

2003 MAZDA MX-5 MIATA

zoom-zoom



Just follow your heart.



Here's to life, liberty and the pursuit...



Rev a Mazda MX-5 Miata up to redline, shifting up through the gears, and you could find yourself shifting your priorities too. You'll feel instantly more alive, your senses heightened, extra adrenaline coursing through your veins. Your heart and mind will both concur: MX-5 Miata is 100% pure exhilaration.



**2002 Mazda MX-5 Miata:
"Best Sporty Car in Initial Quality"**

— J.D. Power and Associates*

*The Mazda MX-5 Miata was the highest ranked Sporty Car in J.D. Power and Associates 2002 Initial Quality Study™. Study based on a total 64,905 consumer responses indicating owner-reported problems during the first 90 days of ownership. www.jdpower.com



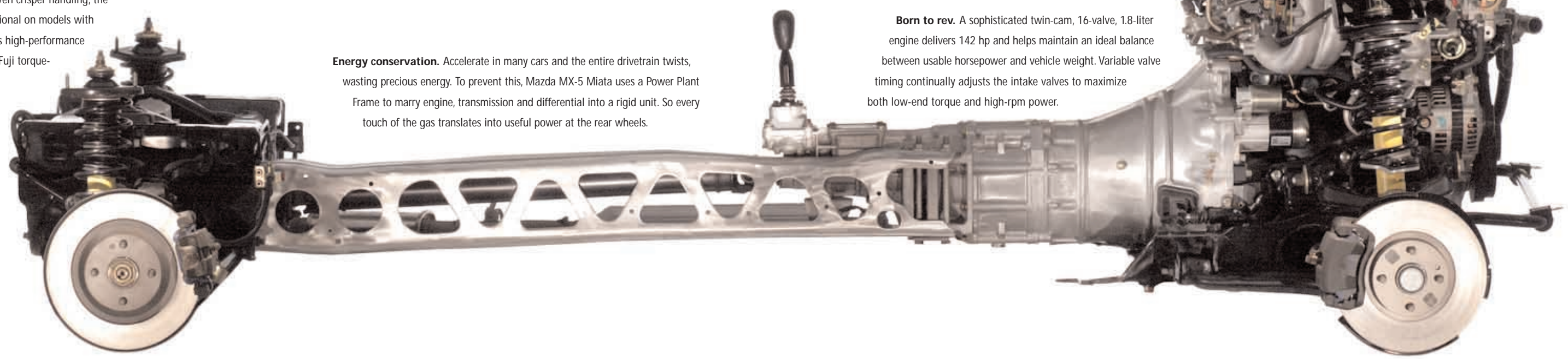
Whenever it gets hungry,
just toss it another curve.



Hairpins, sweepers, decreasing radius, S-curves—the Mazda MX-5 Miata can devour them all. You easily “read” the road, making the little adjustments that let you hold your line. You feel as if you were on the proverbial rails, thanks to the taut suspension and quick rack-and-pinion steering. It’s a good thing there’s an endless supply of curves out there. Because neither the Mazda MX-5 Miata nor you will ever get your fill.



Shocking disclosures. Gas-charged shock absorbers are standard equipment. For even crisper handling, the sport Suspension Package (optional on models with manual transmissions) includes high-performance Bilstein® shocks and a Tochigi-Fuji torque-sensing limited-slip differential (standard on the LS).



Energy conservation. Accelerate in many cars and the entire drivetrain twists, wasting precious energy. To prevent this, Mazda MX-5 Miata uses a Power Plant Frame to marry engine, transmission and differential into a rigid unit. So every touch of the gas translates into useful power at the rear wheels.

Born to rev. A sophisticated twin-cam, 16-valve, 1.8-liter engine delivers 142 hp and helps maintain an ideal balance between usable horsepower and vehicle weight. Variable valve timing continually adjusts the intake valves to maximize both low-end torque and high-rpm power.



Far Left: Switching gears. A slick-shifting 5-speed manual is standard, and a 6-speed manual is available (LS only). As you would expect of both gearboxes, the throws are exceptionally short and sure.

Left: Connect the corners. The double-wishbone suspension, front and rear, provides more precise control of wheel alignment than most of the strut-type designs commonly found in some other sports cars. The result? Excellent road-holding in corners.

In addition to heart and soul, you'll also find real backbone.

While the Mazda MX-5 Miata is a dream to drive, there's a ton of tangible engineering behind all of the exhilarating performance. Of course, our engineers had a definite advantage. Instead of having to utilize the camouflaged underpinnings of a car already in production, the MX-5 Miata design team was able to engineer a purpose-built sports car from the ground up. So its body is rigid and strong without any extra reinforcements. Its rear-wheel drive and ideal 50/50 weight distribution deliver the agility and lightning-quick response of a classic sports car. In short, each and every component plays a purposeful part in creating the heart, soul and body of a pure sports car.

We'll give you a moment to catch your breath.

One glance telegraphs precisely what the Mazda MX-5 Miata is all about. And what it can do. Its graceful design and purposeful engineering translate into undiluted fun that only a pure sports car can deliver. Which is why, even when parked, it'll have you grinning ear to ear.



A high-angle, close-up photograph of the driver's side interior of a Mazda MX-5 Miata. The steering wheel is the central focus, featuring the Mazda logo in the center and three spokes. Behind it, the instrument cluster contains several analog gauges with orange needles. To the right, the center console houses a manual gear shifter with a leather boot, handbrake, and various control buttons. The seats are upholstered in a dark, textured material. The overall aesthetic is clean and sporty.

One soul-stirring revelation after another.

Cockpit design is every bit as important as driving dynamics to sports-car enthusiasts. And the Mazda MX-5 Miata delivers here, too. From the supportive seats to the NARDI® leather-wrapped steering wheel to the classic gauges, every feature improves your communication with the road and heightens your exhilaration. And when you go for that heel-and-toe downshift at the end of a long straight, you'll quickly come to appreciate the MX-5 Miata's optimal sports-car ergonomics.



The winner's circle could be a lot closer than you think.

Ready to get serious about racing? Then we have a very serious Mazda MX-5 Miata just for you. Our Club Sport model, similar to the car below, can give you a head start in SCCA® Showroom Stock racing with a special factory-tuned suspension. Since it's intended for track use, there's also no air conditioning, audio system or power assist for the steering. But it's completely street-legal. Built in limited numbers, it comes in Classic Red or Pure White and includes a hard or soft top, but not both. Since the MX-5 Miata has been a regular visitor in SCCA Winner's Circles for years, it could be your shortcut to get there, too.

Mazda Raceway at Laguna Seca. One of America's most legendary race tracks is now the Mazda Raceway at Laguna Seca. Our presence here underscores a true commitment to performance. In fact, in 2002, our name and cars were both on the track at the inaugural MAZDASPEED Cup. With 70 identically prepared Mazda MX-5 Miatas racing head-to-head, it was the largest field ever to compete on the track.





Connect with a lot more than just the road.

And join the club! Every new Mazda MX-5 Miata comes with a 1-year membership in the Miata Owners Club, so you're immediately connected to thousands of other MX-5 Miata devotees. Your membership includes the club's bimonthly magazine, parts and service discounts, local and nationwide events, and much more. As you'll discover, happiness loves company...

An Exciting Past. An Exhilarating Future.

Innovative. Stylish. Fun-to-drive. For more than 40 years, Mazda has dedicated itself to engineering vehicles for drivers who truly savor the "emotion of motion." That fun-to-drive, connected-to-the-road feeling that can turn a simple drive into an exhilarating experience. Which is why you'll find the "soul of a sports car" in every vehicle we make. From the MX-5 Miata and Protegé5 to Tribute and MPV, Mazdas don't look like—or drive like—anything else on the road. There's a Zoom-Zoom factor in their DNA—part engineering, part spirit. We invite you to share the Mazda spirit with us. You'll definitely find yourself in good company.



Mazda RX-8 Coming Spring/Summer 2003

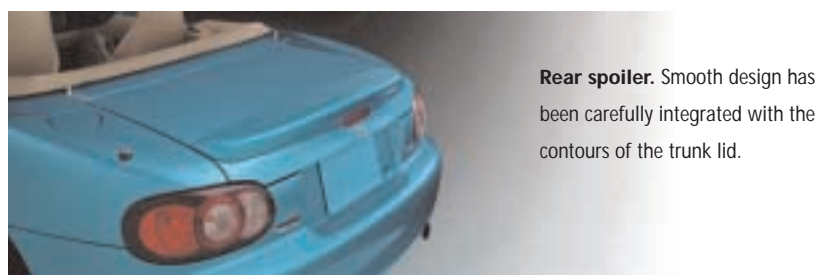


There's no telling how far Zoom-Zoom can take you. For an experience that's about a million miles away from the ordinary, park your Web browser at www.MazdaUSA.com. You'll not only get to preview two of Mazda's hottest new creations, the exciting MAZDA6 and the adrenaline-pumping Mazda RX-8, you'll also get to "build" the Mazda of your dreams. Select any model, color, options and accessories you like—all interactively. We'll even show you what it looks like, help you request a quote, provide a map to your nearest Mazda dealer, and clue you in on special offers. So pay us a visit. And catch up on all the Zoom-Zoom you've been missing.

A More Liberating Approach To Owner Peace Of Mind.

To ensure your new Mazda continues to be a source of pride and exhilarating performance for years to come, we created the **Mazda Driver's Assurance Plan**. It starts the minute you pick up the keys to your new Mazda. And it protects your new vehicle with a **36-month/50,000-mile "Bumper-to-Bumper" Limited Warranty**. While under warranty, you're also automatically enrolled in our **24-hour Emergency Roadside Assistance** program to help minimize any inconvenience if an unexpected problem should occur on the road. Equally important, should your Mazda ever require a warranty repair, the **Mazda Service Transportation Solution** can typically make sure you have another vehicle to drive. With the Mazda Driver's Assurance Plan, your time and satisfaction come first. And the welcomed results are an exceptional level of customer care and greater peace of mind. For complete details, see your Mazda dealer.

MazdaUSA.com



Rear spoiler. Smooth design has been carefully integrated with the contours of the trunk lid.



Tonneau cover. Cover your MX-5 Miata's interior without putting the top up. Driver's side zips back separately.



Chrome fuel-filler door. This stylish accessory adds a chrome accented race-car touch to your MX-5 Miata.

Front air dam
Side sill kit
Front and rear mud guards
Headlamp and tail lamp bezels
Front mask
Detachable hardtop
Chrome deck-lid rack
Stainless steel scuff plates
Cargo net
Compass and outside temperature auto-dimming mirror
Perimeter shock sensor alarm
Wood-tone dash kit
Wood gearshift knob; wood parking-brake handle
Car cover; car cover cable lock
Wheel locks
Engine block heater
Touch-up paint

In-dash 6-disc CD changer, cassette player, MiniDisc player.

It's easy to upgrade the factory audio system with a CD changer, cassette player or MiniDisc player.



All Genuine Mazda Accessories, if installed by a Mazda dealer prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as the Mazda MX-5 Miata. Ask your dealer for details.



MECHANICAL FEATURES

	Miata	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)	O/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

EXTERIOR FEATURES

	Miata	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

INTERIOR FEATURES

	Miata	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 upholstery†	—	S
Carpet floor mats	S	S
Windblocker™ antidraft panel with integral 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	P	S
Remote trunk-lid and fuel-door releases	S	S
Courtesy light on windshield header; passenger's visor vanity mirror	S	S
Full instrumentation, including tachometer, coolant-temperature gauge and oil-pressure indicator	S	S
Aluminum-like interior trim, including air-vent bezels; center panel; door handles; shift-plate bezel, and parking-brake button	—	S
3-spoke NARDI® 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 2 speakers and digital clock	S	—
AM/FM/CD stereo with Bose® speaker system (including door-mounted tweeters) and digital clock	—	S
Engine-immobilizer anti-theft system	S	S

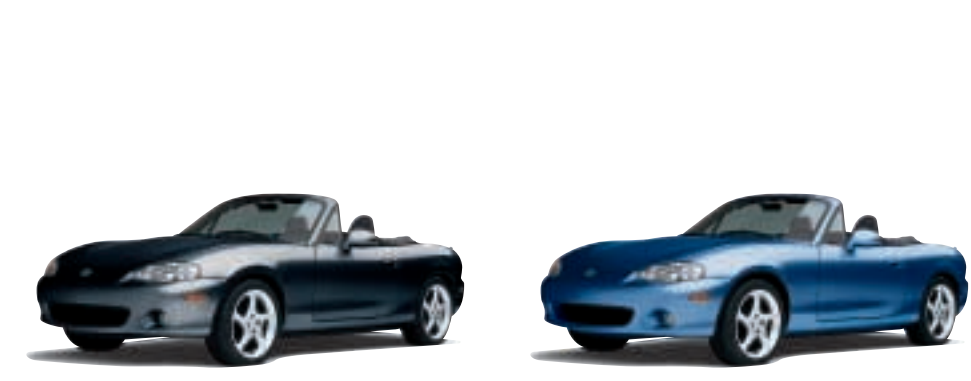
S : Standard O : Optional P : Package A : Dealer-installed accessory — : Not available
 * Always wear your safety belt and deactivate passenger-side air bag when using a rear-facing child safety seat.
 † Seating surfaces upholstered in leather except for leather-look vinyl on seat side panels, rear sides of seatbacks and other minor areas.

OPTIONS AND OPTION PACKAGES

	Miata	Miata LS
Suspension Package—Miata (manual transmission only): Sport suspension with Bilstein® shock absorbers; Tochigi-Fuji torque-sensing limited-slip differential	0	—
Suspension Package—Miata LS (requires 6-speed manual transmission): Sport suspension with Bilstein® shock absorbers	—	0
Appearance Package 1: Large front air dam, side sill extensions and rear mud guards	O/A	O/A
Appearance Package 2: Small side sill extensions and rear mud guards	O/A	O/A
Convenience Package: Door-mounted tweeters; power door locks; remote keyless entry system; cruise control	0	S
Club Sport Package—Miata: Suspension Package plus special factory-tuned suspension; deleted audio, a/c, power steering and Windblocker™; available as hardtop without soft top or soft top only; special order only, see dealer for details	0	—
6-speed manual overdrive transmission with leather-wrapped NARDI® gearshift knob	—	0
4-speed automatic overdrive transmission (Miata LS requires ABS)	0	0
Anti-lock Brake System (ABS)	—	0
Tochigi-Fuji torque-sensing limited-slip differential (manual transmission only)	O/P	S
Front and rear mud guards	O/A	O/A
Detachable hardtop with rear window defogger	O/A	O/A
Rear 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
Headlamp and tail lamp bezels	O/A	O/A
Cargo net	O/A	O/A
Compass and outside temperature auto-dimming mirror	O/A	O/A

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/28 hwy (manual); 22 city/28 hwy (automatic)		
Curb weight (5-speed/6-speed/automatic)	2443/2454/2485 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		
	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	3.909	4.100
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		



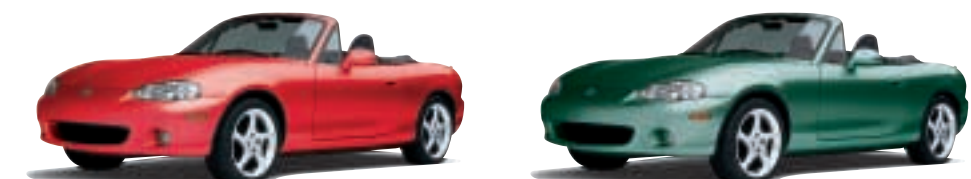
BRILLIANT BLACK
 • Mazda MX-5 Miata
 • Mazda MX-5 Miata LS
 Black Cloth
 Black Leather, Parchment Leather

MIDNIGHT BLUE MICA
 • Mazda MX-5 Miata
 • Mazda MX-5 Miata LS
 Black Cloth
 Parchment Leather



PURE WHITE
 • Mazda MX-5 Miata
 • Mazda MX-5 Miata LS
 • Mazda MX-5 Miata w/Club Sport Pkg
 Black Cloth
 Parchment Leather
 Black Cloth

SPLASH GREEN MICA
 • Mazda MX-5 Miata
 • Mazda MX-5 Miata LS
 Black Cloth
 Black Leather



CLASSIC RED
 • Mazda MX-5 Miata
 • Mazda MX-5 Miata LS
 • Mazda MX-5 Miata w/Club Sport Pkg
 Black Cloth
 Black Leather
 Black Cloth

EMERALD MICA
 • Mazda MX-5 Miata
 • Mazda MX-5 Miata LS
 Black Cloth
 Parchment Leather



GARNET RED MICA
 • Mazda MX-5 Miata
 • Mazda MX-5 Miata LS
 Black Cloth
 Parchment Leather

SUNLIGHT SILVER METALLIC
 • Mazda MX-5 Miata
 • Mazda MX-5 Miata LS
 Black Cloth
 Black Leather, Parchment Leather

INTERIOR FABRICS



BLACK LEATHER
 Miata LS

PARCHMENT LEATHER
 Miata LS



BLACK CLOTH
 Miata

www.MazdaUSA.com
 Wherever you see this symbol, you can get the whole story on our Interactive Web site.

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.

ZOOM-ZOOM



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