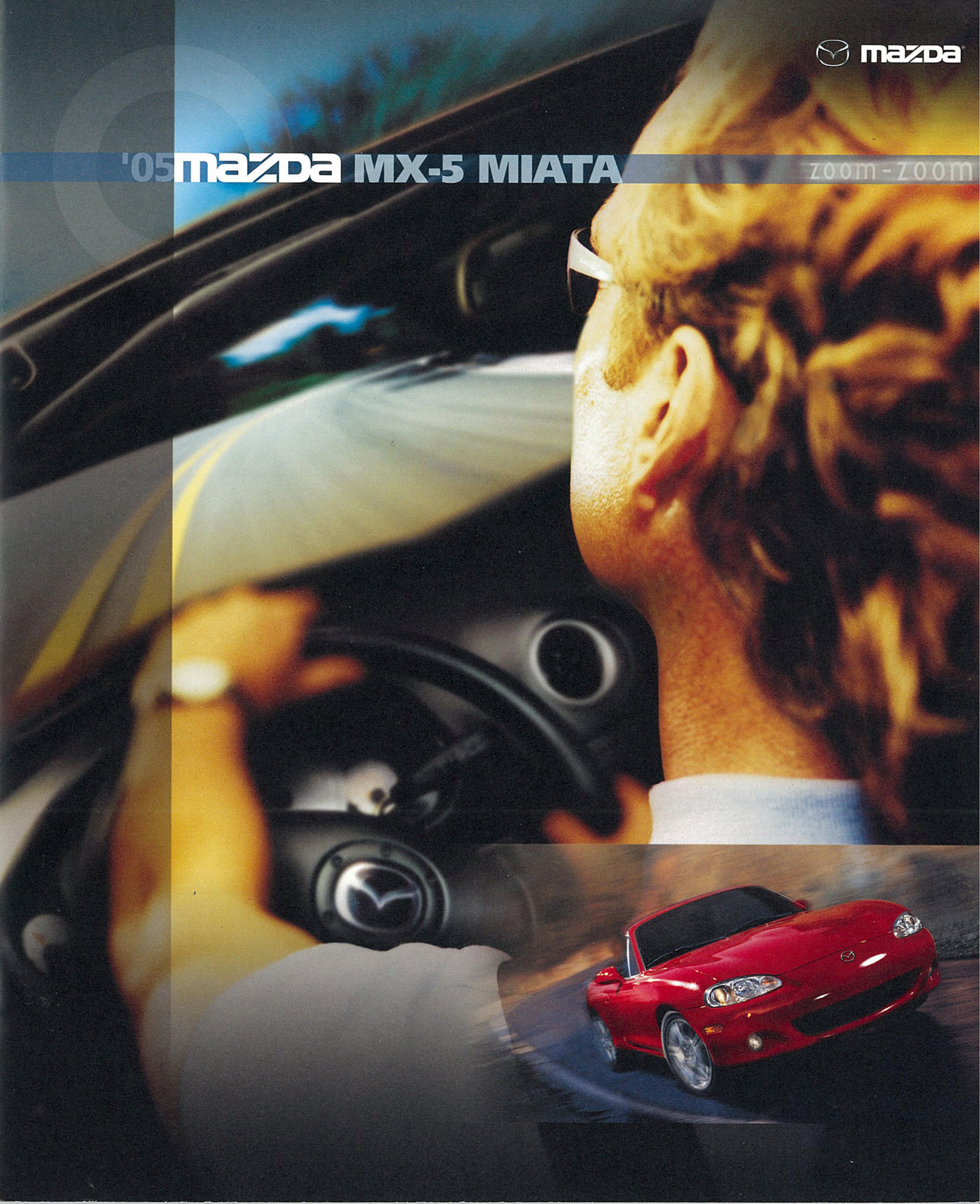




# '05mazda MX-5 MIATA

zoom-zoom





DEEP INSIDE US ALL, THERE'S A UNIQUELY HUMAN EMOTION JUST WAITING FOR AN INVITATION TO "COME

OUT AND PLAY." IT'S A FEELING OF PURE EXUBERANCE AND EXHILARATION—THE EMOTION OF MOTION.

# REDISCOVER THE EMOTION OF MOTION.

It starts with a feeling. One that children instinctively know, and grown-ups want to recapture.

It calls to mind words like exhilaration, liberation and joy. But we like the way children put it

better: "Zoom-Zoom." It's what moves us to build the kind of vehicles we do. And why you'll

find the soul of a sports car engineered into everything we make. Especially in what is the

most popular roadster of all time. The incomparable Mazda MX-5 Miata.





FEW THINGS CAN TOP A TWO-SEAT ROADSTER'S UNCANNY ABILITY TO HELP US RECONNECT WITH THE EMOTION

OF MOTION. OR TO REMIND US OF HOW EXHILARATING LIFE CAN BE IF WE SIMPLY FOLLOW OUR HEART.

# RECONNECT. REAWAKEN. AND RECHARGE.

Just follow your heart. Strap yourself into a new Mazda MX-5 Miata and slip it into gear. Almost instantly, you're one with the car—fully immersed in that liberating, top-down, wind-in-your-hair feeling. It's as if you're wearing the car as much as driving it. The engine growls playfully. You grab the next gear. The smile on your face mirrors the pure fun and exuberance you feel. And an ordinary drive is transformed into an exhilarating journey. All made possible by a car of equally pure purpose. A car uniquely designed to help you reconnect, reawaken and recharge. The legendary Mazda MX-5 Miata.







# COMMUNICATE WITHOUT SAYING A WORD.

The Mazda MX-5 Miata's cockpit is designed to facilitate a single function: The unobstructed communication between man and machine. To that end, its leather-wrapped steering wheel awaits your input. Its tachometer, speedometer, and precisely positioned foot pedals work in concert to make heel-and-toe downshifts second nature. Other essential controls, from shifter and air conditioning to the AM/FM/CD stereo, fall readily to hand. While a pair of superbly supportive, well-bolstered bucket seats holds both driver and passenger firmly in place. On the LS, even the key ingeniously integrates both ignition and remote keyless entry functions into a single, space-saving "retractable" design.

**A. SOUND MANAGEMENT.** To reduce top-down wind turbulence and enhance audio system performance, the MX-5 Miata comes with a special Windblocker™ panel that includes a pair of built-in full-range speakers, as well as a convenient, attached mesh storage pouch.

A.





# IT'S GOT A

The real measure of any self-respecting roadster is how responsively it translates each of your commands into meaningful motion. And how masterfully it allows you to make any road your own. In these key performance categories, the Mazda MX-5 Miata has few equals. But then, its precise rack-and-pinion steering, short-throw 5-speed gearbox and sophisticated, 4-wheel double-wishbone suspension inspire pure confidence. Whether you're setting up for an S-curve, or powering out of a sweeping turn, a Mazda MX-5 Miata is the quintessential sports car. And the agile, innovative icon that 15 years ago single-handedly reinvented the two-seat roadster.

# Ph.D. IN PERFORMANCE ART.





"THROTTLE RESPONSE IS INSTANTANEOUS. ACCELERATION IS BRISK, AND THE EXHAUST NOTE CONJURES UP MEMORIES

OF WATKINS GLEN AND THE ROOTS OF AMERICAN SPORTS-CAR RACING." —NEW CAR TEST DRIVE.COM



Since its history-making debut in 1989, more than 700,000 Mazda MX-5 Miatas have been sold—making it the most popular roadster of all time. And in the process, many American owners have been introduced to an exhilarating, affordable means of competing in Sports Car Club of America (SCCA)-sanctioned events from coast to coast. Fact is, MX-5 Miata owners currently compete in two SCCA classes. In Showroom Stock B (SS/B), MX-5 Miatas won six straight overall championships, outrunning an array of Acuras, BMWs, Hondas and Toyotas along the way. Equally impressive, Spec Miata is now one of the SCCA's most popular classes, with cars competing on racetracks all across the nation, including races at the legendary Mazda Raceway Laguna Seca.



**OUR ONLY COMPETITION  
IS OURSELVES.**



# MAKING YOUR MAZDA YOURS ALONE.

Part of the joy of owning a new Mazda MX-5 Miata is personalizing it. And the best way to enhance its appearance or performance is with Genuine Mazda Accessories. In fact, all Genuine Mazda Accessories installed by your Mazda dealer prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as your new Mazda. See your dealer for details.

- Front air dam
- Headlight and taillight bezels
- Front mask
- Front and rear splash guards
- Side sill extensions
- Door edge guards
- Detachable hardtop
- Chrome fuel-filler door
- Rear lip spoiler
- Windshield sunscreen
- Compass & outside temperature auto-dimming mirror
- In-dash 6-disc CD changer
- CD/MP3 player
- Cassette player
- MiniDisc player
- PhatNoise™ car audio system
- SIRIUS Satellite Radio receiver kit\*
- Perimeter shock sensor alarm
- Silver/black steering wheel, gearshift knob
- Wood-tone dash kit
- Wood gearshift knob, parking-brake handle
- Carpet floor mats
- Footwell light kit
- Stainless-steel scuff plates
- Car cover; car cover cable lock
- Tonneau cover
- Cargo net
- First aid kit
- Roadside assistance kit
- Chrome wheel locks
- Touch-up paint



**A. AUDIO UPGRADES.** Enhance your Miata's stereo system with an in-dash 6-disc CD changer, SIRIUS Satellite Radio\* receiver kit, MP3 player, cassette player or MiniDisc player. **B. CHROME ACCENT.** Add a chrome fuel-filler door for a competition-inspired look. **C. PHATNOISE™ CAR AUDIO SYSTEM.** Listen to the equivalent of up to 500 CDs on your Mazda's stereo system with a PhatNoise™ 20GB digital media cartridge and trunk-mounted digital media player. Plays MP3, WMA, FLAC, and Audible formats. Complete with USB Desktop Cradle, software and mounting hardware.

\* SIRIUS Satellite Radio requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.



**WITH 10 EXHILARATING MODELS,** Mazda makes it easier than ever to satisfy your practical needs. And your emotional ones. So treat yourself to the Mazda Test-Drive Experience. Put the Mazda MX-5 Miata of your choice through its paces. Down local streets, on-ramps, highways, and off-ramps. Through straightaways, S-curves and corners. Discover the responsive acceleration and steering, superb braking and surefooted handling that set every Mazda apart. And in the process, rediscover that elusive emotion of motion—that fun, connected-to-the-road feeling—that we like to call “Zoom-Zoom.”

Peace of mind is another feeling that comes standard on a Mazda. Because every new Mazda is covered by the **2005 Mazda Driver's Assurance Plan**, one of the industry's most comprehensive new-vehicle warranties. It includes a **48-month/50,000-mile**, “bumper-to-bumper” Limited Warranty plus **24/7 Emergency Roadside Assistance**. And should your Mazda 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 Mazda dealer for details.

## WE DIDN'T INVENT THE FEELING. JUST A BETTER WAY TO GET IT.



## MazdaUSA.com

Bring yourself up to speed. For more motorized fun of the virtual variety, park your Web browser at MazdaUSA.com. It's the perfect place to scope out all the 2005 Mazdas. Score seasonal incentives or special service offers. Pick up handy maintenance tips. And get updates on driving technology, tuning and motorsports at Mazda's MAZDASPEED Section. You can even “build” the Mazda MX-5 Miata of your dreams. Request a quote. And locate a Mazda dealer. So remember to add MazdaUSA.com to your Web browser's list of “Favorites.”



INTERIOR FEATURES		MX-5 Miata	MX-5 Miata LS
☑ 2nd-generation dual front air bags* with passenger-side deactivation switch		S	S
3-point lap/shoulder safety belts with pretensioners		S	S
☑ Reclining bucket seats		S	S
Black cloth upholstery		S	—
Black or parchment leather-trimmed seats		—	S
Carpet floor mats		S	S
☑ Windblocker™ antidraft panel with integrated speakers and storage pouch		S	S
Lockable center console storage and glove compartment; map pockets on doors and passenger's seatback; dual cup holders with covers		S	S
Power windows with driver's 1-touch-down feature		S	S
Power door locks with 2-stage unlocking		P	S
Remote keyless entry system with retractable key		P	S
Remote trunk-lid and fuel-door release		S	S
Courtesy light on windshield header; driver's and passenger's visor vanity mirror		S	S
Full instrumentation, including tachometer, coolant-temperature gauge and oil-pressure indicator		S	S
☑ Silver-finish interior trim including gauge rings; air-vent bezels; center panel including audio and climate control; door handles; shift-plate bezel; and parking-brake button		S	S
☑ 3-spoke leather-wrapped steering wheel		S	S
Cruise control		P	S
Heater/defroster with 4-speed blower and side-window demisters		S	S
CFC-free air conditioning		S	S
☑ AM/FM/CD stereo with 4 speakers and digital clock		S	—
☑ AM/FM/CD stereo with 225-watt Bose® 6-speaker system (including door-mounted tweeters) and digital clock		—	S
Engine-immobilizer antitheft system		S	S
DIMENSIONS AND CAPACITIES			
Wheelbase/overall length		89.2/155.3	
Overall width/height		66.1/48.3	
Track, front/rear		55.7/56.7	
Headroom/legroom/shoulder room		37.1/42.8/49.7	
Cargo volume, cubic feet		5.1	

MECHANICAL FEATURES		MX-5 Miata	MX-5 Miata LS	
☑ 1.8L DOHC 16-valve 4-cylinder engine with variable valve timing		S	S	
☑ 5-speed manual overdrive transmission with short-throw shifter		S	S	
☑ Tochigi-Fuji torque-sensing limited-slip differential (manual transmission only)		P	S	
Power-assisted rack-and-pinion steering with engine-speed-sensing variable assist		S	S	
☑ Power-assisted 4-wheel disc brakes		S	S	
☑ 4-wheel double-wishbone suspension with gas-filled shock absorbers, front shock-tower brace, and front and rear stabilizer bars		S	S	
Sport-tuned exhaust system		S	S	
SPECIFICATIONS				
Engine size and type		1.8L 4-cylinder; iron block with light-alloy cylinder head		
Valve gear		DOHC 16-valve with variable intake-valve timing		
Horsepower, SAE Net		142 @ 7000 rpm		
Torque, SAE Net lb-ft		125 @ 5000 rpm		
Bore and stroke/compression ratio		3.27 x 3.35 inches/10.0:1		
Ignition system/fuel system		Distributorless electronic/multiport electronic fuel injection		
Fuel capacity/recommended fuel		12.7 U.S. gallons/premium unleaded gasoline		
EPA estimated fuel economy, mpg		23 city/29 hwy (5-speed) 23 city/28 hwy (6-speed) 22 city/28 hwy (automatic)		
Curb weight (5-speed/6-speed/automatic)		2447/2441/2474 lb		
Steering ratio/turns, lock-to-lock		15.0:1/2.7		
Turning circle, curb-to-curb		30.2 feet		
Brakes		10.6-inch ventilated front discs; 10.9-inch solid rear discs		
TRANSMISSION RATIOS		5-speed manual	6-speed manual	4-speed automatic
1st gear		3.136	3.760	2.450
2nd gear		1.888	2.269	1.450
3rd gear		1.330	1.645	1.000
4th gear		1.000	1.257	0.730
5th gear		0.814	1.000	—
6th gear		—	0.843	—
Final drive		4.300	4.100	4.100

EXTERIOR FEATURES		MX-5 Miata	MX-5 Miata LS
16-inch alloy wheels with wheel locks		S	S
P205/45R16 W-rated high-performance radial tires		S	S
Black vinyl convertible top with vinyl boot cover		S	—
Black or parchment cloth convertible top with vinyl boot cover		—	S
Glass rear window with defogger		S	S
Dual body-color power remote mirrors		S	S
2-speed intermittent windshield wipers		S	S
Power antenna		S	S
Clear-lens halogen headlights with projector-type low beams		S	S
Clear-lens halogen fog lights		S	S
OPTIONS AND OPTION PACKAGES		MX-5 Miata	MX-5 Miata LS
☑ SUSPENSION PACKAGE—MIATA (manual transmission only): Sport suspension with Bilstein® shock absorbers; Tochigi-Fuji torque-sensing limited-slip differential		O	—
☑ SUSPENSION PACKAGE—MIATA LS (requires 6-speed manual transmission and ABS): Sport suspension with Bilstein® shock absorbers		—	O
APPEARANCE PACKAGE 1: Large front air dam, side sill extensions and rear splash guards		O/A	O/A
APPEARANCE PACKAGE 2: Small side sill extensions and rear splash guards		O/A	O/A
CONVENIENCE PACKAGE: Door-mounted tweeters; power door locks; remote keyless entry system with retractable key; cruise control		O	S
6-speed manual overdrive transmission with leather-wrapped gearshift knob		—	O
4-speed automatic overdrive transmission (Miata LS requires ABS)		O	O
Anti-lock Brake System (ABS)		—	O
Front and rear splash guards		O/A	O/A
Detachable hardtop with rear window defogger		O/A	O/A
Rear lip spoiler		O/A	O/A
Chrome fuel-filler door		O/A	O/A
In-dash 6-disc CD changer		O/A	O/A
Cassette player		O/A	O/A
Perimeter shock sensor alarm		O/A	O/A
Headlight and taillight bezels		O/A	O/A
Cargo net		O/A	O/A
Compass & outside temperature auto-dimming mirror		O/A	O/A
Door edge guards, color-keyed		O/A	O/A



**BLACK LEATHER**  
MX-5 Miata LS

**PARCHMENT LEATHER**  
MX-5 Miata LS



**BLACK CLOTH**  
MX-5 Miata

**WHEELS**



**16-INCH ALLOY**

S : Standard   O : Optional   P : Package   A : Dealer-available accessory   — : Not available

\* Always wear your safety belt and deactivate passenger-side air bag when using any infant or child safety seat.

 Wherever you see this symbol, you can get the whole story on our interactive Web site.

## EXTERIOR COLORS



### SUNLIGHT SILVER METALLIC

- Mazda MX-5 Miata
  - Mazda MX-5 Miata LS
- Black Cloth  
Black Leather, Parchment Leather



### RAZOR BLUE METALLIC

- Mazda MX-5 Miata
  - Mazda MX-5 Miata LS
- Black Cloth  
Parchment Leather



### CLASSIC RED

- Mazda MX-5 Miata
  - Mazda MX-5 Miata LS
- Black Cloth  
Black Leather



### NORDIC GREEN MICA

- Mazda MX-5 Miata
  - Mazda MX-5 Miata LS
- Black Cloth  
Parchment Leather



### BLACK CHERRY MICA

- Mazda MX-5 Miata
  - Mazda MX-5 Miata LS
- Black Cloth  
Parchment Leather

**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.





ALWAYS THE  
SOUL  
OF A SPORTS CAR.™



MAZDA FOR 2005.  
ONE SOUL.  
ONE FEELING.  
ONE QUESTION.  
  
HOW DO YOU WANT YOUR ZOOM-ZOOM?

