

MAZDA MX-5 MIATA

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Get more detailed information on your Mazda MX-5 Miata. Check out our website at [www.mazda.ca](http://www.mazda.ca) for specifications and features, option packages, pricing, financing and to find a dealer near you.  
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## THINK PURE THOUGHTS.

It's a feeling you never forget. The sun warming your face. The wind tugging at your smile. And that connected-to-the-road sensation that turns an ordinary drive into an exhilarating experience. It's the "emotion of motion." A feeling you can capture at will – and in its purest form – in a vehicle of equally pure, uncompromising character and timeless beauty. In arguably the most popular 2-seat roadster of all time – the incomparable Mazda MX-5 Miata.

DOHC ENGINE WITH SEQUENTIAL VALVE TIMING

SHORT-THROW 5-SPEED MANUAL GEARBOX

POWER-ASSISTED 4-WHEEL DISC BRAKES

POWER-ASSISTED RACK-AND-PINION STEERING

50:50 WEIGHT DISTRIBUTION

4-WHEEL INDEPENDENT DOUBLE-WISHBONE SUSPENSION





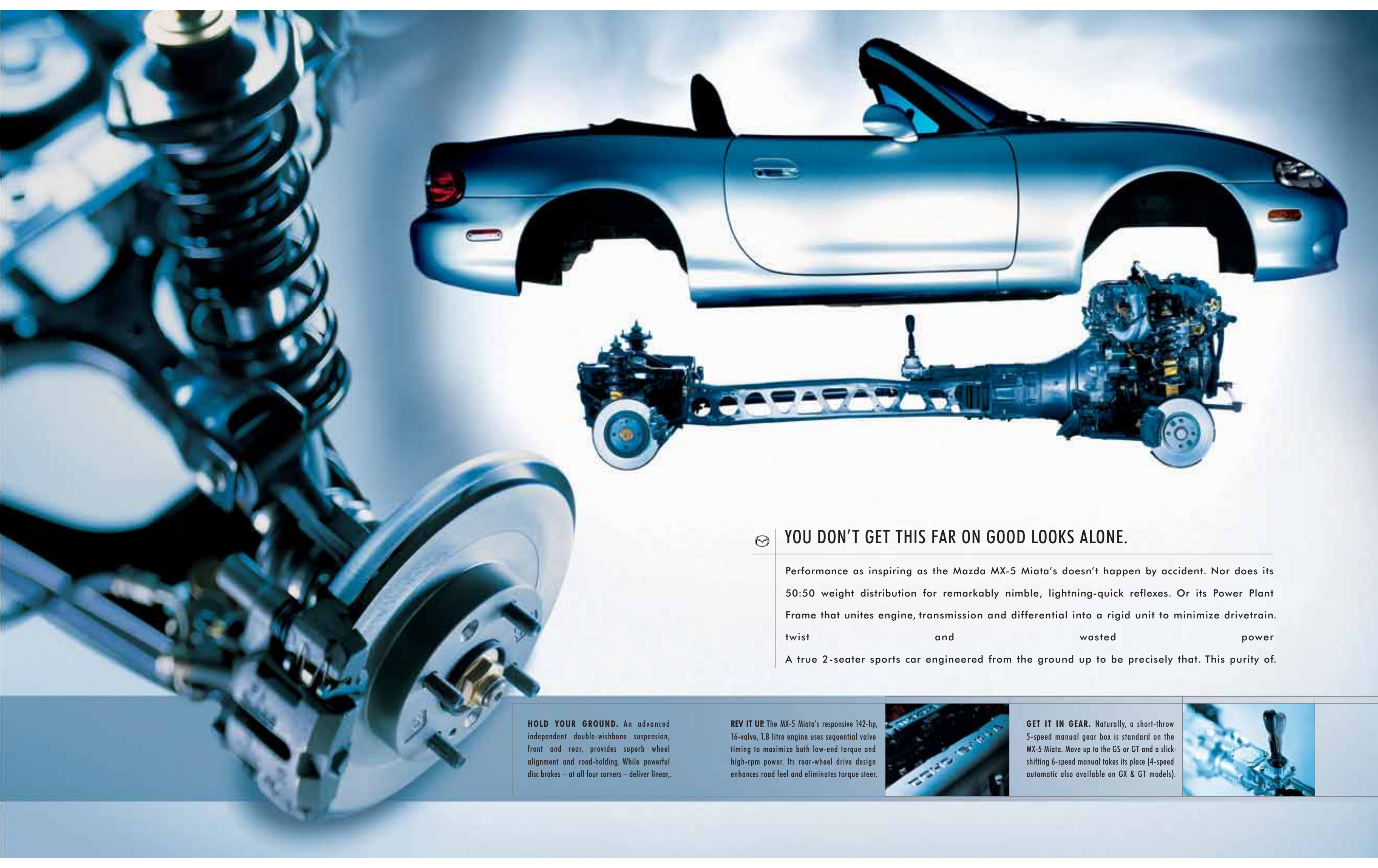


## IT DOESN'T BEG. IT DEMANDS TO BE DRIVEN.

The true test of any sports car is how well it handles. And in this definitive arena, the Mazda MX-5 Miata is quick to impress. Inviting your input. Translating each command into meaningful motion. And turning every "S" curve and sweeper into a masterful study on exhilaration. But then, from its precise rack-and-pinion steering and short-throw 5-speed gear box to its 4-wheel independent double-wishbone suspension, system and 4-wheel disc brakes MX-5 Miata is the quintessential sports car. The agile icon that daringly.







 YOU DON'T GET THIS FAR ON GOOD LOOKS ALONE.

Performance as inspiring as the Mazda MX-5 Miata's doesn't happen by accident. Nor does its 50:50 weight distribution for remarkably nimble, lightning-quick reflexes. Or its Power Plant Frame that unites engine, transmission and differential into a rigid unit to minimize drivetrain twist and wasted power. A true 2-seater sports car engineered from the ground up to be precisely that. This purity of.

**HOLD YOUR GROUND.** An advanced independent double-wishbone suspension, front and rear, provides superb wheel alignment and road-holding. While powerful disc brakes – at all four corners – deliver linear,

**REV IT UP.** The MX-5 Miata's responsive 142-hp, 16-valve, 1.8 litre engine uses sequential valve timing to maximize both low-end torque and high-rpm power. Its rear-wheel drive design enhances road feel and eliminates torque steer.



**GET IT IN GEAR.** Naturally, a short-throw 5-speed manual gear box is standard on the MX-5 Miata. Move up to the GS or GT and a slick-shifting 6-speed manual takes its place (4-speed automatic also available on GX & GT models).



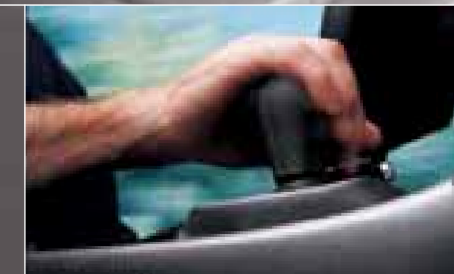




## AN EXHILARATING DISPLAY OF SELF-CONTROL.

A well-designed cockpit is no less essential than a well-engineered suspension system. Which is why the Mazda MX-5 Miata goes to such great lengths to facilitate efficient communication between driver and machine. A supportive, well-bolstered bucket seat holds you firmly in place. A classic 3-spoke leather-wrapped steering wheel welcomes your input. A full complement of gauges keeps you instantly informed. While precise pedal placement makes heel-and-toe downshifts nearly second-nature. The optional CFC-free air conditioning (GT model only) and standard AM/FM/CD stereo.

**MUSIC TO YOUR EARS.** The MX-5 Miata's redesigned Windblocker™ (GS & GT models) panel not only reduces wind noise whenever the top is down, but also provides two extra built-in speakers for improved audio performance.







HIGHWAY SNOBBERY.







 **IN MANY WAYS, OUR ONLY COMPETITION IS OURSELVES.**

The Mazda MX-5 Miata has been a familiar face in the winner's circle at SCCA events for more than a decade. Today, in fact, one of America's most famous racetracks (formerly Laguna Seca) is now called the Mazda Raceway at Laguna Seca, underscoring Mazda's commitment to cutting-edge, performance. Clearly the MX-5 Miata's winning technology inspires awe and confidence on the





ACCESSORIES



Pictured above from left to right: In-dash 6-disc CD changer, rear lip spoiler, chrome fuel-filler door.

- Cassette player
- In-dash 6-disc CD changer
- Wood shift knob
- Wood parking-brake handle
- Windblocker™
- Mud guards (front and rear)
- Front mask
- Rear lip spoiler
- Engine block heater
- Tonneau cover
- Wheel locks (set of 4)
- Chrome deck-lid rack
- MiniDisc player
- Wood-tone dash kit
- Chrome fuel-filler door
- Stainless steel scuff plates
- Perimeter alarm system
- Front air dam
- Side sill extensions

For further information please refer to the Mazda Accessories Brochure. Mazda notes that all Genuine Mazda Accessories, if installed by your Mazda Dealer prior to or at an initial vehicle retail delivery, carry the same new-vehicle warranty as the Mazda MX-5 Miata.

EXTERIOR COLOURS



INDIGO BLUE MICA



MAHOGANY MICA



BRILLIANT BLACK



SUNLIGHT SILVER METALLIC



CLASSIC RED



EMERALD MICA

INTERIOR COLOURS



BLACK LEATHER



BEIGE LEATHER



BLACK CLOTH

COLOUR COMBINATIONS

	EXTERIOR		INTERIOR	
		CLOTH	LEATHER	
Indigo Blue Mica		Black	Beige	
Brilliant Black		Black	Beige	
Classic Red		Black	Black	
Mahogany Mica		Black	Beige	
Sunlight Silver Metallic		Black	Black	
Emerald Mica		Black	Beige	

**MAZDA WARRANTY** The basic warranty on the Mazda MX-5 Miata covers all parts found to be factory defective for 3 years or 80,000 km whichever comes first. Additional warranties cover powertrain components for a period of 5 years or 100,000 km whichever comes first, body sheet metal perforation for 5 years and unlimited mileage and specific emission control components for up to 8 years or 128,000 km. Exclusions from coverage are limited to maintenance items or adjustments (repairs not requiring parts replacement) on vehicles over 12 months old and repairs due to normal wear and tear. Ask your Mazda Dealer for additional information.

**ROADSIDE ASSISTANCE PROGRAM** As part of our commitment to your total satisfaction, 2004 Mazda MX-5 Miata owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your Mazda MX-5 Miata for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Dealer.



and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.

For peace of mind motoring, we've created the Mazda Added Protection Plan (MAP). MAP complements your Mazda Limited Warranty for up to 7 years or 160,000 km, and protects you from unexpected repair expenses and the rising cost of repairs. All MAP plans include Personal Budget and Repair Inflation Protection. In addition, all MAP plans include Premium Roadside Assistance which, extends the roadside assistance coverage offered during the new vehicle limited warranty period throughout the MAP term. The Premium Roadside Assistance offers Towing, Battery Boost Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning. Should you ever decide to sell your Mazda vehicle, MAP is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed

ENGINE

Type	Inline 4-cylinder
Valve gear	DOHC 16-valve w/S-VT intake
Displacement	1,839 cc
Bore and stroke	83.1 mm x 85.1 mm
Compression ratio	10.0:1
Horsepower SAE net	142 @ 7,000 rpm
Torque, SAE net lb.ft.	125 @ 5,000 rpm
Fuel system	Multi-port Electronic Fuel Injection (EFI)
Recommended fuel	Premium (unleaded)

DRIVETRAIN

Type	Front engine/rear-wheel drive
Transmission	5-speed manual with overdrive (GX model) 6-speed manual with overdrive (GS & GT models) Optional: 4-speed electronically controlled automatic

with overdrive and lock-up torque converter (GX & GT models)

Gear ratios	5MT	6MT	AT
1st	3.136	3.760	2.450
2nd	1.888	2.269	1.450
3rd	1.330	1.645	1.000
4th	1.000	1.257	0.730
5th	0.814	1.000	—
6th	—	0.843	—
Reverse	3.758	3.564	2.222
Final drive	4.300	4.100	4.100
Clutch type	Single dry plate, hydraulically actuated (Except AT)		

2004 MAZDA MX-5 MIATA FEATURES

ENGINEERING FEATURES	GX	GS	GT
1.8L SVT 16-valve 4-cylinder engine with multi-port fuel injection	S	S	S
5-speed manual transmission	S	—	—
6-speed manual transmission	—	S	S
4-speed electronically controlled automatic transmission with overdrive and lock-up torque converter	O	—	O
Sport-tuned exhaust system with stainless steel tubular header	S	S	S
Rack-and-pinion steering with engine-rpm-sensing variable power-assist	S	S	S
Power-assisted 4-wheel disc brakes	S	S	S
Anti-lock Brake System (ABS)	—	—	S
Front engine/rear-wheel drive	S	S	S
4-wheel independent double-wishbone suspension	S	S	S
Front and rear stabilizer bars	S	S	S
Power Plant Frame (PPF)	S	S	S
Limited-Slip Differential (LSD) (N/A on AT models)	—	S	S (6MT only)
Strut tower bar	—	S	S
Sport suspension including Bilstein® Shocks	—	S	—
Dual air bag (SRS) with cut off switch for passenger	S	S	S
Engine immobilizer theft-deterrent system	S	S	S

EXTERIOR FEATURES

15" aluminum alloy wheels; 195/50R15 performance radial tires	S	—	—
16" aluminum alloy wheels; 205/45R16 performance radial tires	—	S	S
Black vinyl soft-folding convertible top	S	S	—
Black or beige (cloth) convertible top (interior colour specific)	—	—	S
Black or beige convertible top storage cover (interior colour specific)	—	—	S
Detachable hardtop, body colour	O	O	O
Rear glass window with electric defogger	S	S	S
Power colour-keyed door mirrors	S	S	S
2-speed windshield wipers with intermittent and 1-wipe	S	S	S
Four multi-reflector halogen headlights (two projectors)	S	S	S
Fog lights	S	S	S
Aero Sport Package (front air dam, left/right side skirts and large mud guards)	DIO	DIO	DIO

SUSPENSION

Frame	Unit body (Monocoque), Power Plant Frame (PPF)
Suspension	Fully independent double-wishbone with coil springs, gas-filled shock absorbers, and front and rear stabilizer bars

CHASSIS

Steering	Rack-and-pinion type with engine rpm sensing variable power-assist
Steering ratio	15.0:1
Steering wheel turns	2.7 (lock-to-lock)
Min. turning circle	9.2m (curb-to-curb)
Brakes	Power-assisted 4-wheel disc brakes with dual hydraulic circuits Front ventilated brakes: 10" on 15" wheels/10.6" on 16" wheels Rear solid disc brakes: 9.9" on 15" wheels/10.9" on 16" wheels Anti-lock Brake System (ABS) (GT model)
Wheels	15" aluminum alloy wheels (GX model) 16" aluminum alloy wheels (GS & GT models)
Tires	195/50R15 82V summer tire (GX model) 205/45R16 83W summer tire (GS & GT models)
Curb weight	5MT — 1,104 kg / 6MT — 1,118 kg / 4AT — 1,133 kg

ELECTRICAL SYSTEM

Battery	12-Volt — 32 amp
Alternator	12-Volt — 80 amp
Cold cranking capacity	325 A
Ignition system	Distributorless electronic

INTERIOR FEATURES	GX	GS	GT
Factory installed air conditioning	—	—	O
AM/FM radio plus CD player w/ 2 speakers	S (Module)	—	—
AM/FM radio plus CD player w/ 4 speakers	—	S (Module)	—
Bose® audio system (includes AM/FM/CD player w/ 6 speakers — including 2 tweeters), with speed sensing auto audio volume control	—	—	S (Module)
Cruise control	—	—	S
Leather-wrapped steering wheel (3 spokes)	S	S	S
Leather-wrapped shift knob	S (5MT only)	S	S (6MT only)
Power door locks	S	S	S
Remote keyless entry with trunk release	S	S	S
Internal trunk and fuel door releases	S	S	S
Power windows with driver's one-touch down feature	S	S	S
Highback reclining and sliding bucket seats	S	S	S
Seatbelt pretensioners with force limiter	S	S	S
Beige or black leather interior (exterior colour specific)	—	—	S
Map pocket on passenger-side seatback	S	S	S
Two cup holders	S	S	S
Foldable Windblocker™ w/ storage pocket	—	S	S
Tachometer	S	S	S
Floor mats	S	S	S
ISOFIX child safety-seat anchors	S	S	S
Lockable centre console storage box	S	S	S
Lockable glove box	S	S	S
Resettable twin trip odometers	S	S	S
Gauges for water temperature, engine oil pressure (indicator type) and fuel level	S	S	S
Low fuel warning lamp	S	S	S
Heater/defroster with 4-speed blower and side-window demisters	S	S	S
Trunk light	S	S	S

S = Standard O = Optional DIO = Dealer Installed Option — = Not Available

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