

Mazda MX-5

zoom-zoom



FORWARD, TOGETHER

Mazda MX-5: responding effortlessly to your wishes almost before you think of them. Forging a perfect union with your intentions. Becoming a part of you. It's the *Jinba Ittai* principle, the idea of horse and rider united as one, in exciting fun-filled action. Available in two eyecatching styles – classic soft-top and retractable hard top – Mazda MX-5 turns every journey into an unforgettable driving experience that puts a smile on your face. Get in. Take the wheel. And discover how Mazda MX-5 answers your every desire instinctively. Moving you forward, together.

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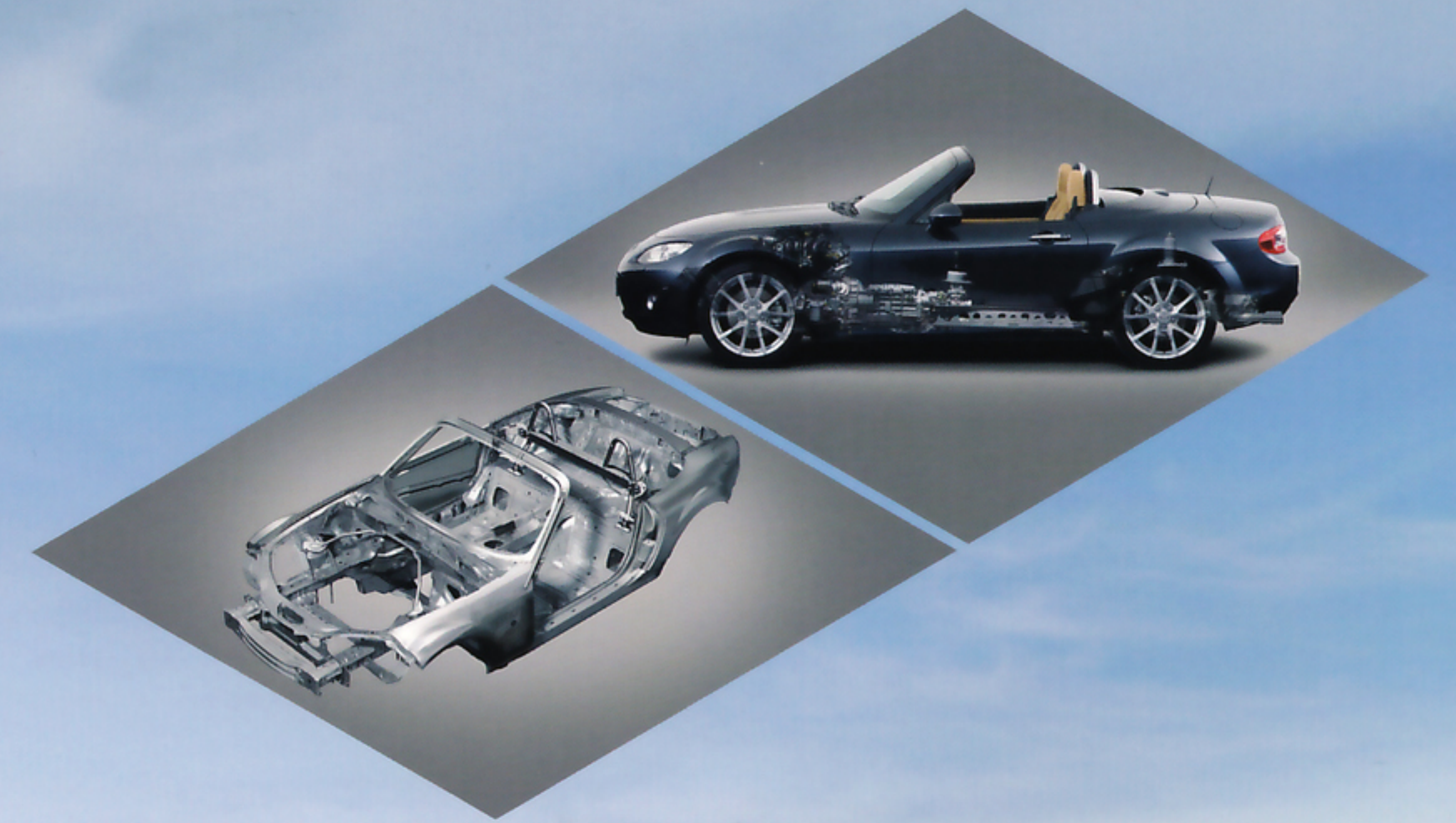


**FUN TO
DRIVE**

Mazda MX-5 has always made the joy of lightweight sports car driving available to everybody. And now the Mazda MX-5's incredible feeling of fun and instinctive control moves to an even higher level in a further updated package with more of everything you could wish for. The front-engine, rear-wheel-drive layout with double-wishbone front suspension and Power Plant Frame (PPF) is retained from the original, yet refined in every detail. The front midship layout locates

the engine close to the car's centre of gravity, and along with a host of other measures this realizes perfect 50:50 front/rear weight distribution, a low centre of gravity and a small yaw inertia moment, resulting in even more responsive handling. Dynamic performance is also enhanced by keeping weight as low as possible: the use of ultra-high-tensile steel, advanced materials and innovative structural design for the body, chassis and

powertrain kept weight to a minimum while enhancing crashworthiness and comfort. Seen from above, the body itself is an oval shape, widest alongside the seats and gently tapering at the front and rear to allow a cabin that is simultaneously comfortably snug yet with a feeling of openness. This is achieved by doors and other cabin surfaces that wrap around the occupants below the shoulder line for a close, sporty fit allied with an airy, expansive feel.



ENJOY THE PEAK OF LIGHTWEIGHT SPORTS DESIGN



Mazda MX-5 offers the perfect balance of acceleration, braking and handling, with all aspects engineered for total harmony. The lightweight, compact MZR 2.0 engine is specifically tuned to Mazda MX-5, delivering lively, torqueful performance throughout the entire rev range as well as a pleasingly sporty engine note. New engine developments include a forged steel crankshaft permitting a higher redline – up 500 rpm to 7,500rpm – and the adoption of the Induction Sound Enhancer*. This innovative system further tunes the engine's sporty sound,

giving direct aural confirmation of the powerplant's spirited response. A choice of six-speed manual or six-speed Activematic allows you to pick the transmission that best suits your driving style. Both fast-shifting gearboxes take full advantage of the engine's high output and torque for brisker acceleration and reduced fuel consumption when cruising at high speed. The Activematic option also features Direct Activematic (DAM) allowing downshifts via switches mounted on the steering wheel even when in D mode, and Active Adaptive Shift (AAS)

that monitors the road environment – gradient and curves – as well as your driving intentions and selects optimal gear shifting to suit. Double-wishbone suspension at the front and a multi-link layout at the rear achieve ideal control of geometry changes to give you linear handling with superb control and stability in all driving situations. In particular, a lower front roll centre height contributes to the steering's superior linearity and natural feel. Confident, predictable braking is assured thanks to large all-wheel disc brakes with an extremely

linear pedal feel. What's more, Mazda's dynamic craftsmanship is dedicated to putting you at one with the Mazda MX-5 driving experience. This means a truly natural and comfortable driving position with an ergonomic seat design and driver's seat height adjuster; smooth, natural operation of all driving controls including the steering wheel, gear shift and the pedals; and excellent all-round visibility. It's the perfect expression of *Jinba Ittai*.

*Higher rev limit and Induction Sound Enhancer only available for manual transmission models.



FUN TO DRIVE

COME ALIVE WITH LIVELY PERFORMANCE



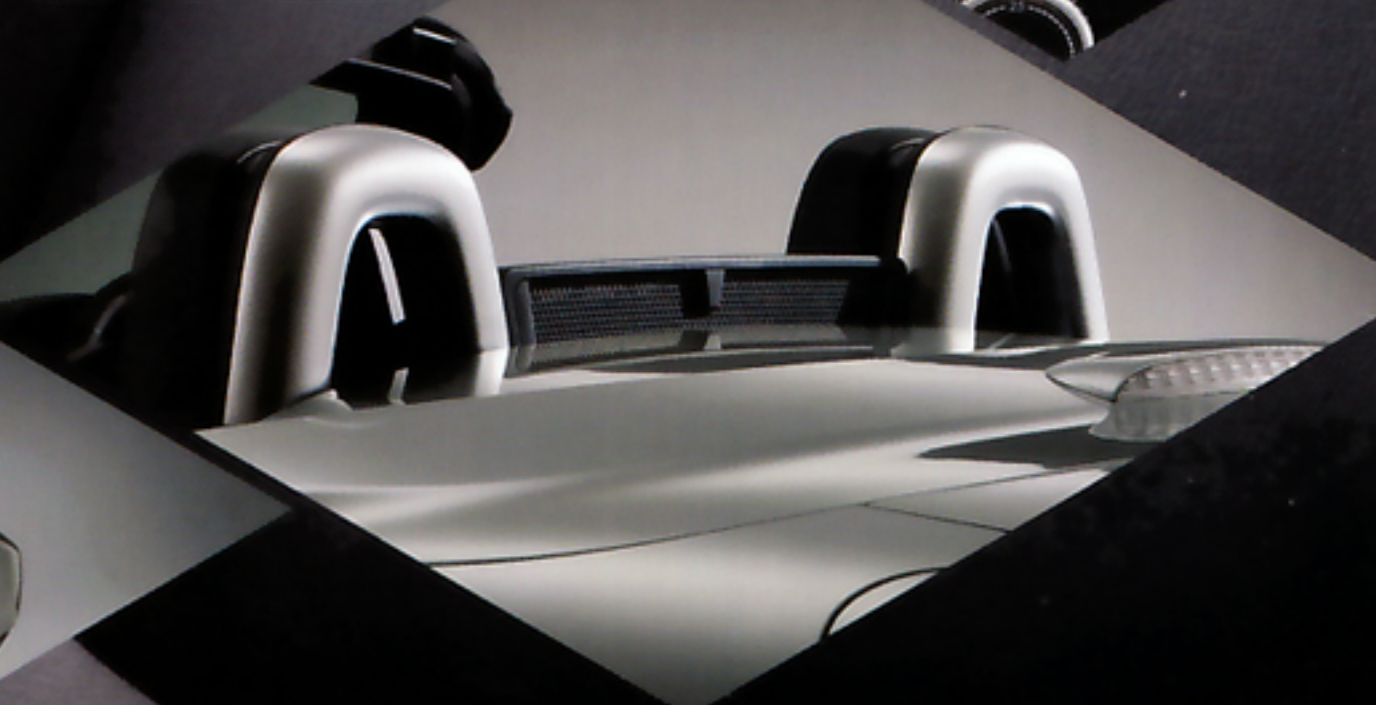
The joy of open-air motoring is the hallmark of the lightweight roadster, and Mazda MX-5 brings you even more of it. An innovative aero board, quarter windows and high rear deck achieve superior wind control and minimize air turbulence in the cabin to give you a calm and comfortable driving environment. Better yet, to extend the open-top driving season Mazda MX-5 features a climate control system with waist-high louvres on either side of the centre stack. Combined with two open-top climate control modes,

these give you cool air around the body and upper legs for comfort in hot summer weather, or warm air around the waist and upper legs to allow open-air motoring in ambient temperatures as low as 10°C. High-quality entertainment is assured by a Bose® premium sound system with seven speakers. In addition, a sensor tells the audio system if the top is up or down and optimizes the new digital amplifier's equalization accordingly, delivering a natural and expansive sound field whether the roof is open or closed. The

Z-folding soft top smoothly integrates into the body when folded down to preserve Mazda MX-5's clean lines, and requires only minimal, one-handed effort to operate, even when seated in the driving position. The Retractable Hard Top (RHT) combines the comfort and convenience of a hard top with the outright exhilaration of a convertible to bring the thrill of open-air driving to even more people. Roof opening and closing is pushbutton easy and low-noise motors assure quiet operation.

OPEN UP TO OPEN-AIR EXCITEMENT

**FUN TO
DRIVE**



More than just a driving machine, Mazda MX-5 brings you genuine pleasure and pride of ownership. The smoothly flowing silhouette is unmistakable, with the front fascia sporting a Mazda-family five-point grille and a side view with a more dynamic sense of movement. Headlamps and fog lamps have a refined, sharper design, the side sill garnishes are revised and the rear end has a wider, sportier look – all of which contribute to Mazda MX-5's dynamic sports car appearance. The retractable hard top version is distinguished by chrome-finished exterior parts and a mesh grille to further

emphasize its premium identity. The interior is another gorgeous restatement of Mazda design aesthetics. The T-shaped instrument panel features a high-quality, horizontal dark silver band, while the leather seats have heavy double-stitching to further enhance the impression of quality craftsmanship. What's more, soft padded trim surfaces and carefully-chosen materials with new colours and textures add to the superbly satisfying feel of the cabin. The sporty meter cluster incorporates five meters with individual lenses reminiscent of classic sports cars. Meter graphics have a new look with

distances between gradations increased for higher legibility, and the red-backlit LCD odometer/tripmeter also indicates average fuel consumption and outside temperature. And a final touch adding to the anticipation of driving excitement is the way all five needles flick upwards when the ignition switch is turned on. More satisfaction is delivered by the superb craftsmanship evident everywhere, from the sporty aluminium pedals ideally located for heel-and-toe operation, through the exquisite build quality with its superior fit and finish, to the satisfyingly solid sound of the doors closing.

PURE PLEASURE IN EVERY ASPECT



FUN TO OWN



FUN TO USE

Mazda MX-5 brings you more than just exhilaration on the open road, offering genuine everyday practicality, as well as the peace of mind that comes with a host of advanced safety and anti-theft measures. In the cockpit, a wide variety of storage spaces – including a lockable glove box, multipockets in the door trim, a lidded lockable centre box in the rear trim, and a storage recess behind each seat (soft-top models only) – are the result of extensive research into the daily needs of driver and passenger. There's even an AUX jack to allow connection of a portable audio device

to the car's sound system. The deep boot achieves 150 litres (VDA) of luggage capacity thanks to replacing the spare wheel with a puncture repair kit. And the unique in-cabin retraction system for the retractable hard top means there's no impact on luggage capacity: you can open and close the roof in seconds regardless of how much baggage you have in the boot. Safety is first assured by a high-rigidity body structure based on the Mazda Advanced Impact Distribution and Absorption System that absorbs impact energy and channels it away from the

passenger compartment. The second layer of protection consists of three-point seatbelts with pretensioner and variable load limiter. And for protection in depth Mazda MX-5 is equipped with dual front airbags and side airbags specifically developed to match an open-top sports car incorporated into the outer sides of the seatbacks to protect the head and chest. Anti-theft measures include an immobilizer system that prevents the engine being started without the correct Mazda-supplied key, and a boot-lid lock-canceller that stops the boot opening without the keyless-entry transmitter.

THE STYLE OF LIFE



Exterior and Interior Colours



Sunflower Yellow (A6Y)



Aluminium Metallic (38P)



Metropolitan Grey Mica (36C)



Copper Red Mica (32V)



Stormy Blue Mica (35J)



True Red (A4A)



Brilliant Black (A3F)



Marble White (A5M)*
*Only for soft-top models



Leather/Black



Leather/Dune Beige



Fabric/Black

The Extra Qualities of Zoom-Zoom

There's more to Mazda cars than "fun to drive". Every Mazda vehicle is designed and built to bring you the highest levels of quality and safety, as well as industry-leading care for the environment. Into the future, Mazda will continue making every effort to carry on the evolution of Zoom-Zoom by harmonizing driving pleasure with cutting-edge safety and environmental technologies. It's all part of what makes Mazda cars totally unique.



Through changing times, our commitment remains unchanged

Complete control, open-air freedom, appreciation of the styling, getting together with friends: these are just some of the "lots of fun" characteristics Mazda MX-5 has offered since its introduction in 1989. Needless to say, the heart of this fun is *Jinba Ittai* – the concept of a unity between car and driver like that between horse and rider. I believe the driving pleasure *Jinba Ittai* brings continues to fascinate in spite of changing times and priorities. Protection of the environment, measures to assure higher levels of safety, regard for noise pollution and many other social factors are an increasingly important part of our mission as a car builder.

So even as we worked to respond to society's demands, we also worked on refining Mazda MX-5 so our customers would enjoy even more of the vehicle's trademark *Jinba Ittai* driving

pleasure than before. At the same time as reinterpreting the signature styling handed down from the first generation model, we achieved an evolutionary step forward that further enhances driving pleasure in a way that defies expression in words and numbers.

As the programme manager since the second generation, I remain confident that Mazda MX-5 is more enjoyable than any competing car. It is no exaggeration to say that for both Mazda and me, the concept and form of the new Mazda MX-5 represent a unique philosophy of the two-seater open sports car. I'm delighted that the car and its evolved *Jinba Ittai* experience will soon be thrilling customers who already embrace the Mazda MX-5 philosophy, as well as those who are about embrace it for the first time.

Takao Kijima
Takao Kijima
Mazda MX-5 Programme Manager



The total approach to safety

All Mazda vehicles offer you sparkling performance, predictable responsive handling, and sure linear braking. This not only makes them a pleasure to drive, it's also a vital part of the Mazda approach to safety. Because while you're in full control, you can simply avoid hazardous situations altogether. And to help you stay in confident control in virtually any situation, Mazda vehicles offer a host of advanced active safety features. Notable are Mazda's Human Machine Interface (HMI) technologies. HMI supports accurate recognition and assessment of hazards along with improved vehicle dynamics to minimize the risk of collisions. Mazda safety: designed into the car from the very beginning and engineered to keep you in total control.

Friends with the earth

Mazda is dedicated to building cars that are both fun to drive and kind to the environment. We reduced the energy required to build a car through adopting

energy-saving technologies such as high frequency electric induction furnaces and switching over to liquefied natural gas (LNG), reducing CO2 emissions by 24.2% compared to fiscal year 1990. We introduced our unique Three Layer Wet Paint System featuring water-based painting technology to all our factories. In combination with Mazda's e-coating base paint process, this reduces emissions of both CO2 and volatile organic compounds (VOC). We also co-developed the world's first plant-derived plastics (bioplastics) suitable for injection moulding for automotive interior parts. Our RX-8 Hydrogen RE runs on hydrogen and has only water as its exhaust making this rotary engine a leading candidate for the environment-friendly engine of the future. As for recycling of manufacturing byproducts and waste, Mazda has achieved an outstanding recycling ratio of 99.7%.

To find out more, visit us at www.mazda.com/csr/



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All details and specifications of the vehicles and their options shown on the pages of this catalogue are subject to change without notice and may vary according to locale. Due to the printing process, the colours of the bodies and interiors may differ slightly from the actual colours. Please consult your local Mazda dealer for exact information.

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