | | | |
|----------------------|----------------------|--|----------------------------------|-------------------------|
| Front Air Dam | Rear Bumper Skirt | Perimeter Alarm System | Bluetooth** Car Kit by Motorola | Air Vent Bezels |
| Fog Light Bezels | License-Plate Frame | In-Dash 6-Disc CD/MP3 Changer | Doorsill Trim Plates | Seatback Bar Cover |
| Windshield Sunscreen | Car-Cover Cable Lock | Apple® iPod® Integration* | Interior Lighting Kit | Parking Brake Handle |
| Door Edge Guards | Touch-Up Paint | SiriusXM™ Satellite Radio† | Gearshift Knob | Ashtray |
| Hard Top | Wheel Locks | Portable Navigation Devices by Garmin® | Instrument Panel Decorative Trim | Cargo Net |
| Side Sill Extensions | Engine Start Switch | 3.5 mm Audio Cable | | First Aid Kit |
| | | | | Roadside Assistance Kit |



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

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

zoom-zoom

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