



2011 Mazda MX-5 MIATA
Zoom-Zoom





*WHEN DRIVER AND CAR
BECOME ONE, FUN HAPPENS.*

While me-too two-seaters and wannabe sports cars come and go, the Mazda MX-5 Miata keeps on perfecting what it does best: Delivering pure exhilaration to anyone lucky enough to command its classic three-spoke steering wheel. This is a 100% pure sports car. For three generations now, it's proven on the road and on the track that car and driver truly can become one. In doing so, it's become the best-selling roadster of all time and the hands-down favorite of enthusiasts who demand nothing shy of total driving truth. From a company that designs and builds some of the most fun-to-drive cars on the planet, it's the perfect embodiment of Zoom-Zoom.

THE TRUE SPORTS CAR. AND NOTHING BUT.

The MX-5 Miata strikes a decisive balance of gutsy design, perceptive engineering and dialed-up performance. This must-have icon is primed for an unequalled must-drive encounter. Its looks let you know it's up to the task with a dramatically sculpted exterior, distinctive grille and side sills. Expressive teardrop headlights blaze the trail ahead while the taillights inspire others to follow. Eye-grabbing alloy wheels grab your attention. The interior beckons you to jump in and explore some S-curves. So go ahead, feel the response of that well-tweaked, track-tuned suspension. Drop the top, and soak up some of that sun-in-your-face exhilaration and wind-in-your-hair freedom. Ignite a oneness between car and driver that only the truest of sports cars can deliver.



"JINBA ITTAI, OR 'RIDER AND HORSE AS ONE,' was our guiding principle during the MX-5's development. The result is a car so nimble, well-balanced and fun to drive that the driver and car achieve true unity."

— Takao Kijima
Program Manager, Mazda MX-5 Miata

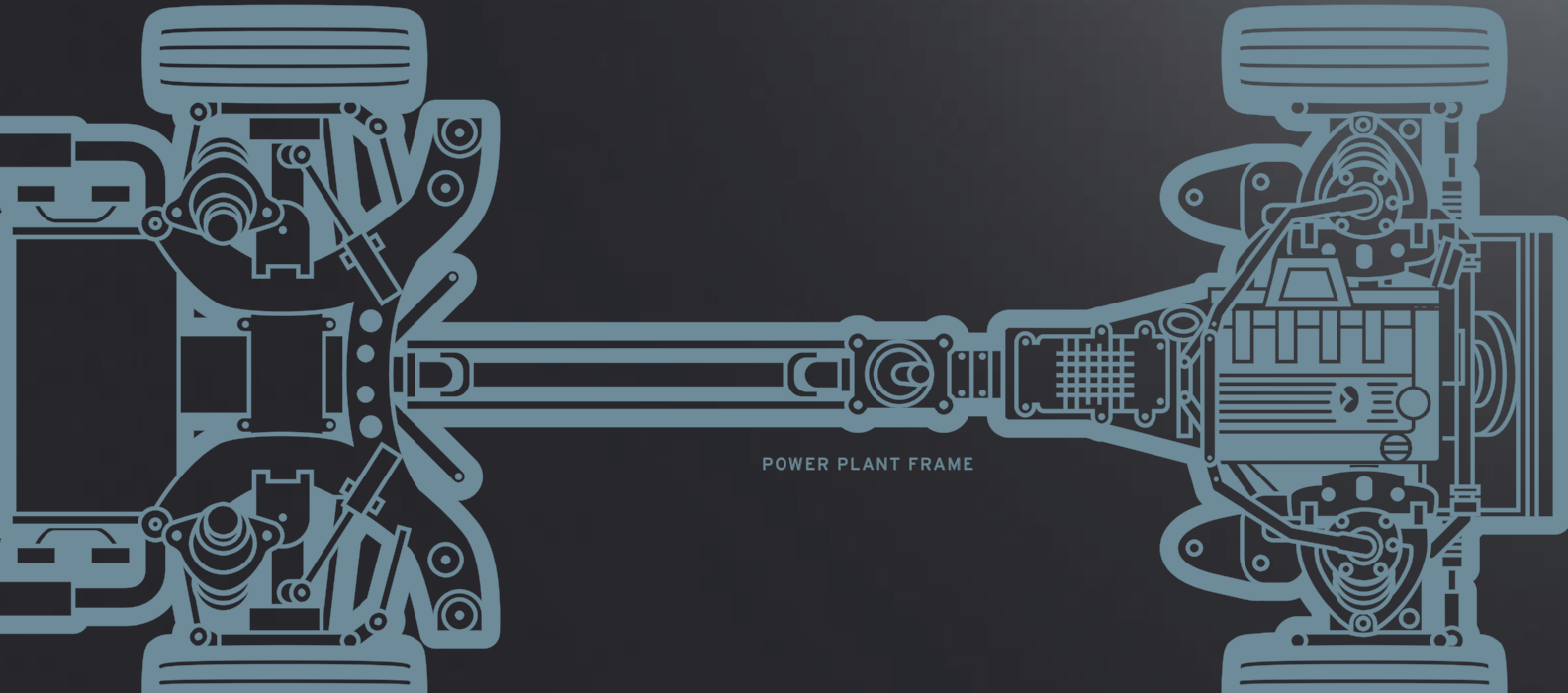


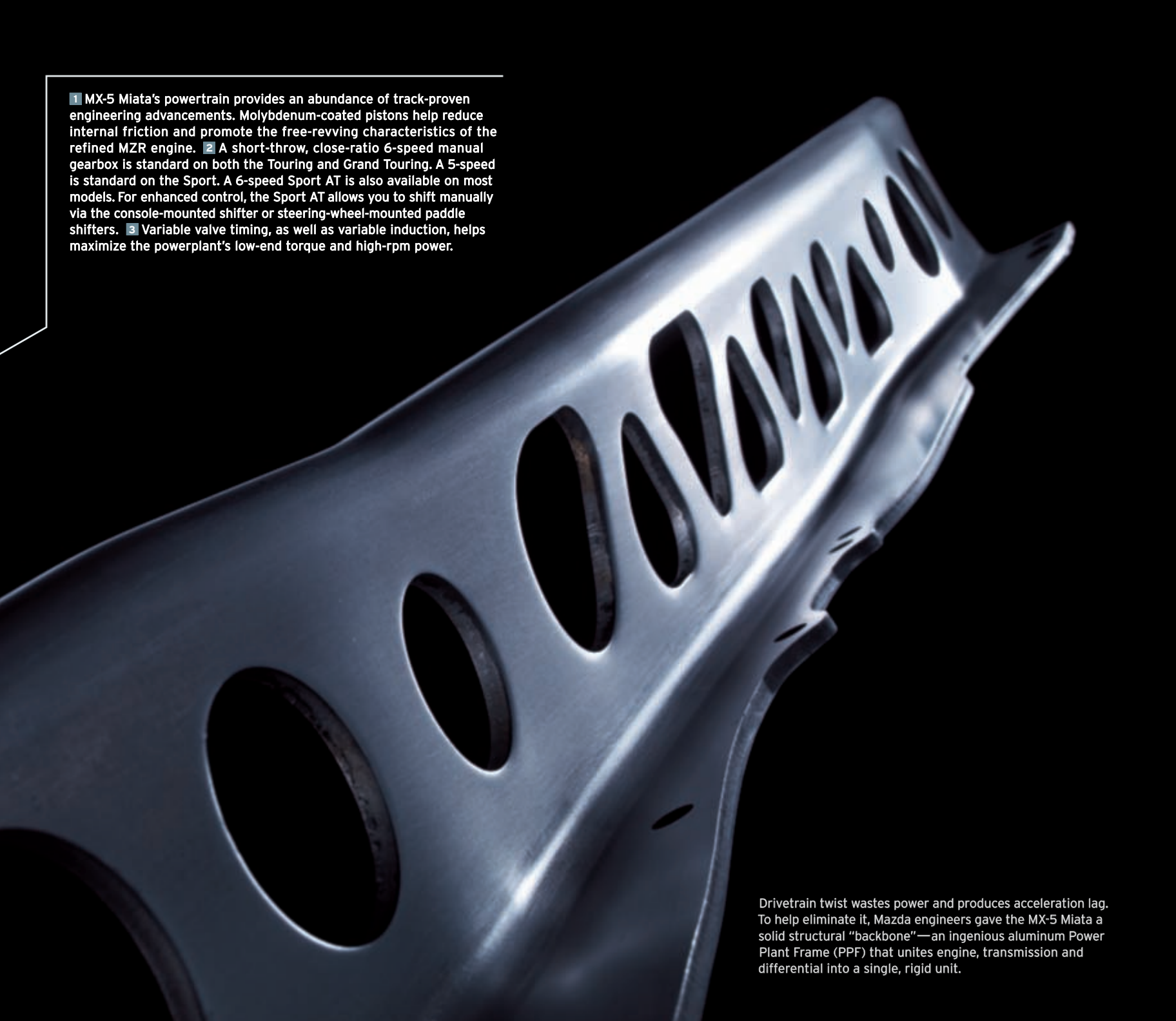


DRIVERS, START YOUR SYNAPSES.

Performancewise, the MX-5 Miata is definitely engineered to get all the right sensations popping in your head. Starting with a free-revving 16-valve 2.0-liter DOHC MZR engine that kicks out an assertive 167 hp and 7200 redline. All the while grabbing a pump-taunting 28 mpg highway/22 mpg city.* True drivers, wrap your heads around details like friction-reducing, molybdenum-coated pistons. Electronically controlled port fuel injection. Variable valve timing. An electronic throttle. Ultralight flywheel. Block and cylinder heads cast from a weight-saving aluminum alloy. Plus a choice of three smooth-shifting gearboxes. In an all-aluminum Power Plant Frame (shown) that rigidly unites it all in a dynamic, instant transfer of power to the rear wheels.

* EPA estimated fuel economy for a 5-speed manual transmission. Actual results may vary.






1 MX-5 Miata's powertrain provides an abundance of track-proven engineering advancements. Molybdenum-coated pistons help reduce internal friction and promote the free-revving characteristics of the refined MZR engine. 2 A short-throw, close-ratio 6-speed manual gearbox is standard on both the Touring and Grand Touring. A 5-speed is standard on the Sport. A 6-speed Sport AT is also available on most models. For enhanced control, the Sport AT allows you to shift manually via the console-mounted shifter or steering-wheel-mounted paddle shifters. 3 Variable valve timing, as well as variable induction, helps maximize the powerplant's low-end torque and high-rpm power.

Drivetrain twist wastes power and produces acceleration lag. To help eliminate it, Mazda engineers gave the MX-5 Miata a solid structural "backbone"—an ingenious aluminum Power Plant Frame (PPF) that unites engine, transmission and differential into a single, rigid unit.





1 Among the impressive automotive technologies designed to help keep the MX-5 Miata firmly anchored to pavement: a hollow front stabilizer bar, partnering with four gas-charged shock absorbers and a solid rear stabilizer bar to minimize body roll and maximize cornering grip. **2** A track-tuned suspension delivers superb handling and directional stability by combining a sophisticated, double-wishbone layout up front with an advanced, multilink setup in the rear. **3** Limited-slip differential and Dynamic Stability Control* with an integral Traction Control System (available on select MX-5 Miata models) to optimize both traction and handling in less than ideal road conditions.

BUILD THE SPORTS CAR. THE RACE CAR WILL FOLLOW.

Mazda engineers understand that everyday driving can be as rigorous and demanding as racing. And they designed the MX-5 Miata accordingly. Its front-midship-engine placement and rear-wheel-drive layout enhance balance and directional control. Its track-tuned independent suspension results in handling that borders on telepathic. And its 4-wheel disc brakes—complete with ABS, Electronic Brakeforce Distribution and reinforced brake lines—help ensure linear, fade-resistant stops. As any driver worth his adrenaline will tell you, lighter is better.

* Dynamic 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.



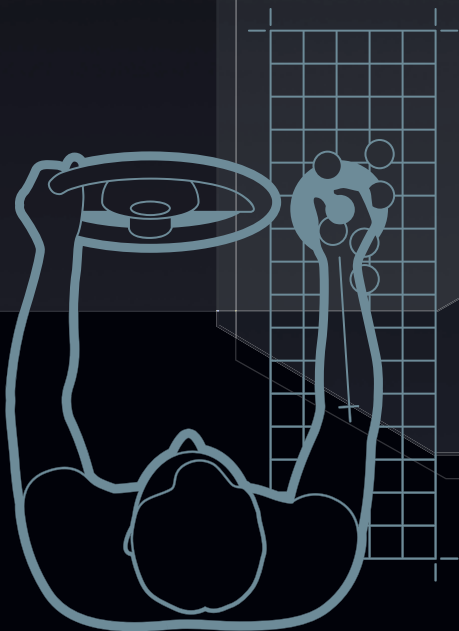
50:50 WEIGHT DISTRIBUTION

The MX-5 Miata's near-perfect 50:50 front-to-rear weight distribution (including driver) is crucial to its legendary handling. Mazda's design self-discipline in this key area produces handling that's not only stable and predictable but also remarkably agile and directionally responsive.

AND IN THIS CORNER, SHEER DRIVING INSPIRATION.

Welcome to the MX-5 Miata's cockpit. Command central for one of the most responsive and fun-to-drive sports cars ever to tackle the twisty road. The MX-5 Miata's high-bolstered, competition-inspired seat hugs you into an ideal driving position. Providing optimum support and comfort. Full instrumentation, with a clear line of sight to the gauge cluster, dials your inner let's-go meter all the way to ten. And the pedals are strategically positioned for faster, more efficient heel-and-toe action. MX-5 Miata's classic three-spoke, tilt-adjustable steering wheel, its short-throw gearshift and everything else you touch have been micromanaged into perfect car-and-driver oneness. There is exhilaration to be tapped in this car like never before. And it all starts here.

To precisely determine which shifter positions were the most comfortable and efficient, Mazda engineers used multiple biosensors to study driver interaction within a wide range of different locations—all to help ensure that shifting gears in an MX-5 Miata is a nearly effortless interaction between man and machine.



ERGONOMIC SHIFTER POSITION



The ride holds nothing back. The electronic gear inside should do the same. So a 6-speaker AM/FM/MP3-compatible stereo—complete with an auxiliary-audio input jack for mobile media such as an Apple® iPod®—comes standard on the Sport. Grand Touring models feature a music-to-your-ears, 7-speaker premium Bose® sound system with AudioPilot® 2 noise compensation technology. Also available is SIRIUS Satellite Radio® with 6-month subscription. And to keep your hands firmly wrapped around the leather-wrapped steering wheel, Bluetooth® hands-free phone capability and steering-wheel-mounted audio controls are available on the Grand Touring.



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A BREEDING GROUND FOR GOOSE BUMPS.

The interior of the MX-5 Miata incites visceral anticipation in its most meticulously upholstered form. On the Grand Touring for example, both bucket seats are leather-trimmed and heated—with five comfort settings. Automatic climate control and steering-wheel-mounted controls for both the stereo and cruise control are also standard. The standard audio system is a Bose® 7-speaker design featuring patented AudioPilot® 2 technology that cancels distracting ambient road noise. There's even an in-dash 6-disc CD changer with MP3 capability. Add the available Premium Package, and you've got Bluetooth® hands-free phone capability and Advanced Keyless Entry & Start. In all, this interior is engineered to thrill. So don't be surprised if the goose bumps kick in before the gears do.

Bluetooth is a registered trademark of Bluetooth SIG, Inc.





MX-5

MX-5



MX-5 Miata's available Power Retractable Hard Top automatically lowers behind the seats in a mere 12 seconds—where it's protected under a solid, stylish tonneau cover. When raised, a single, central latch locks it all securely in place.



ZERO TO GONE IN 12 SECONDS.

Where'd it go? It was just here 12 seconds* ago. That's how fast the MX-5 Miata Power Retractable Hard Top disappears when you push a button. And we mean disappears. Because you won't find it taking up an inch of trunk space. In fact, it stores itself neatly behind the seats under the special hard tonneau cover. All just-over-80-pounds of it. It's also got some bragging rights when it goes back up. Another button. Same 12 seconds. It's weather-tight. The rear window is real glass with a defroster. And there's an integrated elegance to the roof line. It's another example of leading-edge design that defines the MX-5 Miata as a pure sports car from the ground up. Or in this case, from the top down.

* Latch must also be disengaged or engaged.



*THERE'S "SPORTS CAR"
AND THERE'S SPORTS CAR.*

The one thing that hasn't changed en route to MX-5 Miata becoming an automotive icon is Mazda's unwavering and uncompromising commitment to sports-car authenticity. MX-5 Miata has always been and will always be the real deal. An athletic, agile and purpose-built sports car. A responsive, track-proven touchstone of clean design and pure exhilaration.







MAZDA: ALWAYS THE SOUL OF A SPORTS CAR®

The fact that MX-5 Miata has been racing for its entire 20 years relates directly to another amazing fact: On any given weekend, more Mazdas and Mazda-powered cars are road-raced in the U.S. than any other car. Import or domestic. And there's more: Like the fact that Spec Miata is the Sports Car Club of America's (SCCA) largest and most popular amateur racing class. And in terms of pro racing, 2010 marks the fifth season of the SCCA Playboy Mazda MX-5 Cup. Now an 11-race series, the MX-5 Cup attracts many of pro racing's top up-and-comers. A true test of talent and technique, where drivers compete in identically prepped stock MX-5 Miatas on many of America's legendary race courses—including Mazda Raceway Laguna Seca. But you don't need to race your MX-5 Miata to appreciate 20 years of proven reliability and engineering integrity. You'll feel it every time you leave your own driveway.



MAZDA RACEWAY LAGUNA SECA



Mazda is the official vehicle of Skip Barber Driving Schools, Racing Schools and Race Series—the largest, most successful racing/driving schools on the planet. Among its fleet of 170 race cars, there are no less than 60 Mazda MX-5 Cup Miatas race-engineered to deliver 200 hp. What better way to learn to be a safer and more skillful driver?

MAZDA MX-5 MIATA MODEL AVAILABILITY

	Sport	Touring	Grand Touring
MX-5	•	•	•
MX-5 Power Retractable Hard Top	-	•	•

MAZDA MX-5 MIATA MODELS

TOURING (MX-5)

Includes the following features:

- 6-speed manual transmission
- Power door locks
- Front shock-tower brace
- Chrome grille surround
- 17-inch aluminum alloy wheels
- Remote keyless entry with retractable key
- P205/45R17 high-performance tires
- Halogen fog lights
- Trip computer
- Silver seatback bars
- In-dash 6-disc CD changer
- Cruise control with steering-wheel-mounted controls
- Leather-wrapped shift knob
- Passenger one-touch-down window
- Steering-wheel-mounted audio controls
- Auto-dimming rearview mirror with HomeLink®

TOURING (MX-5 Power Retractable Hard Top)

Includes the following features:

- 6-speed manual transmission
- Leather-wrapped shift knob
- Front shock-tower brace
- Auto-dimming rearview mirror with HomeLink
- 17-inch aluminum alloy wheels
- P205/45R17 high-performance tires
- In-dash 6-disc CD changer

GRAND TOURING

(MX-5 & MX-5 Power Retractable Hard Top)

Includes the following features in addition to or in place of MX-5 Miata Touring:

- Black- or beige-cloth convertible top (MX-5 Miata)
- Automatic climate control
- 200-watt Bose® 7-speaker audio system with AudioPilot® 2 noise compensation
- Leather-trimmed seats
- Heated seats with 5 settings

MX-5 MIATA SPECIFICATIONS & CAPACITIES

SPECIFICATIONS

Engine size & type	2.0L MZR 4-cyl; aluminum alloy block & cyl head	
Valve gear	DOHC 16-valve with variable intake-valve timing	
Horsepower, SAE net	167 @ 7000 rpm 158 @ 6700 rpm (6-speed Sport AT)	
Torque, SAE net (lb-ft)	140 @ 5000 rpm	
Bore & stroke/compression ratio	3.44 x 3.27 inches/10.8:1	
Ignition system/fuel system	Distributorless electronic/multiport fuel injection	
Recommended fuel	Premium unleaded gasoline	
Steering ratio/turns, lock-to-lock	15.0:1/2.7	
Turning circle, curb-to-curb (ft)	30.8	
Brakes	11.4-inch ventilated front discs; 11.0-inch solid rear discs	

CURB WEIGHTS (lb)	MX-5	MX-5 Power Retractable Hard Top
5-speed manual (Sport)	2480	2562
6-speed manual (Touring, GT)	2511	2593
6-speed Sport AT automatic	2542	2619

TRANSMISSION RATIOS	5-Speed Manual	6-Speed Manual	6-Speed Sport AT Automatic
1st gear	3.136	3.815	3.538
2nd gear	1.888	2.260	2.060
3rd gear	1.330	1.640	1.404
4th gear	1.000	1.177	1.000
5th gear	0.814	1.000	0.713
6th gear	-	0.787	0.582
Final drive	4.100	4.100	4.100

FUEL ECONOMY	EPA estimated mpg, city/hwy		
5-speed manual	(Sport) 22/28		
6-speed manual	(Touring, Grand Touring) 21/28		
6-speed Sport AT automatic	(Sport, Touring, Grand Touring) 21/28		

EXTERIOR DIMENSIONS	Soft Top	Power Retractable Hard Top
Wheelbase/overall length (in)	91.7/157.3	91.7/157.3
Overall width/height (in)	67.7/49.0	67.7/49.4
Track, front/rear (in)	58.7/58.9	58.7/58.9

INTERIOR DIMENSIONS	Soft Top	Power Retractable Hard Top
Head/leg/shoulder room (in)	37.4/43.1/53.2	37.0/43.1/53.2

CAPACITIES	Soft Top	Power Retractable Hard Top
Cargo volume (cu ft)	5.3	5.3
Fuel capacity (U.S. gallons)	12.7	12.7

ENGINE & TRANSMISSION	MX-5 Miata	MX-5 Power Retractable Hard Top
2.0L DOHC 16-valve 4-cylinder engine with variable valve timing	S	S
Aluminum alloy engine block & cylinder head	S	S
5-speed manual overdrive transmission with short-throw shifter	S	S
6-speed Sport AT automatic transmission with paddle shifters	Available	Available

SUSPENSION & BRAKES	MX-5 Miata	MX-5 Power Retractable Hard Top
Aluminum Power Plant Frame (PPF)	S	S
Rack-and-pinion steering with engine-rpm-sensing variable assist	S	S
Power-assisted 4-wheel disc brakes	S	S
Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)	S	S
Double-wishbone front suspension with aluminum control arms	S	S
Independent multi-link rear suspension with aluminum bearing support	S	S
Front & rear stabilizer bars; gas-charged shock absorbers	S	S

MX-5 MIATA EXTERIOR

BODY	MX-5 Miata	MX-5 Power Retractable Hard Top
Sport-tuned exhaust system with dual outlets	S	S
Lightweight aluminum hood	S	S
Black-vinyl "Z-fold" convertible top with central release latch	S	-
Body-color Power Retractable Hard Top	-	S
Black seatback bars & aero mesh screen	S	-
Silver seatback bars with aero mesh screen & air guide (PRHT)	P	S
Glass rear window with defogger	S	S
Dual body-color power remote mirrors	S	S
2-speed intermittent windshield wipers	S	S
Rear-fender-mounted antenna	S	S
Clear-lens halogen headlights with projector-type low beams	S	S
Chrome outer door handles, headlight bezels & front grille surround	-	S
Halogen fog lights	P	S

TIRES & WHEELS	MX-5 Miata	MX-5 Power Retractable Hard Top
16-inch 5-spoke alloy wheels	S	S
P205/50R16 high-performance radial tires	S	S

MX-5 MIATA INTERIOR

COMFORT & CONVENIENCE	MX-5 Miata	MX-5 Power Retractable Hard Top
Air conditioning	S	S
Cruise control with steering-wheel-mounted controls	P	S
Remote keyless entry with retractable key	P	S
Lockable rear center console storage and glove compartment	S	S
Padded center console & door armrests	S	S
Door net pockets with bottle holders	S	S
Dual cup holders with covers	S	S
Power windows with driver's one-touch-down feature	S	S
Passenger one-touch-down window feature	P	S
Power door locks	P	S
Remote trunk-lid and fuel-filler-door release	S	S
Courtesy light on windshield header; ignition-keyhole light	S	S
White-on-black gauges with red nighttime illumination	S	S
Full instrumentation, including tachometer, coolant-temperature & oil-pressure gauges	S	S
3-spoke leather-wrapped tilt steering wheel	S	S
Heater/defroster with multispeed blower & side-window demisters	S	S
Trip computer	P	S

SEATING & TRIM	MX-5 Miata	MX-5 Power Retractable Hard Top
Reclining bucket seats with integrated headrests; driver's seatback storage pocket	S	S
Driver's seat height lifter	S	S
Black cloth upholstery & carpet floor mats	S	S
Rear covered storage compartments (behind seats)	S	-

AUDIO	MX-5 Miata	MX-5 Power Retractable Hard Top
AM/FM/CD stereo with 6 speakers & digital dock	S	S
Auxiliary-audio input jack	S	S
Steering-wheel-mounted audio controls	P	S

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

MX-5 MIATA EXTERIOR

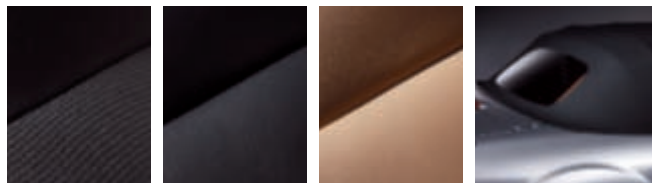
SAFETY & SECURITY

	MX-5 Miata	MX-5 Power Retractable Hard Top
Dual front air bags* with passenger-side deactivation switch	S	S
Side-impact air bags*	S	S
Tire-Pressure Monitoring System (TPMS)	S	S
3-point lap/shoulder seat belts with pretensioners	S	S
Engine-immobilizer anti-theft system	S	S

MX-5 MIATA OPTIONS & PACKAGES

	Sport	Touring	Grand Touring
CONVENIENCE PACKAGE	0	S	S
(Included with AT-equipped MX-5 Sport): Power door locks; remote keyless entry retractable key; silver seatback bars; fog lights; cruise control; steering-wheel-mounted cruise & audio controls; passenger one-touch-down window; trip computer			
SUSPENSION PACKAGE	-	0	0
Sport-tuned suspension; Bilstein® shock absorbers; limited-slip rear differential (manual transmission only)			
PREMIUM PACKAGE	-	-	0
Xenon HID headlights; Dynamic Stability Control (DSC)† with Traction Control System; Bluetooth®‡ hands-free phone capability; Mazda Advanced Keyless Entry System; SIRIUS Satellite Radio® w/6-month subscription; anti-theft alarm			
APPEARANCE ITEMS			
Front air dam, rear bumper skirt and side sill extensions	O/A	O/A	O/A
Run-flat tires	-	-	0
Front and rear splash guards	O/A	O/A	O/A
Rear lip spoiler (N/A PRHT)	O/A	O/A	O/A
Chrome fuel-filler door	O/A	O/A	O/A
In-dash 6-disc CD/MP3 changer	O/A	S	S
Perimeter alarm system with shock sensor§	O/A	O/A	O/A
Cargo net	O/A	O/A	O/A
Door-edge guards, color-keyed	O/A	O/A	O/A
All-weather floor mats	O/A	O/A	O/A
SIRIUS Satellite Radio® receiver kit	O/A	O/A	O/A
Wheel locks	O/A	O/A	O/A

MX-5 MIATA UPHOLSTERY



Black Cloth **Black Leather** **Dune Beige Leather** **Soft Top**

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

† Dynamic 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.

‡ Bluetooth is a registered trademark of Bluetooth SIG, Inc.

§ MX-5 Sport requires Convenience Package, not available with Premium Package.

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

MX-5 MIATA COLOR COMBINATIONS



Stormy Blue Mica

TRIM LEVEL	INTERIOR FABRICS
Sport & Touring:	Black Cloth
Grand Touring:	Dune Beige Leather



True Red

TRIM LEVEL	INTERIOR FABRICS
Sport & Touring:	Black Cloth
Grand Touring:	Black Leather



Brilliant Black Clearcoat

TRIM LEVEL	INTERIOR FABRICS
Sport & Touring:	Black Cloth
Grand Touring:	Black Leather



Copper Red Mica

TRIM LEVEL	INTERIOR FABRICS
Sport & Touring:	Black Cloth
Grand Touring:	Dune Beige Leather



Liquid Silver Metallic

TRIM LEVEL	INTERIOR FABRICS
Sport & Touring:	Black Cloth
Grand Touring:	Black Leather

MX-5 MIATA WHEELS



16-Inch Alloy



17-Inch Alloy

PRODUCT CHANGES & 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.

Peace of mind also comes standard.

Every new 2011 MX-5 Miata is protected by:

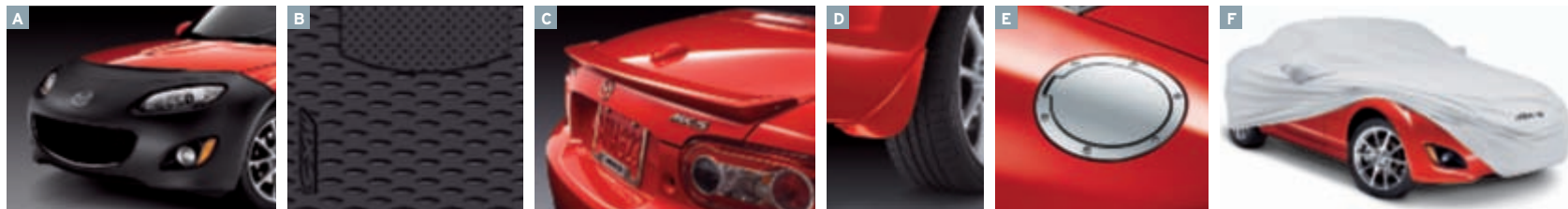
- A 3-year/36,000-mile* "bumper-to-bumper" limited warranty
- A 3-year/36,000-mile* 24/7 Emergency Roadside Assistance program
- A 5-year/60,000-mile* limited powertrain warranty
- A 5-year/unlimited-mileage warranty against body rust-through

* Whichever comes first.

For details, please see your Mazda Dealer, visit MazdaUSA.com, or call toll-free 800-639-1000.

Once you have it, outfit it accordingly.

One of the most enjoyable aspects of buying a new Mazda MX-5 Miata is being able to enhance its appearance and performance with Genuine Mazda Accessories. What's more, 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. Ask your dealer for details.



A Front Mask. Keep your MX-5's front end free of nicks and scratches from bugs and road debris. **B All-Weather Floor Mats.** Replace your standard carpet mats with these all-weather floor mats to provide your MX-5's carpet with heavy-duty protection. **C Rear Lip Spoiler.** Race-inspired for a complete sports-car look. Color-matched to your MX-5. **D Splash Guards.** Protect your paint finish from rocks and other road debris. Available in all MX-5 colors. **E Fuel-Filler Door.** This chrome accent gives the car even more attitude. Is that so wrong? **F Car Cover.** Extend the life of your MX-5's finish. The custom-fitted car cover has outside-mirror pockets, the MX-5 logo and a matching storage bag. Available in indoor and all-weather (includes rear license-plate window).

Front Air Dam
Fog Lamp Bezels
Front Mask
Windshield Sunscreen
Splash Guards, Front And Rear
Door-Edge Guards
Hard Top (soft top convertible only)
Side Sill Extensions
Chrome Fuel-Filler Door
Rear Lip Spoiler
(soft top convertible only)
Rear Bumper Skirt
License-Plate Frame
Car Cover, Indoor
Car Cover, All-Weather
Car-Cover Cable Lock
Touch-Up Paint

Wheel Locks
SIRIUS Satellite Radio[®] Receiver Kit[†]
In-Dash 6-Disc CD/MP3 Changer
Apple[®] iPod[®] Integration
3.5mm Audio Cable
Portable Bluetooth[®] Car Kit
Portable Navigation Devices
Engine Start Switch
Door Sill Trim Plates
Interior Lighting Kit
Gearshift Knob, Automatic
Gearshift Knob, Manual
Instrument Panel Decorative Trim
Air Vent Bezels
Seatback Bar Cover

Parking-Brake Lever Grip
Ashtray
Carpet Floor Mats
All-Weather Floor Mats
Cargo Net
First Aid Kit
Roadside Assistance Kit



[†] SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii. Apple and iPod are registered trademarks of Apple Inc.; Apple iPhone[®] not compatible with iPod adapter. Bluetooth is a registered trademark of Bluetooth SIG, Inc.

