



2023 MAZDA MX-5





## KODO: "SOUL OF MOTION"

Our design philosophy is simple yet highly challenging to accomplish: capture energy in motion, even at a standstill. With curves and angles so striking, they command your attention through a mere glance. Eliciting this kind of instant emotional response requires a human touch. Hands on clay, shaping form with warmth and precision. Eliminating all that is unnecessary, leaving only what is beautiful. We call this Kodo: "Soul of Motion" design. A dynamic sense of motion created for humans, by humans. This is the inspiration behind the Mazda MX-5.

## THE HUMAN TOUCH

The Mazda Takumi are the artisans and craftsmen who hone their skills for years, even decades, to achieve mastery. From their first sketch to the final stitch, their passion, patience and persistence are poured into every car. Utilizing their sense of touch as much as sight, the Takumi masters gracefully carve a block of clay into a work of art. With an innate sense of composition, they ensure that every curve is perfectly proportioned to their final vision. This hand-sculpted creation ultimately enriches the emotional bond between you and your MX-5.





## MAZDA MX-5

From its inception, the Mazda MX-5 was designed to capture the pure exhilaration of driving. For over three decades, our engineers and designers have never stopped challenging themselves to improve upon its legendary handling and performance, collecting countless awards and distinctions along the way. Today's MX-5 is a technologically smarter car that remains lightweight, nimble and incredibly responsive to any driver who gets behind the wheel. Like the very first MX-5 to hit the streets over 30 years ago, it continues to be beloved by drivers the world over.





## MAZDA MX-5 RF

“How much joy can a car bring?” This is one of the thousands of questions Mazda engineers asked themselves when developing the MX-5 RF. Asking these questions is what led to the creation of a sports car that is just as much in its element on a night out in the city as it is on a winding country road. The fastback styling of the MX-5 RF combines the comfort and peace of mind of a hardtop with the spontaneity and unparalleled driving exhilaration of the legendary MX-5 roadster. In approximately 13 seconds, its retractable roof slips away, revealing the open sky and all its possibilities.

## REDEFINING REFINEMENT

Our Takumi set out to create beauty through shape, texture and colour. Every stitch, every inch of our carefully constructed cabin, is designed to engage you with a tactile and visual experience. Expert fabricators craft a range of distinct and expressive designs using soft textures and premium stitching. Details such as standard leather-wrapped steering wheel, parking brake and shifter elevate every moment behind the wheel, helping to create a distinct connection between driver and MX-5. And our Terracotta Nappa leather upholstery with grey stitching<sup>1</sup> or Pure White Nappa leather<sup>2</sup> add a dynamic energy to each drive.



<sup>1</sup>Optional on the MX-5 GT and available on the MX-5 RF GT with Exclusive Package (automatic transmission only) or Grand Sport Package.  
<sup>2</sup>Optional on the MX-5 GT and the MX-5 RF GT.



## ONENESS BETWEEN DRIVER, SKY AND MACHINE

For decades, we've studied the human body: how it moves, sensations of touch, sound and sight, muscle and skeletal structure. This is the human-centric design philosophy known as Jinba Ittai – horse and rider as one. An intuitive instrument panel places gauges and displays within your line of sight to minimize distraction. And with either the short-throw 6-speed Skyactiv-MT or the available 6-speed automatic with steering-wheel-mounted paddle shifters,<sup>1</sup> you have the freedom to shift gears in an instant. The MX-5 is designed with near perfect 50/50 weight balance – the ideal distribution for optimal handling and performance. You feel as though your Mazda is an extension of your body, anticipating and answering your every command.

<sup>1</sup>Paddle shifters are available on GS-P and GT models only.

## MAKE A SMARTER CONNECTION

Your inspiration. Your space. Your cockpit. This is the driver-centric cabin of the Mazda MX-5, where every control is situated within your reach, so you can stay focused on the road ahead. The centre console and HMI Commander control are positioned for optimal comfort for the wrist and forearm. The Mazda Connect Infotainment System<sup>1</sup> features a 7-inch full-colour touchscreen display, standard Apple CarPlay™ integration for your iPhone (shown) and available wireless Apple CarPlay™.<sup>2</sup> Plus, Android Auto™ integration is also standard. What's more, a five-year subscription to SiriusXM Traffic and Travel Link<sup>2</sup> comes complimentary. Communication between you and your vehicle becomes second nature – by design.



<sup>1</sup>Don't drive while distracted or while using a hand-held device.  
<sup>2</sup>Standard on the MX-5 and MX-5 RF GT models.



<sup>3</sup>Standard on the MX-5 GS-P and GT models, and standard on all MX-5 RF models.

## THE TWO-SEAT AMPHITHEATER

Mazda and Bose engineers worked to jointly develop an audio system designed specifically for the MX-5. Standard on all GS-P and GT models, the Bose premium audio system<sup>3</sup> keeps your music crisp and clear even with the top down. Nine speakers, perfectly situated, including two positioned in each of the MX-5's headrests, create an immersive experience to invigorate all of your senses.



## DRIVING IN ITS PUREST FORM

From the engine to the chassis to the transmission and beyond, we've designed every aspect of the MX-5 to work in harmony through an approach we call Skyactiv Technology. The MX-5's Skyactiv-G 2.0 L engine with 181 hp is engineered to flawlessly match its light yet strong chassis and create the ideal power to weight ratio. Add to that the nearly perfect 50/50 weight balance, and the MX-5 becomes something far greater than an assembly of its parts. It becomes alive.

## A GREATER SENSE OF AWARENESS WHEREVER YOU GO

To heighten your senses, we created a few of our own. Sophisticated safety innovations that alert you to hazards and help you avoid collisions – or lessen their impact. All MX-5s are equipped with i-Activsense safety features,<sup>1</sup> including Advanced Blind Spot Monitoring (ABSM),<sup>2</sup> Lane Departure Warning System (LDWS), Smart City Brake Support Front (SCBS-F) and Rear Cross Traffic Alert (RCTA)<sup>2</sup> to help improve your visibility and awareness of the road. These advanced systems and their alerts contribute to a more confident experience behind the wheel.



<sup>1</sup>Not all i-Activsense features are available on all models. i-Activsense safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of each safety feature. See Specifications and Features for availability. Please see your Owner's Manual for further details.  
<sup>2</sup>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.



Every Mazda is designed to inspire.

We refine, so you can focus on the essential.

Our measurements are emotions. Our stats, stories.

Each decision is made to heighten your mood, your senses and your abilities.

Because to us, the road is a source of discovery, to which there is no end.

# MAZDA UNLIMITED MILEAGE WARRANTY

STANDARD ON ALL NEW MODELS

At Mazda, we pride ourselves on our commitment to quality, which is why every new vehicle includes our unlimited mileage warranty.



## MAZDA MX-5 AND MAZDA MX-5 RF SPECIFICATIONS AND FEATURES

To see full specifications, features, packages and options for all 2023 MX-5 models:

[VIEW MX-5 FULL SPECS](#)

[VIEW MX-5 RF FULL SPECS](#)

### FINANCING WITHOUT THE FUSS

Whether you're buying or leasing a new Mazda, or a used vehicle, Mazda Financial Services can help make the financing process more convenient and satisfying. Mazda Financial 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 Retailer or visit [mazda.ca](https://www.mazda.ca).

### MAZDA MOBILITY ASSISTANCE PROGRAM

Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Retailer.

### READY TO ROLL

Our pre-delivery commitment means every new Mazda is inspected and fitted with floor mats and comes with a full tank of gas.

### ADDED PROTECTION

For peace-of-mind motoring, we've created Mazda Added Protection Plan (M.A.P.) extended warranty plans. M.A.P. plans complement your Mazda Limited Warranty and protect you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Roadside Assistance extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Retailer Locator. Should you ever decide to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Retailer.

### MAZDA ROADSIDE ASSISTANCE PROGRAM

As part of our commitment to your total satisfaction, 2023 MX-5 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your MX-5 for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Retailer or visit [mazda.ca](https://www.mazda.ca).

### MAZDA TEST-DRIVE EXPERIENCE

Exhilaration begins with the Mazda Test-Drive Experience – a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers.

### GRADUATE PROGRAM

Ask your retailer about Mazda's competitive program for recent university and college graduates.

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For full details on the 2023 Mazda MX-5 and MX-5 RF model line-up, please visit [mazda.ca](https://www.mazda.ca) or your local Mazda retailer.

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Thank you for considering a Mazda MX-5.

As you can see from the stories in this brochure, everyone at Mazda 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.

Because we believe that vehicles should move your body as well as your soul, we love sharing the beautiful machines we make and building relationships with the people who drive them. When you drive a Mazda, you're getting inspired design that will inspire your every moment on the road.

Sincerely,

A white, handwritten signature in cursive script, appearing to read "David Klan".

David Klan  
President and CEO  
Mazda Canada Inc.