

2015 MAZDA MX-5



A red Mazda MX-5 convertible is driving on a paved road. To the right of the road is a modern building with a curved, white walkway and a metal railing. The walkway has several steps and is surrounded by greenery. The car is in motion, and the background is slightly blurred. The overall scene is bright and sunny.

**ENGINEER WITH COURAGE. CREATIVITY AND CONVICTION
AND YOU GET THE WORLD'S BEST-SELLING ROADSTER.**

For more than two decades, Mazda engineers have never relented in their goal of defining and re-defining what a roadster is meant to be. Daring, nimble and precisely balanced, the MX-5 is an automotive icon and an engineering marvel that's built to dominate the open road, master every curve and effortlessly transform instinct into action. At the heart of the MX-5's legendary handling is its near 50:50 front-to-rear weight distribution - enabling you to take S-curves on the open road with remarkable control and grace. Committed to true sports car authenticity, the MX-5 has always been - and will always be - the track-proven real deal. But to truly understand why it's the best-selling roadster of all time, you need to be in the driver's seat.



**A CAR SHOULD BE AN EXTENSION OF YOUR BODY.
DRIVING SHOULD BE AN EXTENSION OF YOUR SOUL.**

Every aspect of the MX-5 is engineered not just to connect you with the vehicle, but to be one with it. It's the essence of *Jinba Itai* – "rider and horse as one" – an emotive force every Mazda engineer understands. Even the MX-5's interior enhances the thrill of superb handling on the open road by creating a desirably comfortable, sporty, and sophisticated interior. Behind the wheel of a vehicle this well-crafted you can be sure that it's not only engineered to thrill, but also designed with harmonious driving in mind.

/ AUTOMATIC CLIMATE CONTROL /
Keep yourself and your passenger comfortable by customizing the environment with the available automatic climate control system.*



/ AUDIO SYSTEM /
A standard auxiliary audio input jack with MP3 compatibility, CD player and available SiriusXM™ Satellite Radio are all part of an available premium 7-speaker Bose® sound system with AudioPilot™ noise compensation technology that cancels out distracting ambient road noise.



*Standard on the GS and GT models. Shown on the GS and GT models.

/ SHIFT KNOB /

A precise and often responsive short-throw, close-ratio 6-speed manual gear box is standard on both the GS and GT models, while a 5-speed manual is standard on the GX. And a 6-speed automatic is optional on all models. No matter which you choose, each of the MX-5's smooth, sport-shifting gearboxes becomes an extension of your arm, transforming anticipation into exhilaration.



/ ALUMINUM POWER PLANT /

Driver's foot wastes power and produces acceleration lag. To help eliminate this, Mazda engineers gave the MX-5 a solid structural "backbone" – an ingenious aluminum Power Plant Frame that unites engine, transmission and differential into a single rigid unit.



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

Customize your new MX-5 with Genuine Mazda Accessories. When installed by your Mazda Dealer prior to or at initial vehicle retail delivery, Genuine Mazda Accessories carry the same new-vehicle limited warranty as your new Mazda. Ask your dealer for details.

01 // TR™ GLOSS BLACK WHEELS /

Bring out the MX-5's dark side with these Trinch Dark Alloy Wheels.



04 // DOORSILL TRIM PLATES /

Every time you step in or out of your MX-5, let our DoorSill Trim Plates add a stylish touch.



02 // CAR COVER /

Sleep easy knowing your MX-5's finish is protected with our custom-fitted Car Cover, featuring side-mirror pockets, rear licence plate window and weather-resistant fabric. Includes custom bag for easy storage.



05 // ALL-WEATHER FLOOR MATS /

Help keep the great outdoors in its place. Custom-fitted to your MX-5, these All-Weather Floor Mats guard against mud, sand and whatever else comes through the door.



03 // CARGO NET /

Never hear the sound of stuff falling around in your trunk again. Use our Cargo Net* to secure your groceries, sports equipment and other loose items while keeping them handy for easy access.



06 // MUD GUARDS /

Protect your paint's finish from rocks and other road debris.



Visit mazda.ca for Accessory options.

*Please remember to properly secure all cargo.

ZEAL RED MICA

METEOR GREY MICA

CRYSTAL WHITE PEARL

JET BLACK MICA

ALUMINIUM METALLIC MICA

TRUE RED

MX-5 COLOUR COMBINATIONS

PAINT COLOURS	GS	GS	GT
	BLACK COLOURED STITCHING	BLACK COLOURED LEATHER	TAN LEATHER
Zeal Red Mica	•	•	•
Meteor Grey Mica	•	•	•
Crystal White Pearl	•	•	•
Jet Black Mica	•	•	•
Aluminium Metallic Mica	•	•	•
True Red	•	•	•
True Brilliant Black*	•	•	•
Crystal White Pearl/Brilliant Black*	•	•	•
Aluminium Metallic Mica/Brilliant Black*	•	•	•

*Brilliant black on door mirrors and Power Retractable Hardtop.

• Available †Special Order Only

MX-5 WHEEL OPTIONS

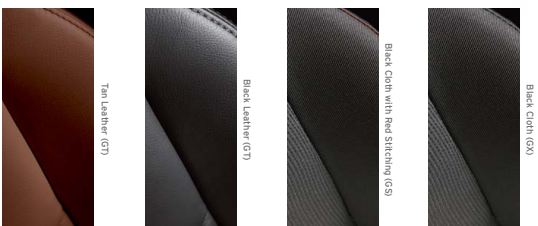


16" aluminum alloy wheels (GS)

17" dark quaternary alloy wheels (GS)

17" aluminum alloy wheels (GT)

UPHOLSTERY



Black Cloth (GS)

Black Cloth with Red Stitching (GS)

Black Leather (GT)

Tan Leather (GT)

MX-5 SPECIFICATIONS AND FEATURES

ENGINE & TRANSMISSION	GS	GS	GT
2.0L DOHC 16-valve 4-cylinder engine with VVT (i20Z)	S	S	S
161 horsepower @ 7,000 rpm (M1); 140 lb. ft. of torque @ 5,000 rpm	S	S	S
158 horsepower @ 5,200 rpm (A1); 140 lb. ft. of torque @ 5,000 rpm	0	0	0
5-speed manual transmission	S	-	-
6-speed SPORT mode automatic transmission with over-drive	0	-	-
6-speed SPORT mode automatic transmission with over-drive and paddle shifters (dual-clutch SteerSteer® SteerSteer and Limited Slip Differential)	-	0	0
SUSPENSION & BRAKES			
Back-and-forth steering with engine-priming-assist variable power assist	S	S	S
Power-assisted ventilated front disc and rear solid disc brakes	S	S	S
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBD)	S	S	S
Front independent, double-wishbone suspension with aluminum arms and mono-tube dampers	S	S	S
Rear independent multi-link suspension with aluminum bearing support and mono-tube dampers	S	S	S
Front and rear stabilizer bars	S	S	S
Front strut tower bar	S	S	S
Dynamic Stability Control (DSC)	S	S	S
Traction Control System (TCS)	S	S	S
Limited Slip Differential (LSD)	-	S	S
Sport suspension with Brembo® SteerSteer®	-	S	S
SAFETY & SECURITY			
Anti-theft alarm system	S	S	S
Engine immobilizer theft-deterrent system	S	S	S
Road front air bags and dual side air bags	S	S	S
Side-door impact protection beams	S	S	S
Driver's and passenger's seat belt pretensioners with force limiters	S	S	S
EXTERIOR			
Glossy dark grey seatback-style bars	S	S	-
Silver seatback-style bars	-	S	S
Black cloth convertible top	-	-	S
Brilliant black Power Retractable Hardtop (PRT)	-	-	S
Body-colored Power Retractable Hardtop (PRT)	-	-	S
Bright silver finish on headlight bezel	-	-	S
Black finish on headlight bezel	-	-	S
Body-colored door handles	-	-	S
Chrome finish on door handles	-	-	S
Inferior mirror windshield wipers	S	S	S
Superior mirror windshield wiper with heated tint	S	S	S
Rear glass wiper with electric defroster	-	-	S
Exterior Mica graphics	-	-	S
Body-colored power-operated door mirrors	-	-	S
Brilliant black power-operated door mirrors	-	-	S
Halogen headlights	-	-	S
Xenon HID headlights	-	-	S
Fog lights	S	S	S
Mesh front grille	S	S	S
Wheels & Tires	S	S	S
16" aluminum alloy wheels with 205/50R16 performance radial tires	S	-	-
17" dark quaternary alloy wheels with 205/45R17 performance radial tires	-	S	-
17" aluminum alloy wheels with 205/45R17 performance radial tires	-	-	S
COMFORT & CONVENIENCE			
Air conditioning with manual controls	0	-	-
Air conditioning with automatic climate controls	-	-	S
Heated/roster with multiple speed fan	S	S	S

COMFORT & CONVENIENCE (cont'd)

Steering wheel-mounted cruise controls	S	S	S
Three-spoke steering wheel	S	S	S
Power door locks	S	S	S
Remote keyless entry system with retractable key and panic alarm (includes two remotes)	S	S	S
Advanced Keyless Entry System (keyless entry, trunk release and start) (includes two remotes)	-	-	S
Day/night rearview mirror	S	S	S
Auto-dimming rearview mirror with home-link	-	-	S
Conveyer light on windshield header	S	S	S
Driver's and passenger's sunroofs with vanity mirrors	S	S	S
Windshield mesh aero board	S	S	S
Dual cup holders	S	S	S
12-volt power outlet	S	S	S
SEAT & TRIM			
Bucket seats with reclining and forward/backward sliding functions	S	S	S
Integrated headrests	S	S	S
Adjustable driver's seat filler	-	-	S
Heated seats	S	S	S
Interior trim with silver finish on air vent bezels, inner door handles and shift knob bezel	S	S	S
Glossy dark grey trim on gauge rings and steering wheel bezel	S	S	S
Glossy dark grey dash trim	-	-	S
Body-colored dash trim with Mica's graphics	-	-	S
Soft center arm rest	S	S	-
Cloth upholstery	S	S	-
Leather-trimmed upholstery	-	-	S
Leather-wrapped 3-spoke steering wheel and shift knob	S	S	S
Leather-wrapped parking brake handle	-	-	S
INSTRUMENT PANEL & STORAGE			
Black gauges with white lettering and red nighttime illumination	S	S	S
Exterior temperature gauge	S	S	S
Tachometer and twin trip odometers	S	S	S
Trim computer	S	S	S
Driver's side seat back pocket	S	S	S
In-board command buttons, indicator lights, safety sensors for PRT	-	-	S
Rear center storage compartment	S	S	S
Lockable glove compartment with 5.7L capacity	S	S	S
AUDIO			
AM/FM CD player with 8 speakers and 2 tweeters	S	S	-
7-speaker premium Bose® audio system with AM/FM/CD player and Audiotip® noise compensation technology	-	-	S
MP3 and WMA functionality on CD player	S	S	S
SiriusXM® Satellite Radio (free 6-month subscription)	-	-	S
Bluetooth® hands-free phone capability	-	-	S
Auxiliary audio input	S	S	S
Steering wheel-mounted audio controls	S	S	S

0 = Not available in this region. 1 = Available in this region only. 2 = Available in this region only with optional transmission only. 3 = Not available in this region. 4 = Not available in this region. 5 = Standard. 0 = Optional. - = Not available. *Available in a limited number of regions. © 2010 Mazda North American Operations. All rights reserved. Mazda, the Mazda logo, MX-5, and the MX-5 logo are trademarks of Mazda North American Operations. All other trademarks are the property of their respective owners. All prices are in US dollars and are subject to change without notice. Dealer price may vary. Dealer price includes destination charge, tax, title, license, and other available options.



ZERO TO HARTOP IN 12.0 SECONDS.

The MX-5's quick and easy-to-use soft top isn't the only way to embrace the wind. Standard zero trunk space, the MX-5's ultra-light 36 kg (80 lb.) hardtop stores neatly behind the seats under a special tonneau cover. Weather-tight and complete with a solid glass rear window with defroster, the MX-5's roofline is aerodynamic yet elegant. It takes a mere 12 seconds to transform the thrill of a convertible into the security and practicality of a hardtop.



GS model with Brilliant Black or Meteor Grey and Power Retractable Hardtop.



MAZDA

UNLIMITED

A first-of-its-kind warranty that lets you drive
as much as you want, as far as you want.



3-YEAR NEW VEHICLE
UNLIMITED MILEAGE WARRANTY



3-YEAR ROADSIDE ASSISTANCE
UNLIMITED MILEAGE



5-YEAR POWERTRAIN
UNLIMITED MILEAGE WARRANTY



7-YEAR ANTI-PERFORATION
UNLIMITED MILEAGE WARRANTY

NEVER STOP IMPROVING. NEVER STOP PUSHING THE LIMITS.
THIS IS THE MAZDA WAY.
AND IT'S THE PHILOSOPHY THAT GUIDES EVERYTHING WE DO,
FROM THE ENGINEERING AND DESIGN OF OUR NEW VEHICLES
TO THE KIND OF WARRANTY WE OFFER.

It should come as no surprise that Mazda, a car company committed to an unrivalled driving experience, would defy convention to introduce a revolutionary new warranty program that lets you keep on driving. Introducing Mazda Unlimited, a first-of-its-kind warranty that lets you drive as much as you want, as far as you want. There are no limits on how far you can go. This is the Mazda Way.

What does Mazda Unlimited mean for you?

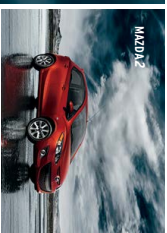
- Added confidence in the quality of the product you are driving
- Added protection, knowing Mazda will be there, kilometre after kilometre
- Added value, knowing that if you ever sell, trade or upgrade to a new vehicle during the warranty period, **Mazda Unlimited** will be transferable to the new owner
- Added peace of mind, knowing that there are no limits to how far you can go

To learn more about the Mazda Unlimited Warranty, visit mazdaunlimited.ca.

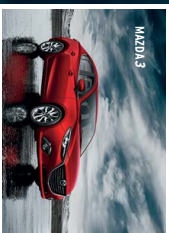
EVERY MODEL IN THE MAZDA LINE-UP
 WAS BUILT BY A BUNCH OF CAR-CRAZED
 CRAFTSMEN. WHO LOVE TO DRIVE. FOR PEOPLE
 WHO LOVE TO DRIVE. SO FROM THE MAZDA2
 TO THE CX-9, A MAZDA IS ALWAYS A MAZDA.
 BECAUSE IT TAKES CONVICTION, CREATIVITY
 AND COURAGE TO BUILD CARS WORTH DRIVING.
 THIS IS THE MAZDA WAY.



MAZDA MX-5



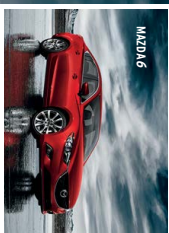
MAZDA2



MAZDA3



MAZDA3 SPORT



MAZDA6



MAZDA5



CX-5



CX-9

OUR PROMISE.

At Mazda, we're passionate about what we do. We pay attention to the details, and we take an unconventional approach. You can see it in our designs, feel it in how our cars drive and experience it in the way we treat you as a customer. Our dealerships are here to help you make the right choice, so everything we do is focused on ensuring that you get exactly what you want – surpassing your expectations. Mazda doesn't settle, and neither should you. Let our Mazda Dealers:

- / Provide you with a comfortable environment
- / Earn your trust
- / Respect and value your time
- / Give you useful information and advice
- / Help you make the best decision

Getting the personalized experience you deserve at your Mazda Dealer.

This is the Mazda Way.



FINANCING WITHOUT THE FUSS. Whether you're buying or leasing a new Mazda, or a used vehicle, Mazda Financial Services can help make the financing process more convenient and satisfying. Mazda Financial Services is known for its flexible 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 mazda.ca.

ROADSIDE ASSISTANCE PROGRAM. As part of our commitment to your total satisfaction, 2015 MX-5 owners are now eligible to join the Roadside Assistance Program. Roadside Assistance provides your MX-5 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.

MAZDA MOBILITY ASSISTANCE PROGRAM. Mazda Canada believes that vehicle access is vital for everyone. Our Mobility Assistance Program is designed to help people with disabilities enjoy the freedom of driving. We're able to provide assistance from Mazda Canada Inc. (paid with the cost of repair and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Dealer.

MAZDA TESTDRIVE EXPERIENCE. Evaluation begins with the Mazda Test-Drive Experience – a uniquely designed road trip engineered to take you miles beyond the ordinary. Visit drive a Mazda to the best of our dealerships. Through straightaways, S-curves and corners, it's all about putting a Mazda to the test. You'll experience the power windows, the sunroof, the navigation system, the interior and exterior quality that every Mazda driver has rediscovered. That fun, connected-to-the-road feeling we call Zoom-Zoom.

READY TO ROLL. Our pre-delivery commitment means every new Mazda is inspected, gassed up and filled with floor mats.

For peace-of-mind motoring, we've created Mazda Added Protection Plus (MAP). An extended warranty plan, MAP plans complement your Mazda Limited Warranty and protect 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. The Roadside Assistance coverage and OEM Collision Part Coverage Premium Roadside Assistance extends the roadside assistance coverage offered by your Mazda Dealer. MAP Plans also include Theft Protection, Power Window Service, Emergency Towing, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Tread Expense Reimbursement and Travel Planning and Dealer Locator. 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 and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.

Ask your dealer about Mazda's competitive program for rental university and college students.

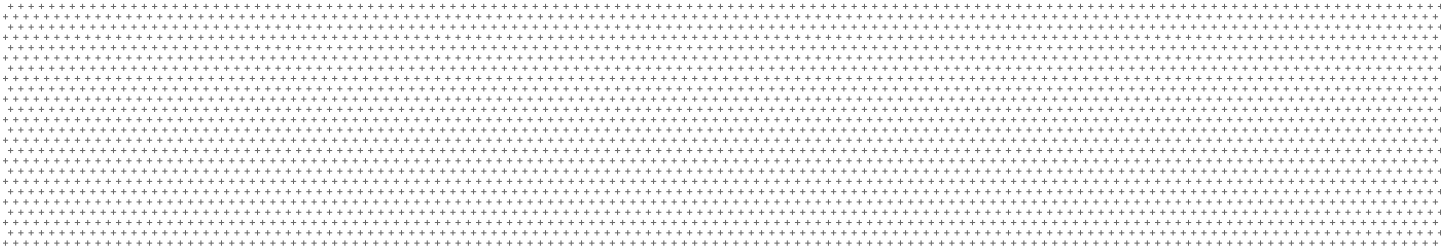
Product, changes and options availability. Following publication of this brochure, certain changes in standard equipment, options, prices and the line of product offerings may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options and accessories 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. © 2014

IT TAKES CONVICTION TO STAND UP TO THE NAYSAYERS.
A CREATIVE FIRE THAT'S UNAFRAID OF THE BLANK PAGE.
AND THE COURAGE TO FLIP CONVENTIONAL WISDOM ON ITS HEAD.
THIS IS THE ONLY WAY TO CHANGE THE GAME.
AND THE ONLY WAY TO BUILD CARS WORTH DRIVING.
TODAY, MAZDA IS CHANGING THE GAME.
WITH INNOVATIVE THINKING AND TECHNOLOGIES.
HEAD-TURNING DESIGNS. AND PERFORMANCE THAT NEVER COMPROMISES.
MAKING EVERY MAZDA MORE EXHILARATING TO DRIVE.
THESE ARE ACTIONS, NOT WORDS. PROOF, NOT THEORIES.
MAKING THE IMPOSSIBLE POSSIBLE.

THIS IS THE MAZDA WAY.



zoom-zoom



Find out more on:



Get more detailed information on your MX-5. Check out our website at mazda.ca for specifications and features, option packages, pricing, financing, to get a quote and find a dealer near you.

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