

zoom-zoom

turbocharged to the point of perfection.



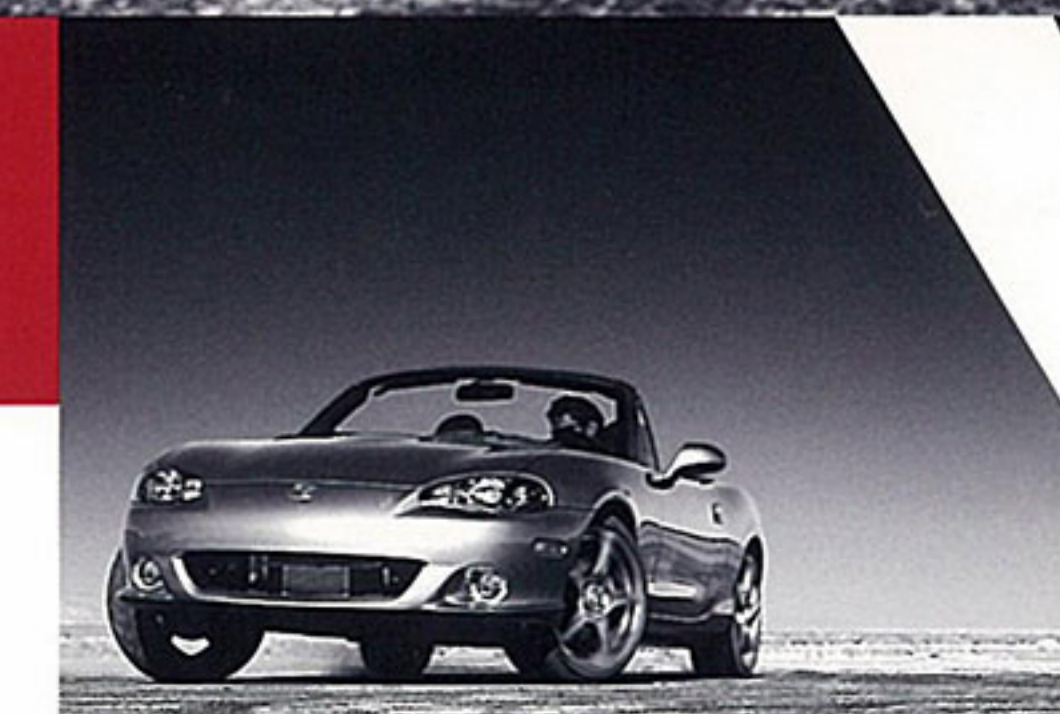




on't ask for permission now.



YOU'LL HAVE TO FORGIVE MAZDA'S TEAM OF HIGH-PERFORMANCE EVANGELISTS AND UNREPENTANT GEARHEADS. THEY JUST COULDN'T LEAVE WELL ENOUGH ALONE. ONCE THEY GOT THE "GREEN LIGHT" TO DEVELOP A TURBOCHARGED MAZDASPEED VERSION OF THE WORLD'S BEST-SELLING LIGHTWEIGHT SPORTS CAR, THERE WAS NO TURNING BACK. FACT IS, THEY WERE DRIVEN TO ELEVATE EVERY OTHER ASPECT OF THE LEGENDARY MX-5 MIATA'S PERFORMANCE. AND WHAT THEIR EXPERT HANDS ULTIMATELY WROUGHT WAS THE VERY BEST OF THE BREED. RIDICULOUSLY RESPONSIVE. COMPELLINGLY QUICK. AND AMAZINGLY AGILE. AN OUTRAGEOUS FUSION OF BEAUTY AND BOOST THAT'S EASY TO FORGIVE. AND IMPOSSIBLE TO FORGET. THE '04 MAZDASPEED MX-5 MIATA.



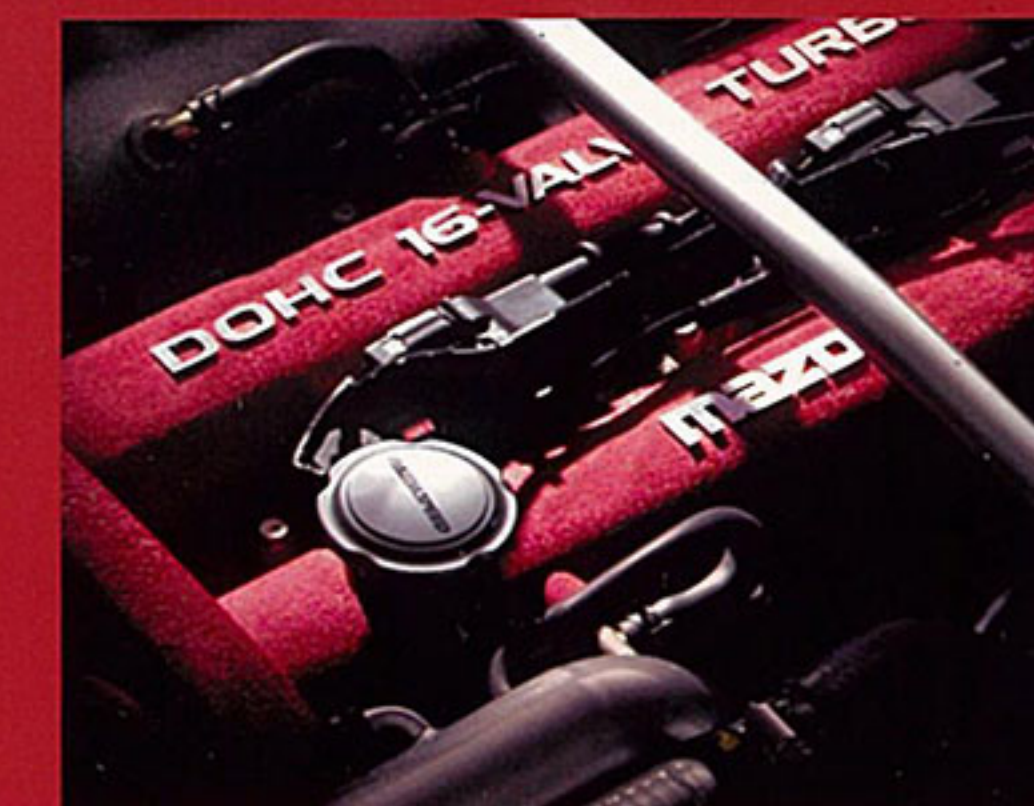
ou can ask for forgiveness later.





The name says it all—quickly identifying it as the fastest, most potent version of the world's most popular two-seat roadster. Consider it fair warning. For concealed under the MAZDASPEED MX-5 Miata's sensuous hood is a turbocharged and intercooled 1.8-liter powerplant that churns out a hefty 25% more horsepower. And 33% more torque. To help you expertly employ all this extra zoom-zoom, there's a beefed-up, short-throw 6-speed manual gearbox. To translate your choice of gears into meaningful traction, there's a Bosch torque-sensing limited-slip differential. And to endow this handsome hellion with even more tenacious road manners, there's a lowered and sport-tuned double-wishbone suspension. If performance is your passion, test drive a 2004 MAZDASPEED MX-5 Miata, before they're all gone, at your MAZDASPEED dealer. And soon. Or you may never forgive yourself.

A turbocharged and intercooled, 16-valve, 1.8-liter engine dramatically distinguishes the MAZDASPEED MX-5 Miata from all predecessors. The impressive end result is a boost in output to 178 hp and 166 lb-ft of torque. And a better power-to-weight ratio than the BMW Z4 2.5.



A performance-bred cockpit surrounds you with all the right stuff. Like a special silver MAZDASPEED gauge cluster. Racing-inspired MAZDASPEED alloy foot pedals. Plus a black leather-wrapped steering wheel, shift knob and parking-brake handle with red stitching.



Looking past the MAZDASPEED MX-5 Miata's exclusive 17-inch Racing Hart™ alloy wheels and Toyo Proxes P205/40R17 W-speed-rated rubber uncovers more goodies: Four-wheel disc brakes with silver-colored calipers. An Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD). A lowered suspension with stiffer springs, beefier front and rear stabilizer bars. Even gas-charged Bilstein® shock absorbers.

Heaven is in the details. And in the case of the MAZDASPEED MX-5 Miata, they also include: Special MAZDASPEED floor mats and stainless-steel scuff plates. Black cloth-trimmed upholstery with red inserts. And a 225-watt AM/FM/CD audio system with automatic volume control, an in-dash 6-disc CD changer, and a Bose® speaker system, featuring two door-mounted tweeters and four full-range speakers.



**bring yourself up to speed.** MAZDASPEED IS ALL ABOUT ADDING EVEN MORE NO-HOLDS-BARRED PERFORMANCE TO CARS ALREADY LEGENDARY FOR IT—FOR DRIVERS SEEKING THE ULTIMATE FOUR-WHEEL RUSH. SUPERBLY ENGINEERED AND MANUFACTURED, MAZDASPEED-BADGED PRODUCTS ENCOMPASS: FACTORY-TUNED AND WARRANTIED HIGH-PERFORMANCE VEHICLES. HIGH-PERFORMANCE PARTS AND ACCESSORIES ENGINEERED TO ENHANCE MAZDA VEHICLE PERFORMANCE AND APPEARANCE. PLUS AN EXPANDING LINE OF STYLISH MOTORSPORTS GEAR. MAZDASPEED PRODUCTS PROUDLY PROCLAIM MAZDA'S DEDICATION TO THE SPIRIT OF "ZOOM-ZOOM" AND ARE AVAILABLE EXCLUSIVELY THROUGH AUTHORIZED MAZDASPEED DEALERS. TO LEARN MORE, PARK YOUR WEB BROWSER AT: [WWW.MAZDAUSA.COM/MAZDASPEEDMIATA](http://WWW.MAZDAUSA.COM/MAZDASPEEDMIATA).

#### Powertrain

- 1.8L DOHC turbocharged and intercooled 16-valve 4-cylinder engine
- 178 hp @ 6000 rpm; 166 lb-ft torque @ 4500 rpm
- IHI turbocharger with 8.5 psi maximum boost
- Front-mounted air-to-air intercooler
- Iridium spark plugs
- Larger radiator core; increased cooling capacity
- Higher-capacity oil cooler
- Euro-spec fresh-air duct
- Red wrinkle-finish valve cover; anodized aluminum MAZDASPEED oil cap
- Short-throw 6-speed manual transmission with shot-peen-hardened gears
- Heavy-duty clutch
- Heavy-duty 25mm driveshafts
- Bosch torque-sensing limited-slip differential
- Sport-tuned (larger resonator, re-baffled muffler) stainless exhaust with large MAZDASPEED exhaust tip

#### Suspension and Brakes

- Silver-painted shock-tower brace
- Optimized steering rack

- MAZDASPEED-tuned and lowered double-wishbone suspension which includes: silver-painted Bilstein® shock absorbers with firmer tuning; red-painted larger front and rear stabilizer bars; higher-rate springs
- Power-assisted 4-wheel disc brakes with silver-painted calipers, standard Anti-lock Brake System (ABS) and Electronic Brakeforce Distribution (EBD)

#### Exterior Enhancements

- 17" x 7" Racing Hart™ aluminum alloy wheels
- W-rated 205/40R17 Toyo Proxes R28 unidirectional high-performance tires
- MAZDASPEED front and rear air dams and rear spoiler
- Smoke-tint headlight housings
- Body-color cap for inside rearview mirror with MAZDASPEED logo
- Unique exterior colors: Velocity Red Mica and Titanium Gray Metallic

#### Interior Enhancements

- Black leather-wrapped steering wheel and shift knob with red stitching
- Standard black and red cloth upholstery with red door inserts; vinyl convertible top
- Silver gauges with MAZDASPEED logo

- Optional black (without red door inserts) leather-trimmed upholstery\* with red stitching; cloth convertible top
- MAZDASPEED floor mats, stainless-steel scuff plates and alloy foot pedals; silver mesh finish on center panel and shift panel

#### Audio System

- 225-watt AM/FM stereo with automatic level control and in-dash 6-disc CD changer
- Bose® 6-speaker sound system with door-mounted tweeters

#### Even its generous warranty is just your speed.

Exceptional design and exhilarating performance aside, the MAZDASPEED MX-5 Miata also boasts the 2004 Mazda Driver's Assurance Plan. It includes both a 48-month/50,000-mile "bumper-to-bumper" Limited Warranty and 24/7 Emergency Roadside Assistance. And should your MAZDASPEED MX-5 Miata require a warranty repair, the Mazda Service Transportation Solution can typically provide another vehicle to drive. After all, we want your new Mazda to be a source of pride and exhilaration for years to come. See your MAZDASPEED dealer for details.

At Mazda, we take safe driving seriously. Which is why all of the photographs in this brochure were taken on a closed course with a professional driver.



Velocity Red Mica



Titanium Gray Metallic



Black Leather



Black/Red Cloth

\*Seats upholstered in leather except for leather-look vinyl on seat side panels, rear sides of seatbacks and other minor areas.

**PRODUCT CHANGES AND OPTIONS AVAILABILITY:** Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.



MAZDASPEED