



Miata

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insights | features | facts and figures

Cruising
with the
Mazda Miata
ROADSTER

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**Revvng Up
The New Miata**

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What is it about the Miata that turns normal adults into sports-car devotees? We hook up in the new Miata with a Miata Club chapter for a day.



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You don't just sit in this car, you wear it. New, larger seats, a great stereo, even new cup holders add to the fun.



8 In Design

The Miata spec sheet reads like a who's who of sports-car design. And Miata is purpose-built as a sports car from the ground up.



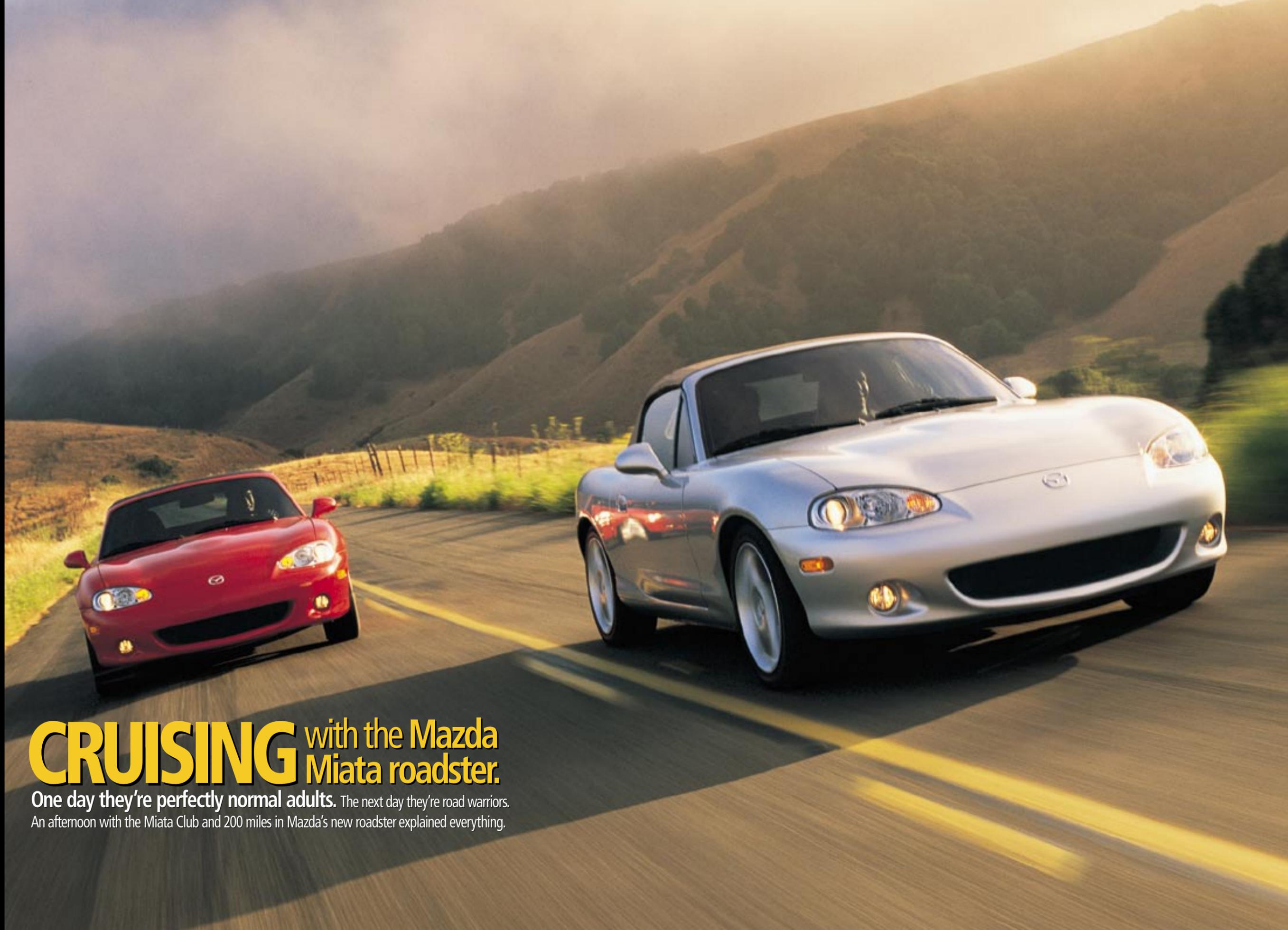
9 Accessories

Mazda has a whole line of great accessories designed especially for the new 2001 Miata. Go here for colors and specifications too.

More Miata on the Web

When you see this symbol  on the Features & Options page, it's telling you that additional, in-depth information is available for the indicated Miata features. Just head for our Web site at

MazdaUSA.com and look for the same symbol there.



CRUISING with the Mazda Miata roadster.

One day they're perfectly normal adults. The next day they're road warriors. An afternoon with the Miata Club and 200 miles in Mazda's new roadster explained everything.

Cruising with the new Mazda Miata



What is it about the Miata that turns tax-paying, law-abiding citizens into wild-eyed sports-car devotees? To find out, we borrowed one of Mazda's new 2001 roadsters and hooked up with the local Miata Club in San Diego. That's right, a "fan club." In 1989 this car roared into the limelight and landed its own bimonthly magazine and national owners' club. Now with 21,000 members—and it's still growing. We figured if people are this enthusiastic about the previous Miata, then they'll probably throw a ticker-tape parade for the new one.

Walking up to the new 2001 model, you can tell that something is different. The car gives you a mischievous stare with its new projector-beam headlights, and the 5-point air intake and shark-nose bumper have a hungry look. Our LS model is crouched down over a set of 5-spoke, 16-inch alloy wheels, and beefy tires pump up the fenders. Even compared to the club's modified Miatas, the new car looks extra serious and extremely fun. It looks like it's engineered for a good time. Form following function.

At the sound of our engine, the club cars start firing up and the parking lot erupts into a chorus of anxious mechanical voices. Everyone jockeys into line, and the parade of Miatas starts pouring onto Mesa Grande road, a stretch of wiggling blacktop that'd mesmerize a mapmaker.



The Miata has new variable valve timing. And a stirring high-rpm wail.

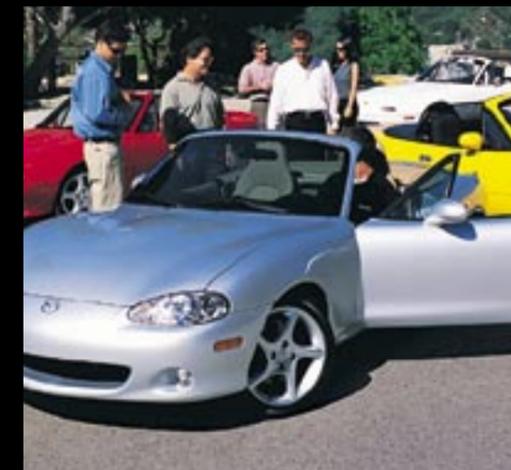


Hit the accelerator and it's clear that the 2001 Miata has bigger lungs. Variable valve timing lets the engine take quick, short breaths for a stronger launch. Push the tachometer towards redline and the engine goes into deep-breathing mode for a powerful rush and a stirring high-rpm wail.

Click the shifter into second, snap into third, and now we're diving into the curves. Even with all four wheels firmly planted on the ground, it feels like soaring. The steering translates thought into action,

the suspension follows orders with discipline, and the brakes are single-minded in their mission. Gearshift, steering wheel, brake and accelerator pedal all feed a steady stream of information from the road to the driver. The car acts like an extension of your body.

The Miata has always had a natural ability to engage the driver, but the new one feels even more anxious to connect the corners and entertain the next curve. No wonder it's got its own club. It'll probably have a prime-time talk show next.





“As the road unwinds, our heart rate decelerates and we contemplate the interior. We like the new gauge graphics—and the new cup holders.”



Back in the hairpins, the Miata felt alert and aggressive. But we're cruising now. The thick NARDI® steering wheel seems to relax in my hands, and the chrome-rimmed, cream-faced gauges settle into an easy rhythm. New leather-trimmed seats have plumped-up bolsters that hang on when you're tempting the laws of physics, but they're also more comfortable for the daily drive.

Surprisingly, the Miata isn't a hair-raising machine on the highway. The Windblocker™ behind the seats keeps "Hurricane Hugo" from touching down in the interior, and you can actually hear the audio system; loud and clear if you like, because our LS



has the Bose® AM/FM/CD stereo, and it's not competing with gale-force gusts. And if it's a long drive ahead, the trunk can easily hold a pair of soft bags, and the new cup holders can—thank you Mazda—handle those megasized drink cups.

In a little experiment with year-round reality, we decide to drive the last 40 miles with the top up. It's a one-arm, two-latch job that takes seconds. But it transforms the Miata into a snug GT coupe. Windows up, air conditioning on and cruise control engaged. The top seals tight, and the back window doesn't give you rear-view hallucinations. It's made of glass, not plastic, thank you. Plus it's got an electric defogger. There's even keyless entry and an antitheft system for coupe-style convenience and peace of mind. Mellow driving mode reveals a completely different part of the Miata's personality. The new door panels and bigger seats allow for an Italian-armchair posture, the kind of spine-soothing attitude that lets you take a little vacation between the stoplights. Even when you're not kicking up the rpm, nothing can outrun stress like Mazda's sports car. Top up, the Miata is surprisingly civilized. Top down, it's a sensory blast. Either way, Mazda's updated roadster is just more of a good thing. Just think of it as therapy on wheels. Or in the case of the Miata Club, group therapy on wheels.



New seats, stereo and steering wheel make the Miata even better for cruising—and for spirited driving too.



The Miata
is the only
car ever
named an
*Automobile
Magazine*
All-Star
11 times.



Distinctive Add-Ons



Let owners customize their individual Miatas.

Part of the fun of owning a new car is finding ways to personalize it. So, Mazda has designed a long list of Genuine Mazda Accessories just for the Miata. Each one is engineered to complement the form and function of this sleek roadster. Some of the accessories are shown above, and others available include:

- CD changer
- Wood-tone dash kit
- Front mask
- Cassette player
- Wood shift knob
- Car cover
- Style bar
- Wood parking-brake handle
- Car-cover cable lock
- Scuff plates
- Engine block heater
- Touch-up paint
- Chrome deck rack
- Mud guards, front and rear
- Hard top

Mazda notes that all Genuine Mazda Accessories, if installed by the Mazda Dealer prior to or at initial vehicle retail delivery, carry the same new-vehicle warranty as the Miata.

Accessories shown include (top photo) front air dam and side sills for a more aggressive appearance; (middle) tonneau cover for weather protection; (lower left) rear spoiler; and (lower right) chrome fuel door.

COLOR COMBINATIONS

EXTERIOR COLOR	INTERIOR COLOR
Sunlight Silver Metallic	Black or Tan
Pure White	Black or Tan
Crystal Blue Metallic	Black or Tan
Midnight Blue Mica	Black or Tan
Brilliant Black	Black or Tan
Emerald Mica	Black or Tan
Classic Red	Black or Tan



Sunlight Silver Metallic



Crystal Blue Metallic



Brilliant Black



Emerald Mica



Black Cloth - Miata



Pure White



Midnight Blue Mica



Classic Red



Tan Leather - Miata LS

Mazda Limited Warranty

Mazda warrants that the Mazda vehicle will be free of defects with normal use and prescribed maintenance for 36 months or 50,000 miles, whichever comes first, or Mazda will repair any problem without charge. Ordinary maintenance items or adjustments, parts subject to normal wear and replacement and certain other items are excluded. This transferable "limited warranty" is included on all new 2001 Mazda vehicles sold and serviced in the United States.

Complement the limited warranty on your new vehicle with the Mazda Extended Protection Plan, the only service agreement backed by Mazda. See your Mazda Dealer for complete details.

Emergency Roadside Assistance and Loaner Car

As part of our commitment to your total satisfaction, Miata owners are automatically enrolled in our Emergency Roadside Assistance Service Program for the duration of the 36-month/50,000-mile limited warranty. Dead battery? Locked out? When the unexpected happens, this 24-hour service will provide just about any assistance necessary to get your car back on the road and minimize any inconvenience. In many cases, owners of 2001 Mazda vehicles being repaired under warranty will be eligible for the free Mazda Loaner Car Program. For complete details, see your Mazda Dealer.

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.

FEATURES & OPTIONS

Mechanical Features	Miata	Miata LS
1.8L DOHC 16-valve 4-cylinder engine with variable valve timing	S	S
5-speed manual transmission with short-throw shifter	S	S
Torsen® 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 and front and rear stabilizer bars	S	S
Sport-tuned exhaust system	S	S
Exterior Features		
15-inch alloy wheels with wheel locks, P195/50R15 V-rated high-performance radial tires	S	—
16-inch alloy wheels with wheel locks, P205/45R16 W-rated high-performance radial tires	P	S
Manual vinyl convertible top with vinyl boot cover (black on Miata, tan on Miata LS)	S	S
Glass rear window with defogger	S	S
Dual body-color power remote mirrors; 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		
Dual 2nd-generation 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	—
Tan leather-trimmed upholstery†	—	S
Carpeted 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 one-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
3-spoke leather-wrapped NARDI® 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 two speakers and digital clock	S	—
Bose® AM/FM/CD stereo with four speakers (including door-mounted tweeters) and digital clock	—	S
Engine-immobilizer security system	S	S

Options and Option Packages	Miata	Miata LS
6-speed manual transmission with leather-wrapped NARDI® shift knob	—	O
4-speed automatic transmission	O	O
Anti-lock Brake System (ABS)	—	O
Torsen® limited-slip differential (manual transmission only)	O/P	S
Body-color detachable hardtop with rear window defogger	O	O
Auto-reverse cassette player	O	O
Convenience Package: Door-mounted tweeters; power door locks; remote keyless entry system; cruise control	O	S
Suspension Package-Miata: Sport suspension with Bilstein® shock absorbers; front strut-tower brace; Torsen® limited-slip differential; 16-inch alloy wheels with wheel locks and P205/45R16 W-rated high-performance tires	O	—
Suspension Package-Miata LS (requires 6-speed manual transmission): Sport suspension with Bilstein® shock absorbers	—	O

S : Standard P : Package Option — : Not Available O : Optional *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.

SPECIFICATIONS

Engine	1.8L 4-cylinder; iron block with light-alloy cylinder head
Valve gear	DOHC 16-valve with variable intake-valve timing
Horsepower, SAE Net @ rpm	142 @ 7000
Torque, SAE Net lb-ft @ rpm	125 @ 5000
Bore and stroke/compression ratio	3.27 x 3.35 inches/10.0:1
Ignition system	Distributorless electronic
Fuel system	Multipoint electronic fuel injection
Fuel capacity; recommended fuel	12.7 gallons; premium unleaded gasoline
EPA estimated fuel economy	Manual: 23 mpg city; 28 mpg highway Auto: 22 mpg city; 28 mpg highway
Curb weight (5MT/4AT/6MT)	2387/2429/2447 lb
Transmission Ratios	
	6-speed manual 5-speed manual Automatic
1st gear	3.760 3.136 2.450
2nd gear	2.269 1.888 1.450
3rd gear	1.645 1.330 1.000
4th gear	1.257 1.000 0.730
5th gear	1.000 0.814 —
6th gear	0.843 — —
Final drive	3.909 4.300 4.100
Steering Ratio	
	15.0:1; 2.7 turns, lock-to-lock
Turning circle 30.2 feet, curb-to-curb	
Brakes	
Models with 15-inch wheels: 10.0-inch ventilated front discs; 9.9-inch solid rear discs	
Models with 16-inch wheels: 10.6-inch ventilated front discs; 10.9-inch solid rear discs	
Exterior Dimensions (inches)	
Wheelbase/overall length	89.2/155.7
Overall height/width	48.4/66.0
Front/rear track	55.7/56.7
Interior Dimensions (inches)	
Headroom/legroom/shoulder room	37.1/42.8/49.7
Capacities (cubic feet)	
Cargo volume	5.1

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