

2017 MAZDA MX-5 MIATA | MX-5 RF



zoom-zoom

DRIVING MATTERS®



DOES DRIVING MATTER?

Does a long, winding road or an empty freeway on Sunday morning matter if the car you're in doesn't take advantage of the moment?

Does safety, technology, efficiency or even beauty matter, if a car doesn't feel right in your hands?

If you build Mazdas, driving is what matters most.

That's why everything we do makes driving better.

Like safety technology that inspires confidence.

Engine technology that makes our cars and SUVs more fuel-efficient. Yet still responsive.

And designs that capture motion, even when the car isn't moving.

What's better than a great driving car?

A car company that won't build anything less.



MAZDA. DRIVING MATTERS®

THE CAR THAT MADE HISTORY NOW DEFINES THE FUTURE.

Born from a passion for driving, the spirit of the Mazda MX-5 Miata is built into the heart and soul of every Mazda. It's this unrelenting belief that Driving Matters that makes a Mazda a Mazda. It's why the original MX-5 became a world-renowned icon and what inspired an entirely new concept: the MX-5 Retractable Fastback. With every new vehicle we produce, our conviction that Driving Matters lives on.



THE ICONIC MAZDA MX-5 MIATA

It's the car that defined the modern roadster. The car that reignited our passion for the classic British-style roadsters of the 1960s. Lightweight. Nimble. Intuitive. Yet extraordinarily fun to drive. The iconic MX-5. Even now, after more than a million produced, it remains the best-selling roadster of all time.



THE FIRST-EVER MAZDA MX-5 MIATA RF

How do you top a classic? You create something entirely new. The MX-5 Retractable Fastback. Not just a convertible. Not just a hardtop. But both. It's everything you love about the classic MX-5, plus a remarkably innovative fastback design that's unlike anything else from Mazda. You get all the advantages of a hardtop with the spontaneous exhilaration of a convertible.

In one simple, intuitive and ergonomic step, the convertible top can be unlocked and dropped for pure driving enjoyment. Without having to leave the driver's seat, the release is quick, smooth and effortless—and only requires one hand thanks to its integrated "assist spring" mechanism.



Our first-ever ingenious power retractable roof operates in a mere 13 seconds. Press a button and the fastback side pillars raise, the two overhead roof panels retract, and the rear window lowers itself behind the seats. The two fastback pillars return into place to retain the sleek fastback style.









A LEGACY BUILT ON A SINGLE
PREMISE: CAR AND DRIVER AS ONE.

To achieve "oneness" between a vehicle and its driver, Mazda engineers were inspired by the Japanese concept of Jinba Ittai, or "horse and rider as one." When a vehicle becomes an extension of the driver, only then is perfect harmony possible. That's why every Mazda MX-5, from throttle response and driver-centric cockpits to agile steering, delivers this feeling of Jinba Ittai. It's a time-honored belief in modern application. Achieved because Driving Matters.





**OUR INSPIRATION.
KODO: "SOUL OF MOTION" DESIGN.**

To infuse the dynamic movements of the KODO: "Soul of Motion" design language into every curve, corner and detail of the MX-5, artists and craftsmen created an unrestricted form. Recognized as the Speed Form, this sculptural exploration is nothing less than pure energy. Through the prioritization of an object's elements, the Japanese aesthetic can be realized. Designers use this harmonious, creative process to shape and develop the look, allowing the visionary to change the smallest creases and curves to deliver optimal proportions. It's no less than a passionate pursuit of excellence.



WHEN A CAR IS AN EXTENSION
OF YOUR BODY, DRIVING IS AN
EXTENSION OF YOUR SOUL.

The concept of Jinba Ittai, or “horse and rider as one,” is the inspiration for the MX-5. That a horse and its rider communicate by being instinctively in tune with each other—achieving effortless communication. To complete that same communication behind the wheel of an MX-5, Mazda engineers used multiple electromyograms and G sensors to analyze a driver’s interaction with the vehicle. From determining the exact location of the shift lever, to which muscles and precisely how much effort they need to shift, every aspect of the drive is engineered to not just connect you with your MX-5, but make you one with it.



AMENITIES AND INFOTAINMENT OPTIONS THAT KEEP YOU CONNECTED.

MAZDA CONNECT™ DISPLAY SYSTEM¹

The available 7-inch full-color touch screen display is your window to the world. Pair your mobile device via Bluetooth® to connect your MX-5 to streaming media, music and social content from Facebook and Twitter feeds. Let the factory-integrated navigation system on Grand Touring models keep you on course with voice-guided commands and advanced lane guidance—and so much more.

AUTOMATIC CLIMATE CONTROL

Driving with the top down and the wind in your hair is exhilarating. But even with the top up, you can still control the air in your MX-5. Grand Touring models feature automatic climate control. Just set the temperature and let the system maintain your cabin comfort. Sport and Club models allow for manual operation of the heating and cooling.

SHORT THROW SHIFTER

The distinctive Jinba Ittai experience is fully realized behind the wheel in the MX-5's precise and ultra-responsive short-throw, close-ratio 6-speed manual gearbox. With a flick of your wrist, shifting from gear to gear is rapid and precise. Working harmoniously, the shifter, accelerator and clutch orchestrate a tempo with the driver that is unparalleled.

COMMANDER CONTROL

Navigating the options displayed on your available full-color display has never been easier. Just use the multifunction Commander control conveniently located on the center console to scroll through your infotainment choices.

SPORT SEATS

Heated leather-trimmed bucket seats with three comfort settings in Grand Touring models are designed to conform to your every curve and adjust to your specific driving position. To reduce vibration and improve holding capabilities of the driver, even in corners, the MX-5 seatbacks and cushions feature lightweight netting materials.

¹Don't drive while distracted. Even with voice commands, only use MAZDA CONNECT™/ other devices when safe. Some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply.



YOUR OWN PRIVATE AMPHITHEATER.

The top is down. The sun is glistening. But even with outside noise, your tunes are crisp and clear. That's because in Club and Grand Touring models, the Bose® Premium Sound System creates an individual sonic experience. With 9 speakers, including two 45mm UltraNearfield™ speakers positioned in each of the MX-5's headrests, sound is as clear as day. From bass to treble, audiophiles can enjoy pure sound quality from their MP3s through two USB audio inputs. Only the roar of the MX-5's engine will penetrate the cabin thanks to Bose® AudioPilot® 2 Noise Compensation Technology. Now unwanted noise is left where it belongs—outside.

BOSE

BLUETOOTH® | PANDORA® | HD RADIO™ | STITCHER | SiriusXM¹

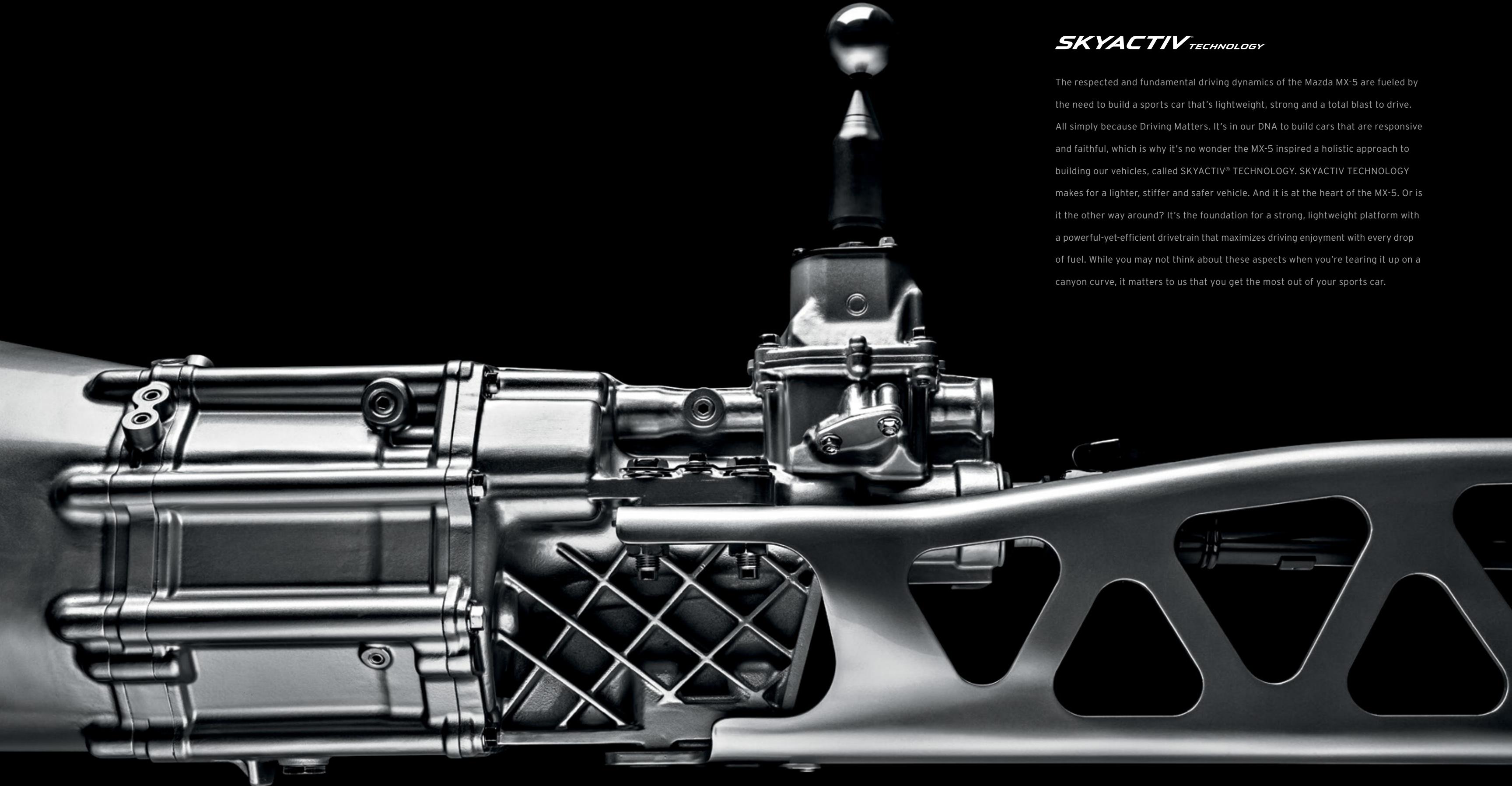
Mazda MX-5 Miata Grand Touring interior shown in black leather.

¹SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications.

ALWAYS PRECISELY IN BALANCE.

Even after 27 years, the engineers at Mazda remain passionate about the MX-5's near-perfect 50/50 front-to-rear weight distribution. The quality-obsessed engineers who imagined and built the latest-generation MX-5 Miata and the MX-5 RF held fast to one simple philosophy: Preserve and innovate the front-midship engine and rear-wheel drive layout. Sustaining the deep-rooted belief that the MX-5 is not perfectly balanced until you, the driver, are literally sitting in the driver's seat.





SKYACTIV[®] TECHNOLOGY

The respected and fundamental driving dynamics of the Mazda MX-5 are fueled by the need to build a sports car that's lightweight, strong and a total blast to drive. All simply because Driving Matters. It's in our DNA to build cars that are responsive and faithful, which is why it's no wonder the MX-5 inspired a holistic approach to building our vehicles, called SKYACTIV[®] TECHNOLOGY. SKYACTIV TECHNOLOGY makes for a lighter, stiffer and safer vehicle. And it is at the heart of the MX-5. Or is it the other way around? It's the foundation for a strong, lightweight platform with a powerful-yet-efficient drivetrain that maximizes driving enjoyment with every drop of fuel. While you may not think about these aspects when you're tearing it up on a canyon curve, it matters to us that you get the most out of your sports car.



"THE FASTBACK YOU'VE BEEN WAITING FOR, ONLY BETTER."

-CarandDriver.com, March 2016



AFTER MORE THAN A MILLION PRODUCED, THERE'S STILL ONLY ONE.





MAZDA MX-5 ACCESSORIES.
IT'S YOUR MAZDA—MAKE IT YOUR OWN.





ALL-WEATHER FLOOR MATS

Protect your car from the elements, as well as a spilled coffee on your way to work. Our specially fitted All-Weather Floor Mats are designed to hold a healthy amount of liquid, making spills easier to deal with.

INTERIOR LIGHTING KIT

Bring on the night. This feature brings an elegant, understated white accent lighting to the cockpit of your MX-5.

CARGO TRAY¹

This flexible, durable Cargo Tray protects against damage and spills by elevating your cargo on top of grooves designed to help divert and catch any messy liquids. Removes easily for quick cleanup.

CARGO NET¹

No one likes stuff rolling around in their trunk. Use our Cargo Net to secure your groceries, sports equipment and other loose items while keeping them handy for easy access.



FRONT STRUT TOWER BRACE

Brace yourself! Cornering and spirited driving can create chassis flex due to extra loads on your suspension, which can result in diminished traction and reduced steering feel. Our Front Strut Tower Brace adds rigidity to your MX-5 which reduces chassis flex, and helps ensure that your tires are kept on the road to deliver maximum traction and steering precision.

TUNNEL UNDER BARS

Our Tunnel Under Bars are designed to integrate perfectly with your standard MX-5 crossbar to suppress unwanted body flex and twisting caused by cornering. This gives you more traction and improved handling performance, allowing you to keep momentum through turns.

AERO KIT

Give your MX-5 a more aggressive stance with our Aero Kit. It features a Front Air Dam, Rear Diffuser, Spoiler and Side Sill Extensions.

ALLOY PEDALS (previous page)

Add a powerful look and improve pedal grip in your MX-5 with our high-quality Alloy Pedals and Footrest.



SATIN CHROME AIR VENT BEZEL

Cool is in the details. Give your interior an edge with our satin chrome finish Air Vent Bezels (sold individually).

DOORSILL TRIM PLATES (previous page)

These gleaming accents are a stylish calling card to both a welcome entry and a graceful exit. It's just another of those little flourishes sure to prove your MX-5 will always be a cut above the rest.



SPLASH GUARDS

Don't let your journey end with a trip to the paint shop. Help protect your MX-5's finish from rocks and other road debris with our durable front and rear Splash Guards.



OUTDOOR CAR COVER

Keep the finish on your MX-5 looking new with an Outdoor Car Cover. Customized to fit the MX-5, it features a rear license plate window, weather-resistant fabric and a custom bag for easy storage.



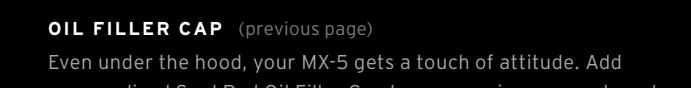
ALCANTARA DOOR PANEL CENTER TRIM

Elegant and sophisticated, soft and comfortable, this high-end suede-like material is pleasing to both the touch and the eyes. Door Panel Center Trim (shown). Other pieces include: Instrument Panel Lower Trim, Parking Brake Boot, Center Console Lid, Shift Boot (A/T), Shift Boot (M/T). Sold separately.



FRONT MASK

It's a rough world out there. Maximize protection against nicks and scratches with Mazda's custom-tailored Front Mask.



OIL FILLER CAP (previous page)

Even under the hood, your MX-5 gets a touch of attitude. Add our anodized Soul Red Oil Filler Cap to your engine compartment.

Customize your new Mazda MX-5 with Genuine Mazda Accessories. When installed by your Mazda Dealer, they carry the same New Vehicle Limited Warranty as your new Mazda.² Ask your dealer for details.

Accessories not shown:

3.55mm Audio Cable

Car Cover Cable Lock

Collapsible Cargo Carrier

First Aid Kit

LED Ash Tray

LED Bulb

Lower Arm Bar

Mazda Logo Valve Stem Caps

Navigation System

Portable Navigation Device

Roadside Assistance Kit

Touch-Up Paint

Wheel Locks

Windshield Sunscreen

Not all items apply to all trim levels.



GENUINE MAZDA ACCESSORIES

For a full list of Genuine Mazda Accessories for your Mazda MX-5, please visit: Accessories.MazdaUSA.com.

¹Please remember to properly secure all cargo. ²Genuine Mazda Accessories sold and installed by a Mazda Dealer are covered for the duration of the New Vehicle 36-month/36,000-mile Limited Warranty, or if vehicle is outside of the New Vehicle Limited Warranty, then 12 months/12,000 miles from the installation date. Please refer to your Warranty Information booklet or check with your Mazda Dealer for details.

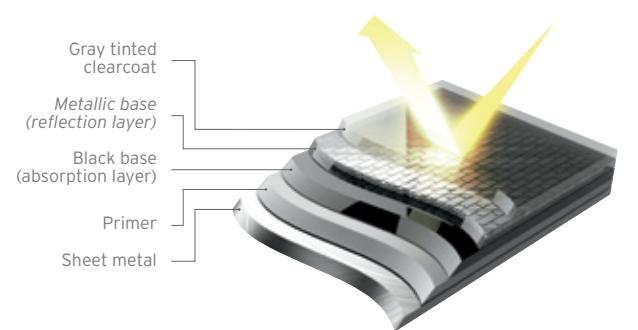
MX-5 COLORS



¹Extra cost option.

EVEN THE PAINT IS INNOVATIVE.

Machine Gray Metallic: a signature paint from Mazda offering the luster and depth reserved for concept vehicles. Conceived by the creative minds of our designers, this rich hue is the result of a myriad of spray processing innovations. Aluminum paint flakes align in a uniform pattern to the surface of the MX-5 RF's body panels for dramatic hues with intense luminosity and a reflective liquid-like quality.



MX-5 WHEELS



SPORT
16-inch aluminum alloy wheels with 195/50 R16 high-performance tires
MX-5 Miata only



CLUB
Exclusive 17-inch aluminum alloy wheels in Dark Gunmetal finish with 205/45 R17 high-performance tires

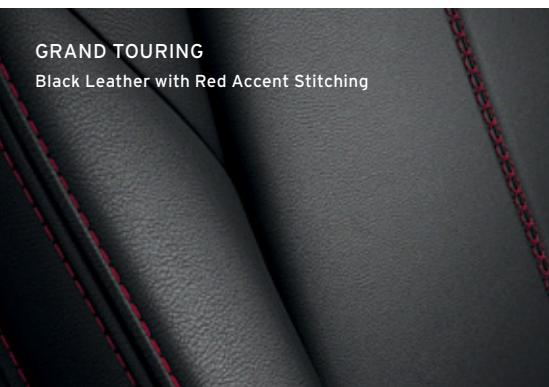
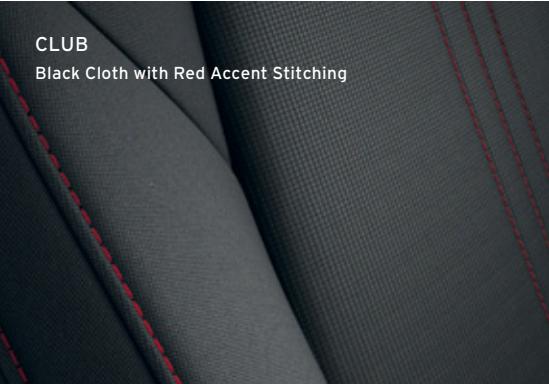
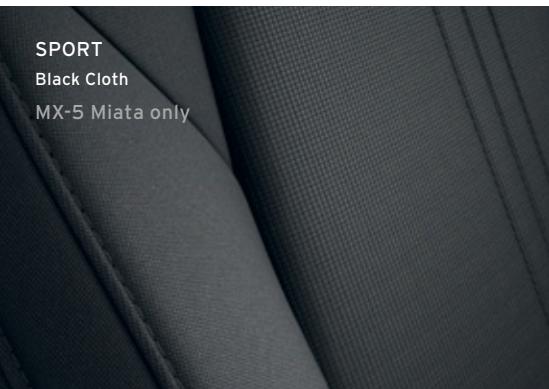


CLUB
Available Brembo®/BBS forged 17-inch alloy wheels in Dark Gunmetal finish with 205/45 R17 high-performance tires



GRAND TOURING
Available Brembo®/BBS forged 17-inch alloy wheels in Dark Silver finish with 205/45 R17 high-performance tires

MX-5 UPHOLSTERY



MX-5 SPECIFICATIONS

ENGINE & TRANSMISSION

SKYACTIV-G 2.0L DOHC 16-valve 4-cylinder engine with variable intake-valve timing
Aluminum alloy engine block and cylinder head
SKYACTIV-MT 6-speed manual transmission with short-throw shifter
6-speed Sport automatic transmission with paddle shifters

MECHANICAL

Aluminum Power Plant Frame
Rack-and-pinion steering with double pinion electric power assist
Overall steering ratio
Steering wheel turns, lock-to-lock
Turning circle, curb-to-curb (ft)
Brakes
Power-assisted 4-wheel disc brakes
Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution
Double-wishbone front suspension with aluminum control arms
Independent multilink rear suspension with aluminum bearing support
Front and rear stabilizer bars; gas-charged shock absorbers
Front shock tower brace (Club MT model)
Dynamic Stability Control⁶
Traction Control System

EXTERIOR DIMENSIONS

Wheelbase/overall length (in)	90.9 / 154.1
Overall width (in)	68.3
Overall height (in, 16" wheels / 17" wheels)	48.6 / 48.8 (49.0 MX-5 RF)
Track (in, front/rear)	58.9 / 59.2

CURB WEIGHTS (lb)

6-speed manual	2,332 (MX-5)	2,445 (MX-5 RF)
6-speed Sport automatic	2,381 (MX-5)	2,485 (MX-5 RF)

INTERIOR DIMENSIONS

Head/leg/shoulder (in)	37.4 (36.8 MX-5 RF) / 43.1 / 52.2
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SKYACTIV-G 2.0L 4-cylinder DOHC gasoline engine
DOHC 16-valve with variable intake-valve timing
155 hp @ 6,000 rpm
148 lb-ft @ 4,600 rpm
6,800
3.29 x 3.59
13.0:1
Distributorless electronic
Electronically-controlled fuel injection
Premium unleaded gasoline

GEAR RATIOS

	6-Speed Manual	6-Speed Automatic
1st Gear	5.087	3.538
2nd Gear	2.991	2.060
3rd Gear	2.035	1.404
4th Gear	1.594	1.000
5th Gear	1.286	0.713
6th Gear	1.000	0.582
Final Drive	2.866	3.454

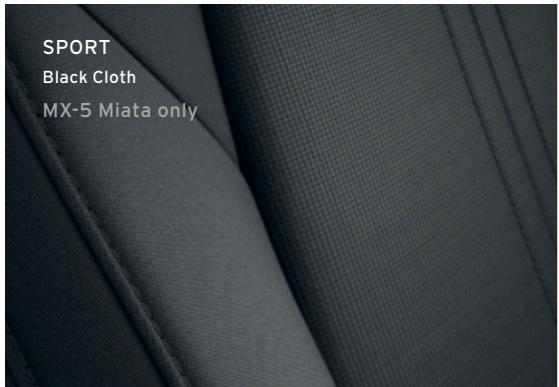
CAPACITIES

Cargo volume (cu ft)	4.6 (MX-5)	4.5 (MX-5 RF)
Fuel capacity (U.S. gallons)	11.9	

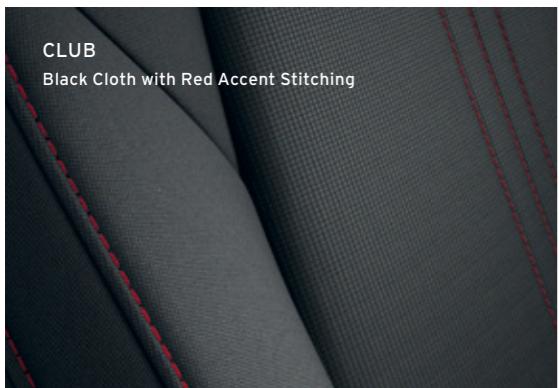
FUEL ECONOMY (EPA-Estimated MPG, City / Hwy)

SKYACTIV-MT 6-speed manual	26 / 33 ⁷
6-speed Sport automatic	26 / 35 ⁷

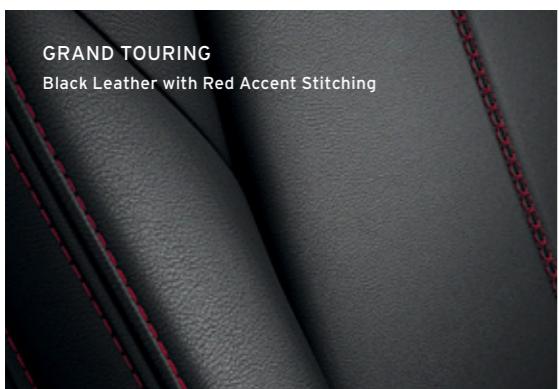
MX-5 UPHOLSTERY



SPORT
Black Cloth
MX-5 Miata only



CLUB
Black Cloth with Red Accent Stitching



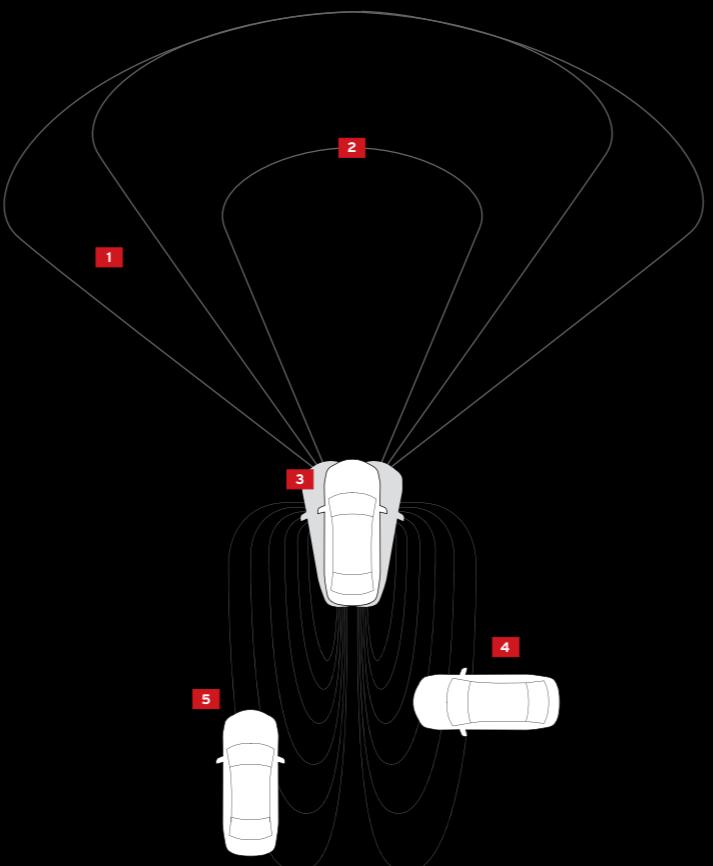
GRAND TOURING
Black Leather with Red Accent Stitching



GRAND TOURING
Sport Tan Leather

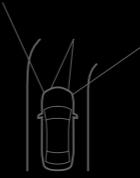
i-ACTIVSENSE®

Because feeling safe and being confident behind the wheel of a sports car matters, our available i-ACTIVSENSE® suite of safety technologies provides the ultimate sense of security and driving confidence. The advanced systems alert you to potential hazards to help avoid collisions in the first place, or even lessen their impact. i-ACTIVSENSE is there when you need it, without encumbering your driving experience.



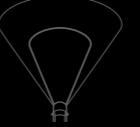
1 LED HEADLIGHTS WITH ADAPTIVE FRONT-LIGHTING SYSTEM

The MX-5 offers standard LED headlights. Grand Touring models also feature Mazda's Adaptive Front-lighting System, which is designed to help you see around corners at night-literally. As you turn into a corner, the headlights pivot up to 15 degrees in the direction of your turn, improving visibility and allowing you to spot potential hazards and dangers ahead.



2 HIGH BEAM CONTROL

High Beam Control helps the driver see better at night by maximizing opportunities to use the high beams. The system automatically switches to the low beams when it detects oncoming traffic and/or a vehicle ahead.



3 LANE DEPARTURE WARNING SYSTEM¹

This system gives audible and visual warnings when the vehicle is about to unintentionally depart from its lane at a speed of 41 mph or higher.



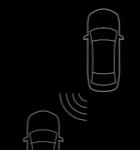
4 REAR CROSS TRAFFIC ALERT²

When backing up, this system detects a vehicle approaching from the side and promptly alerts the driver with an audible warning, as well as a visual warning in both side mirrors.



5 BLIND SPOT MONITORING²

Radar sensors detect objects in your left or right blind spots and then alert you with a warning light that appears in the corresponding side mirror. If you signal a lane change while an object is there, the light blinks and a cabin warning chime sounds.



¹Lane Departure Warning System is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ²Always 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.

WE'RE COMMITTED TO OUR DRIVERS.

Every new 2017 MX-5 is protected by a:

- 3-year / 36,000-mile¹ New Vehicle Limited Warranty
- 3-year / 36,000-mile¹ 24/7 Emergency Roadside Assistance Program
- 5-year / 60,000-mile¹ Limited Powertrain Warranty
- 5-year / unlimited-mileage Warranty Against Body Rust-Through (Anti-Perforation Limited Warranty)

¹Whichever comes first.

Even after your vehicle warranty has expired, Mazda Extended Confidence provides nearly all the same parts and components covered under your New Vehicle Limited Warranty. Accepted nationwide and utilizing only Genuine Mazda Parts (where available), Mazda Extended Confidence gives you peace of mind for miles beyond your expectations.



MAZDA EXTENDED
CONFIDENCE

FINANCING WITHOUT THE FUSS.

Whether you're buying or leasing a new Mazda, a Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services² 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 MazdaUSA.com.

²The trademark "Mazda Capital Services," as well as the Mazda and Mazda Capital Services logos, are owned by Mazda Motor Corporation or its affiliates and are licensed to JPMorgan Chase Bank, N.A. ("Chase"). Retail/loan and lease accounts are owned by Chase.



MAZDA CAPITAL
SERVICES



MX-5 MIATA



MX-5 MIATA SPORT

16-inch aluminum alloy wheels with 195/50 R16 high-performance tires
LED headlights
Daytime running lights
Black-painted power side mirrors
Black cloth convertible top with glass rear window
Air conditioning
Black cloth sport seats
Power door locks
Remote keyless entry (MT models)
Mazda advanced keyless entry system
 (Standard on AT models. Option on MT models)
Power windows with driver and passenger one-touch-down feature
Leather-wrapped steering wheel with steering wheel-mounted
 audio and cruise controls
Leather-wrapped shift knob
Tilting steering column
AM/FM/CD/MP3-compatible audio system
6 speakers, including driver's headrest speakers
Bluetooth® hands-free phone and audio streaming
USB audio input
Mesh aero board
Trip computer
Dual front air bags and side-impact air bags¹



MX-5 MIATA CLUB

Includes the following features in addition to or in place of Mazda MX-5 Miata Sport

Exclusive 17-inch aluminum alloy wheels with Dark Gunmetal finish
205/45 R17 high-performance tires
LED daytime running lights
Front shock tower brace (MT models)
Sport-tuned suspension with Bilstein® shock absorbers and limited-slip
 differential (MT models)
Painted black front air dam and rear lip spoiler
Black cloth seats with red accent stitching
Glossy black seat back bar trim

MAZDA CONNECT™ Display System² with:
 7-inch full-color touch-screen display
 Multifunction Commander control
 Infotainment system voice command
 HD Radio™
 Aha™ Internet radio integration
 Pandora® Internet radio integration
 Stitcher™ Internet radio integration
 Radio Broadcast Data System program information
 SMS text message audio delivery and reply

Blind Spot Monitoring³
Rear Cross Traffic Alert³
Two USB audio inputs
SiriusXM Satellite Radio with 4-month trial subscription to the
 Sirius All Access package⁴
Bose® Surround Sound audio system with AudioPilot® 2
9 speakers, including driver and passenger headrest-mounted speakers
and subwoofer

Available Brembo®/BBS Package includes Brembo® front ventilated
disc brakes with red calipers, BBS forged 17-inch alloy wheels with
Dark Gunmetal finish and black painted side sill extensions, rear
bumper skirt (MT models only) and Mazda advanced keyless entry system.



MX-5 MIATA GRAND TOURING

Includes the following features in addition to or in place of Mazda MX-5 Miata Sport

17-inch aluminum alloy wheels with Dark Silver finish
205/45 R17 high-performance tires
Auto on/off headlights
Body-colored heated power side mirrors
Adaptive Front-lighting System
High Beam Control
LED daytime running lights
Leather-trimmed sport seats
Bright metallic interior accents
Automatic Climate Control
Heated seats with three settings
Convertible top black cloth liner
Glossy black seat back bar trim

MAZDA CONNECT™ Display System² with:
 7-inch full-color touch-screen display
 Multifunction Commander control
 Infotainment system voice command
 HD Radio™
 Aha™ Internet radio integration
 Pandora® Internet radio integration
 Stitcher™ Internet radio integration
 Radio Broadcast Data System program information
 SMS text message audio delivery and reply

Blind Spot Monitoring³
Rear Cross Traffic Alert³
Two USB audio inputs
SiriusXM Satellite Radio with 4-month trial subscription to the
 Sirius All Access package⁴
Bose® Surround Sound audio system with AudioPilot® 2
9 speakers, including driver and passenger headrest-mounted speakers
and subwoofer
Lane Departure Warning System⁵
Auto-dimming rearview mirror with HomeLink®
Auto-dimming driver's-side mirror
Rain-sensing windshield wipers
Mazda Navigation System
Anti-theft alarm

¹Always wear your seat belt and ensure that the passenger air bag deactivation light is illuminated when using a child- or infant-restraint system. Please see your Owner's Manual for further details. ²Don't drive while distracted. Even with voice commands, only use MAZDA CONNECT™ other devices when safe. Some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply. ³Always 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. ⁴SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 4-month trial subscription to the SiriusXM All Access package 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, D.C., and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ⁵Lane Departure Warning System is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ⁶Dynamic 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. ⁷EPA-estimated mileage. Actual results will vary.

i-ACTIV AWD, SKYACTIV and i-ACTIVSENSE are registered trademarks of Mazda Motor Corporation. Driving Matters and Mazda Drive for Good are registered trademarks of Mazda Motor of America, Inc. iPhone is a registered trademark of Apple Inc. Android is a registered trademark of Google Inc. Bluetooth is a registered trademark of Bluetooth SIG, Inc. HomeLink is a registered trademark of Gentex Corporation. All other marks, logos, and product names are the property of Mazda Motor Corporation, its affiliates, or are the property of their respective owners.



MX-5 MIATA RF



MX-5 MIATA RF CLUB

Exclusive 17-inch aluminum alloy wheels with Dark Gunmetal finish
205/45 R17 high-performance tires
LED headlights
LED daytime running lights
Black-painted power side mirrors
Painted black front air dam and rear lip spoiler
Power retractable fastback roof
Air conditioning
Black cloth sport seats with red accent stitching
Power door locks
Remote keyless entry (MT models)
Mazda advanced keyless entry system
(Standard on AT models. Optional on MT models)
Power windows with driver and passenger one-touch-down feature
Leather-wrapped steering wheel with steering wheel-mounted audio and cruise controls
Leather-wrapped shift knob
Tilting steering column

Dual front air bags and side-impact air bags¹
Front shock tower brace (MT models)
Sport-tuned suspension with Bilstein[®] shock absorbers and limited-slip differential (MT models)
Glossy black seat back bar trim
Transparent wind blocker
Bluetooth[®] hands-free phone and audio streaming

MAZDA CONNECT[™] display system² with:
7-inch full-color touch-screen display
Multifunction Commander control
Infotainment system voice command
HD Radio[™]
Aha[™] Internet radio integration
Pandora[®] Internet radio integration
Stitcher[™] Internet radio integration
Radio Broadcast Data System program information
SMS text message audio delivery and reply

Blind Spot Monitoring³
Rear Cross Traffic Alert³
Two USB audio inputs
SiriusXM Satellite Radio with 4-month trial subscription to the Sirius All Access package⁴
Bose[®] Surround Sound audio system with AudioPilot[®] 2
9 speakers, including driver and passenger headrest-mounted speakers and subwoofer.

Available Brembo[®]/BBS Package includes Brembo[®] front ventilated disc brakes with red calipers, BBS forged 17-inch alloy wheels with Dark Gunmetal finish and black painted side sill extensions, rear bumper skirt (MT models only) and Mazda advanced keyless entry system.



MX-5 MIATA RF GRAND TOURING

Includes the following features in addition to or in place of Mazda MX-5 Miata RF Club

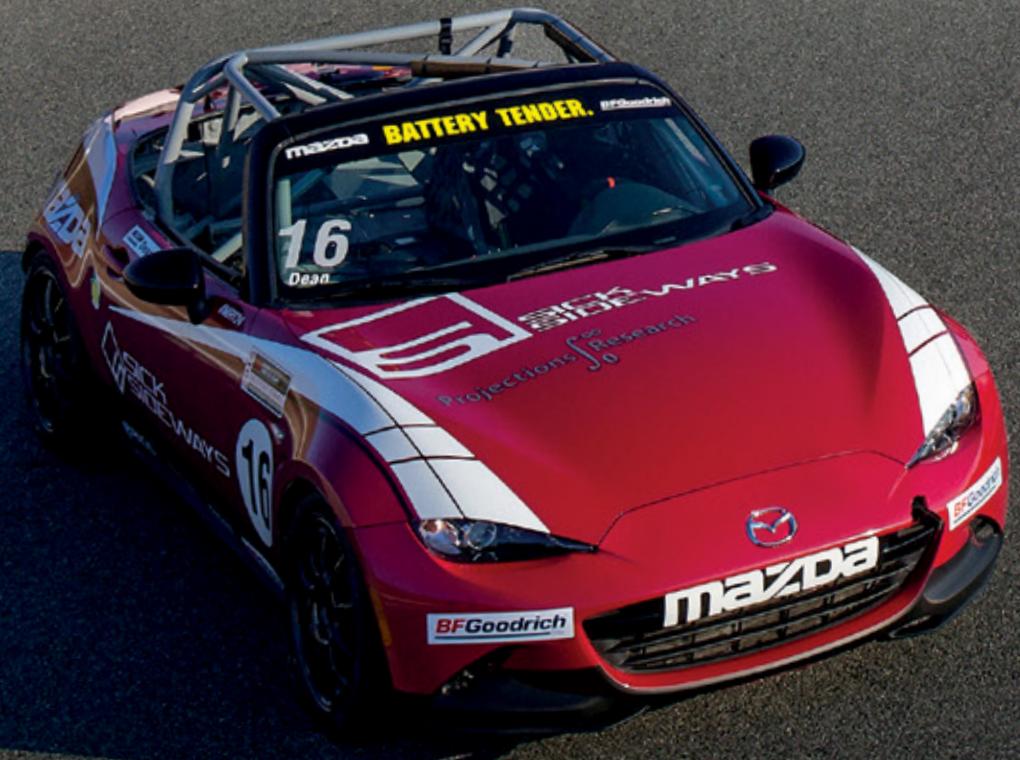
17-inch aluminum alloy wheels with Dark Silver finish
205/45 R17 high-performance tires
Body-colored heated power side mirrors
Auto on/off headlights
Adaptive Front-lighting System
High Beam Control
Lane Departure Warning System⁵
Leather-trimmed sport seats
Bright metallic interior accents
Automatic climate control
Heated seats with three settings
Rain-sensing windshield wipers
Mazda Navigation System
Auto-dimming rearview mirror with HomeLink[®]
Anti-theft alarm



MAZDA MX-5 MIATA CUP CAR

ENGINE		
Redline	6800 rpm	
Cooling	C&R heavy-duty radiator	
Exhaust system	Long Road Racing engine oil cooler Long Road Racing stainless steel tubular engine header and stainless steel exhaust system	
ELECTRONICS		
Engine control unit	GEMS motorsport sealed ECU w/flat shift control, increased power and improved steering feel	
Dash/Data system	AIM MXL2	
Power distribution	Long Road Racing trunk mounted power distribution panel	
Switches, etc.	Long Road Racing dash mounted master cut switch, transmission and differential pump switch control	
Battery	Tender Lithium Ion battery	
DRIVETRAIN		
Manual transmission	Sealed Motorsports 6-speed manual w/oil pump and fan cooled radiator	
GEAR RATIOS		
1st Gear	5.087	
2nd Gear	2.991	
3rd Gear	2.035	
4th Gear	1.594	
5th Gear	1.286	
6th Gear	1.000	
Final Drive	2.866	
Differential Type	Sealed Mazda torque sensing limited-slip w/Long Road Racing oil pump and fan cooled radiator	
CHASSIS		
Brakes	4-wheel disc w/brake cooling ducts and stainless steel brake lines	
Front	11-in. vented and grooved Brembo [®] discs with Brembo [®] 4-piston calipers	
Rear	11-in. solid discs w/single-piston aluminum calipers	
Suspension	Long Road Racing designed and tuned	
Shock absorbers	Dynamic coil-over design with compression and rebound adjustability	
Wheel size / type (in)	RAYS Engineering forged aluminum alloy 17 x 7.5-in.	
Tire size / type	215/60 R17 BF Goodrich g-Force Slick (MSPN 10166)	
WEIGHT & CAPACITIES		
Dry weight (lb)	2,130	
Weight distribution	53/47 (front/rear)	
SAFETY		
Safety cage	FIA, IMSA, SCCA & JAF approved roll cage designed for drivers up to 6'4." NASCAR-style bars on both sides of the car. (Custom interior and cage colors optional.)	
Safety belts		
Steering wheel		
Window net		
Fire system		
Electrical cutoff switch		
Lifeline electronic AFFF		
Electronic control		

¹Always wear your seat belt and ensure that the passenger air bag deactivation light is illuminated when using a child- or infant-restraint system. Please see your Owner's Manual for further details. ²Don't drive while distracted. Even with voice commands, only use MAZDA CONNECT[™] other devices when safe. Some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply. ³Always 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. ⁴SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 4-month trial subscription to the SiriusXM All Access package 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, D.C., and P.R. (with coverage limitations). Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ⁵Lane Departure Warning System is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details.



71 RACERS. 21 COUNTRIES. 1 COMMUNITY.

The passion to race. It starts long before the flag drops. It courses through our veins. And when we can bring together those who are dedicated to racing, and a worldwide community, everyone wins. At the 2016 Global Mazda MX-5 Invitational Cup at Mazda Raceway Laguna Seca, our overseas friends took the wheel of identically prepped MX-5s. Competition was fierce, but American racer Nathaniel Sparks claimed the honor of champion. The spirit of racing was felt in every corner of the globe—all from the vehicle that is road-raced

in the United States more than any other car¹—the Mazda MX-5 Miata. Whether it's a grassroots effort, or the big stage of Indy, racing is where the Driving Matters ethos is fueled from—a pure love for driving. It's where the connection between man and machine counts more than anything. And where the heart of every Mazda is built. Read more about our comprehensive racing programs at

MazdaMotorsports.com.

EVERY MAZDA IS METICULOUSLY DESIGNED
AND CAREFULLY CRAFTED BECAUSE DRIVING MATTERS.



MAZDA6

MAZDA MX-5 MIATA

MAZDA3 5-DOOR

MAZDA MX-5 MIATA RF

MAZDA3 4-DOOR

MAZDA CX-9

2016.5 MAZDA CX-5

MAZDA CX-3



**DRIVING MATTERS MOST
WHEN YOU'RE DRIVING FOR GOOD.**

To Mazda, there's only one thing that means as much as driving: giving back.

The Mazda Drive for Good® Event is our annual charitable program that allows us to give back to those in need. But we don't do this alone. For every purchase of a Mazda, drivers like you have helped us raise millions of dollars for both national and local charities. But what's even more significant is that for every test drive taken during the event, we pledge one hour of community service to local worthy causes across the country. And to date, we've pledged more than 200,000 hours of volunteer time to those who need it most. All thanks to people like you who simply took a test drive.

Our Mazda Dealers have a long history of giving back both time and money to their communities. And their efforts truly define our Mazda values. Mazda Drive for Good is just one of the many charitable programs that has allowed Mazda to donate to worthy causes across the United States since 1992.

Because we believe giving back matters.

Insidemazda.mazdausa.com/drive4good



**WE KNOW YOUR FIRST IMPRESSION OF MAZDA
STARTS WITH US, YOUR MAZDA DEALER.**

It's a responsibility we don't take lightly. It's why we work hard every day to make sure your customer service experience exceeds your expectations, in every way. From the factory to your first test drive and to every drive you'll ever make in a Mazda, we're here because Driving Matters.





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