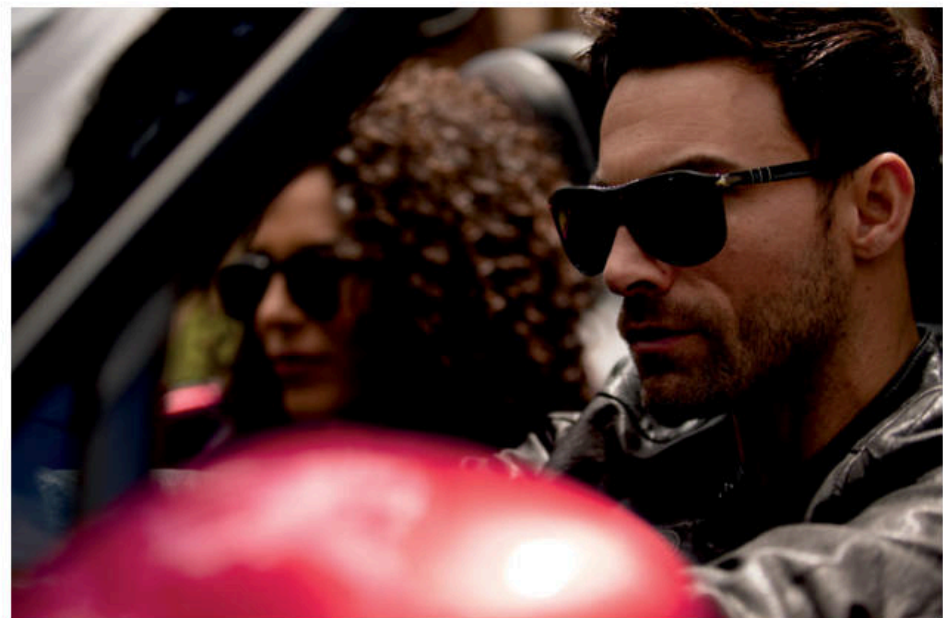


FEEL ALIVE®









Can the soul of a car company touch the heart of its drivers?

We believe so.

And have made it our pursuit.

Our passion.

Each day it inspires us.

To be inventive.

To push the limits.

To perpetually improve.

And guides us.

To breathe life into metal.

Transform light into art.

Tune engines to a feeling.

And form a bond between human and machine.

Over the last 100 years, we've been putting ingenuity before conventional thinking.

Expressed on the road.

And on the track.

Using technology to enhance our touch. Not replace it.

To not just build a car.

But create a connection.

One that begins the moment you see it.

And grows stronger every time you get behind the wheel.

Until you no longer feel like you're driving.

You feel alive.





MAZDA MX-5 MIATA

From its inception, the Mazda MX-5 Miata was designed to capture the pure exhilaration of driving. For over three decades, our engineers and designers have never stopped challenging themselves to improve upon its renowned handling and performance, collecting countless awards and distinctions along the way. Today's MX-5 Miata is a technologically smarter, safer car that remains lightweight, nimble and incredibly responsive to any driver who gets behind the wheel. Like the very first MX-5 Miata to hit the streets over 30 years ago, it continues to be beloved by drivers the world over.





Mazda MX-5 Miata RF Grand Touring shown in Machine Gray Metallic



MAZDA MX-5 MIATA RF

"How much joy can a car bring?" This is one of the thousands of questions Mazda engineers asked themselves when developing the Mazda MX-5 Miata RF. Asking these questions is what led to the creation of a sports car that is just as much in its element on a night out in the city as it is on a winding country road. The fastback styling of the MX-5 RF combines the comfort and peace of mind of a hardtop with the spontaneity and unparalleled driving exhilaration of the MX-5 roadster. In approximately 13 seconds, its retractable roof slips away, revealing the open sky and all its possibilities.

PURE DRIVING ENJOYMENT. DEFINED.

From the engine to the chassis to the transmission and beyond, we've designed every aspect of the MX-5 Miata to work in harmony through an approach we call Skyactiv® Technology. The MX-5 Miata's Skyactiv®-G 2.0 engine's 181 hp is engineered to flawlessly match its light yet strong chassis to create the ideal power-to-weight ratio. Add to that the nearly perfect 50/50 weight balance, and the MX-5 Miata becomes something far greater than an assembly of its parts. It becomes alive.





ONENESS BETWEEN DRIVER, SKY AND MACHINE.

For decades, we've studied the human body: how it moves, sensations of touch, sound and sight, muscle and skeletal structure. This is the human-centric design philosophy known as Jinba Ittai—horse and rider as one. An intuitive instrument panel places gauges and displays within your line of sight to minimize distraction. And with either the short-throw 6-speed Skyactiv®-Manual Transmission or the available 6-speed Automatic Transmission with steering-wheel-mounted paddle shifters, you have the freedom to shift gears in an instant. The MX-5 Miata is designed with near perfect 50/50 weight balance—the ideal distribution for optimal handling and performance. You feel as though your Mazda is an extension of your body, anticipating and answering your every command.

A COMMUNITY OF RACERS

On any given weekend, more Mazdas and Mazda-powered cars are road-raced in the U.S. than any other car! At Mazda Motorsports, it's our mission to support the thousands of racers who have chosen to race our cars in grassroots competitions. We've created a dedicated call center to answer technical questions for our community of drivers. For enthusiasts who want to test their talent at a higher level, we've developed the Battery Tender® Global MX-5 Cup. Because we want to get racers off the sidelines and behind the wheel.

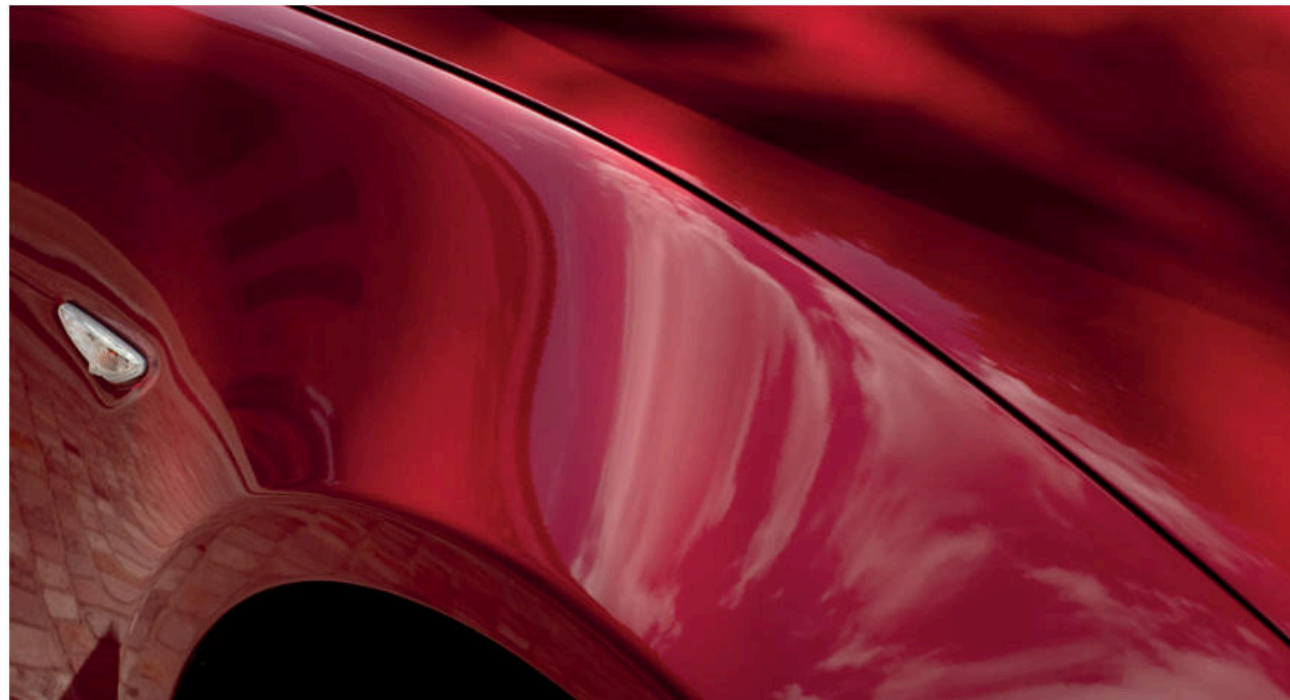
Visit Mazdamotorsports.com to learn more.





KODO: "SOUL OF MOTION"

Our design philosophy is simple yet highly challenging to accomplish: capture energy in motion, even at a standstill. With curves and angles so striking, they command your attention through a mere glance. Eliciting this kind of instant emotional response requires a human touch. Hands on clay, shaping form with warmth and precision. Eliminating all that is unnecessary, leaving only what is beautiful. We call this Kodo: "Soul of Motion" design. A dynamic sense of motion created for humans, by humans. This is the inspiration behind the Mazda MX-5 Miata.



From left to right: Soul Red Crystal Metallic, Machine Gray Metallic

THE ART OF SEDUCTION

One of the first things you'll notice with any Mazda is its color. The glossiness. The luster. The depth and translucency. It's far beyond what you'd expect from a production car. Each MX-5 Miata color is created by a master painter and color designer who work as a team to illuminate the curves and characteristics of our Kodo design. Our daring array of lustrous finishes, now including Deep Crystal Blue Mica, may be the final touch on the MX-5 Miata, but it's the first thing that will catch your eye. And it will continue to draw your gaze again and again.



MAKE A SMARTER CONNECTION

Your inspiration. Your space. Your cockpit. This is the driver-centric cabin of the MX-5 Miata. Every control is situated within your reach, so you can stay focused on the road ahead. The center console and Commander control are positioned for optimal comfort for the wrist and forearm. The Mazda Connect™ Infotainment System has a 7-inch full-color touch screen display and features Android Auto™ compatibility¹ and available wireless connection to Apple CarPlay™ for your compatible iPhone® (shown)¹. And Grand Touring models feature a three-year subscription to SiriusXM Traffic and Travel Link². Communication between you and your vehicle becomes second nature—by design.

¹ Apple CarPlay shown while using iOS 14. Requires compatible phone and standard text and data rates apply. Third-party interface providers are solely responsible for their product functionality and third-party terms and privacy statements apply. Don't drive while distracted or while using a hand-held device. Android and Android Auto are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Apple Inc. ² SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming are subject to change. Current information and features may not be available in all locations. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.

THE TWO-SEAT AMPHITHEATER

Mazda and Bose® engineers worked to jointly develop an audio system designed specifically for the Mazda MX-5 Miata. Standard in the MX-5 Miata Club and Grand Touring, the Bose® Surround Sound audio system keeps your music crisp and clear even with the top down. Nine speakers, perfectly situated, including two positioned in each of the MX-5 Miata's headrests, create an immersive experience to invigorate all of your senses.





A GREATER SENSE OF AWARENESS WHEREVER YOU GO

To heighten your senses, we created a few of our own. Sophisticated safety features that alert you to hazards and help you avoid collisions—or lessen their impact. All MX-5 Miatas are equipped with i-Activsense® safety features including Blind Spot Monitoring,¹ Lane Departure Warning System,² Smart City Brake Support³ and Rear Cross Traffic Alert¹ to help improve your visibility and awareness of the road. These advanced systems and their alerts contribute to a more confident experience behind the wheel.

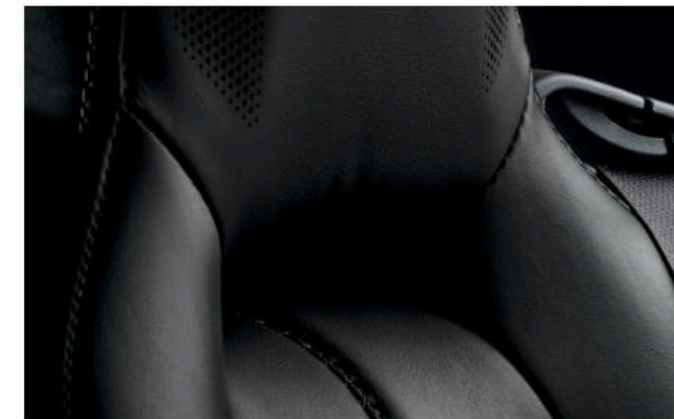
¹ Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ² Lane Departure Warning System operates under certain conditions above 44 mph. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ³ Smart City Brake Support operates under certain low-speed conditions between about 2 and 18 mph. It is not a substitute for safe and attentive driving and is only designed to reduce damage in the event of a collision. There are limitations to the operation and detection of the system. Please see your Owner's Manual for further details.



THE HUMAN TOUCH

The Mazda Takumi are the artisans and craftsmen who hone their skills for years, even decades, to achieve mastery. From their first sketch to the final stitch, their passion, patience and persistence are poured into every car. Utilizing their sense of touch as much as sight, the Takumi masters gracefully carve a block of clay into a work of art. With an innate sense of composition, they ensure that every curve is perfectly proportioned to their final vision. This hand-sculpted creation ultimately enriches the emotional bond between you and your MX-5 Miata.





REDEFINING REFINEMENT

Our Takumi set out to create beauty through shape, texture and color to design a welcoming and modern space. Expert fabricators work meticulously to craft luxuriously comfortable seating using soft materials like our available White Nappa leather with Light Gray stitching. Every inch of our carefully constructed cabin is designed to engage you with a tactile and visual experience. Take a front row seat under the stars and sky.



Every Mazda is designed to inspire.

We refine, so you can focus on the essential.

Our measurements are emotions. Our stats, stories.

Each decision is made to heighten your mood, your senses and your abilities.

Because to us, the road is a source of discovery, to which there is no end.

MAZDA. FEEL ALIVE.®

ENGINE

SKYACTIV®-G 2.0 DOHC 16-valve 4-cylinder engine with variable valve timing
181 hp @ 7,000 rpm
151 lb-ft of torque @ 4,000 rpm
Redline @ 7,500 rpm

TRANSMISSION

SKYACTIV®-MT 6-speed manual transmission with short-throw shifter
Available 6-speed Sport automatic transmission with paddle shifters

GEAR RATIOS

1st Gear
2nd Gear
3rd Gear
4th Gear
5th Gear
6th Gear
Final Drive

SKYACTIV-MT 6-SPEED

5.087
2.991
2.035
1.594
1.286
1.000
2.866

6-SPEED AUTOMATIC

3.538
2.060
1.404
1.000
0.713
0.582
3.583

FUEL ECONOMY^a

EPA-estimated MPG (city/highway)
MX-5/MX-5 RF

MT
26/34

AT
26/35

FUEL CAPACITY

11.9 U.S. gallons

CURB WEIGHTS

MX-5
MX-5 RF

MT

2,341 pounds
2,452 pounds

AT

2,403 pounds
2,496 pounds

TRUNK CAPACITY

MX-5
MX-5 RF

4.6 cubic feet
4.5 cubic feet



MX-5 MIATA SPORT



AVAILABLE EXTERIOR COLORS¹

STANDARD FEATURES INCLUDE:

Aluminum Power Plant Frame
Rack-and-pinion steering with double pinion electric power assist
Double-wishbone front suspension with aluminum control arms
Independent multi-link rear suspension with aluminum bearing support
Front and rear stabilizer bars
Gas-charged shock absorbers
16-inch aluminum alloy wheels with Metallic Black finish
195/50 R16 High-performance tires
LED headlights and taillights
Daytime running lights
Black power side mirrors
Black cloth convertible top
Glass rear window
Air conditioning
Black cloth sport seats
Power door locks

Mazda Advanced Keyless Entry System
Push Button Start
Power windows with driver and passenger one-touch-down feature
Tilt and telescopic steering column
Leather-wrapped steering wheel with steering-wheel-mounted audio and cruise controls
6 speakers, including driver's headrest speakers
Bluetooth® hands-free phone and audio streaming
Dual USB audio input ports
Apple CarPlay™ integration²
Android Auto™ integration²
Mazda Connect™ Infotainment System³ with:
7-inch full-color touch-screen display,
Multifunction Commander control, HD Radio,⁴
Infotainment system voice command, Aha,⁵
Pandora® and Stitcher™ internet radio integration,
Radio Broadcast Data System program information,
SMS text message audio delivery and reply and
Mobile 911 automatic emergency notification⁴

Rearview camera⁵
Mesh aero board wind blocker
Dual front air bags and side-impact air bags⁶
Dynamic Stability Control⁷
Traction Control System
Smart City Brake Support⁸
Blind Spot Monitoring⁹
Rear Cross Traffic Alert⁹
Lane Departure Warning System¹⁰
Anti-theft Engine Immobilizer
Tire Pressure Monitoring System

^a EPA-estimated mileage. Actual results will vary.

¹ Available exterior colors, some available at extra cost, vary based on vehicle and trim combinations. Visit MazdaUSA.com to see all the vibrant color choices available. ² Requires compatible phone and standard text and data rates apply. Third-party interface providers are solely responsible for their product functionality and third-party terms and privacy statements apply. Don't drive while distracted or while using a hand-held device. Android and Android Auto are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Apple Inc. ³ Don't drive while distracted. Even with voice commands, only use Mazda Connect™/other devices when safe. Some features may require cellular or Wi-Fi service; some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply. ⁴ Mobile 911 automatically calls 911 from a paired hands-free device when a moderate to severe collision is detected. Specific phone settings are required. There are limitations to the system. Please see your Owner's Manual for further details. ⁵ Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. ⁶ Always wear your seat belt and ensure that the passenger air bag deactivation light is illuminated when using a child- or infant-restraint system. Please see your Owner's Manual for further details. ⁷ 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. ⁸ Smart City Brake Support operates under certain low-speed conditions between about 2 and 18 mph. It is not a substitute for safe and attentive driving and is only designed to reduce damage in the event of a collision. There are limitations to the operation and detection of the system. Please see your Owner's Manual for further details. ⁹ Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ¹⁰ Lane Departure Warning System operates under certain conditions above 44 mph. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. ¹¹ SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Current information and features may not be available in all locations. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ¹² Traffic Sign Recognition System is not a substitute for safe and attentive driving. Factors including weather and condition of the traffic sign can impact recognition or display of the sign. Always check traffic signs visually while driving. Please see your Owner's Manual for further details. **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.



MX-5 MIATA CLUB



AVAILABLE EXTERIOR COLORS¹

FEATURES IN ADDITION TO OR IN PLACE OF SPORT:

- 17-inch aluminum alloy wheels with Metallic Black finish
- 205/45 R17 High-performance tires
- LED daytime running lights
- Front shock tower brace (MT models only)
- Sport-tuned suspension with Bilstein® shock absorbers (MT models only)
- Limited-slip differential (MT models only)
- Black painted front air dam and rear lip spoiler
- Black cloth seats with Light Gray accent stitching
- Heated seats with three settings
- Piano Black seat back bar trim
- SiriusXM® Satellite Radio with 3-month trial subscription to the Sirius All Access package¹¹
- Bose® Surround Sound audio system with AudioPilot®
- 9 speakers, including subwoofer and driver's and passenger's headrest-mounted speakers

AVAILABLE OPTION AND PACKAGE

- BREMBO®/BBS®/RECARO® SEATS PACKAGE** (MT models only)
- Includes Brembo® front ventilated disc brakes with red front and rear calipers
- BBS® forged 17-inch alloy wheels with Dark Gunmetal finish
- Heated RECARO® sport seats
- Black painted side sill extensions
- Rear bumper skirt



MX-5 MIATA GRAND TOURING



AVAILABLE EXTERIOR COLORS¹

FEATURES IN ADDITION TO OR IN PLACE OF CLUB:

- 17-inch aluminum alloy wheels with Dark Silver finish
- 205/45 R17 High-performance tires
- Auto on/off headlights
- Body-colored heated power side mirrors
- Auto-dimming driver's side mirror
- Adaptive Front-lighting System
- Rain-sensing windshield wipers
- Doorsill trim plates
- Available Gray cloth roof (on select exterior colors)
- Leather-trimmed sport seats
- Available White Nappa leather-trimmed sport seats (With select exterior colors)
- Bright metallic interior accents
- Automatic climate control
- Convertible top Black cloth liner
- Auto-dimming rearview mirror with HomeLink®
- Mazda Navigation System
- Apple CarPlay™ integration² wireless connection
- SiriusXM® Traffic and Travel Link® Services.¹¹ 3-year service includes: Traffic, Weather, Sports scores, Fuel prices and Nearby or destination parking
- High Beam Control
- Traffic Sign Recognition System¹²



MX-5 MIATA RF CLUB



AVAILABLE EXTERIOR COLORS¹

FEATURES IN ADDITION TO OR IN PLACE OF MX-5 MIATA SPORT:

- 17-inch aluminum alloy wheels with Metallic Black finish
- 205/45 R17 High-performance tires
- LED daytime running lights
- Black painted front air dam and rear lip spoiler
- Power retractable fastback roof
- Front shock tower brace (MT models only)
- Sport-tuned suspension with Bilstein® shock absorbers and limited-slip differential (MT models only)
- Black cloth seats with Light Gray accent stitching
- Heated seats with three settings
- Leather-wrapped shift knob and parking brake handle
- Piano Black seat back bar trim
- Transparent wind blocker
- SiriusXM® Satellite Radio with 3-month trial subscription to the Sirius All Access package¹¹
- Bose® audio system with AudioPilot®
- 9 speakers, including driver's and passenger's headrest-mounted speakers and subwoofer

AVAILABLE OPTION AND PACKAGE

- BREMBO®/BBS®/RECARO® SEATS PACKAGE** (MT models only)
- Includes Brembo® front ventilated disc brakes with red front and rear calipers
- BBS® forged 17-inch alloy wheels with Dark Gunmetal finish
- Heated RECARO® sport seats
- Black painted side sill extensions
- Rear bumper skirt



MX-5 MIATA RF GRAND TOURING



AVAILABLE EXTERIOR COLORS¹

FEATURES IN ADDITION TO OR IN PLACE OF CLUB:

- 17-inch aluminum alloy wheels with Dark Silver finish
- 205/45 R17 High-performance tires
- Body-colored heated power side mirrors
- Auto on/off headlights
- Adaptive Front-lighting System
- Rain-sensing windshield wipers
- Doorsill trim plates
- Leather-trimmed sport seats
- Available White Nappa leather-trimmed sport seats (with select exterior colors)
- Automatic climate control
- Apple CarPlay™ integration² wireless connection
- SiriusXM® Traffic and Travel Link® Services.¹¹ 3-year service includes: Traffic, Weather, Sports scores, Fuel prices and Nearby or destination parking
- Mazda Navigation System
- Auto-dimming rearview mirror with HomeLink®
- High Beam Control
- Traffic Sign Recognition System¹²

¹Please refer to the previous two pages for important qualifiers.



BEAUTIFULLY ACCESSORIZED

Mazda has created thoughtfully designed accessories that perform seamlessly with your MX-5 Miata, enhancing and further personalizing your driving experience. From the sleek Rear Spoiler to the aerodynamic Rear Diffuser, Mazda accessories consider every aspect of driving down to the finest detail. When installed by your Mazda Dealer, Genuine Mazda Accessories carry the same New Vehicle Limited Warranty¹ as your new Mazda.

To learn more about Genuine Mazda Accessories, visit [Accessories.MazdaUSA.com](https://www.mazdausa.com/accessories).

- 3.5mm Audio Cable
- Alcantara® Center Console Lid
- Alcantara® Door Panel Center Trim
- Alcantara® Instrument Panel Lower Trim
- Alcantara® Parking Brake Boot
- Alcantara® Shift Boot (MT & AT)
- All-Weather Floor Mats
- Alloy Pedals
- Car Cover Cable Lock
- Car Covers
- Cargo Net
- Cargo Tray
- Collapsible Cargo Carrier
- Doorsill Trim Plates
- First Aid Kit
- Front Air Dam
- Front Mask
- Front Strut Tower Brace
- Interior Lighting Kit
- Ashtray
- LED Bulb
- License Plate Frames
- Lower Arm Bar
- Lug Nuts
- Mazda Keychains
- Mazda Valve Stem Caps
- Navigation System
- Oil Filler Cap
- Rear Diffuser
- Rear Spoiler
- Roadside Assistance Kit
- Satin Chrome Air Vent Bezel
- Side Sill Extensions
- Splash Guards
- Touch-Up Paint
- Tunnel Under Bars
- Scosche® Lightning Charging Cable
- Scosche® USB-C Charging Cable
- Scosche® Magnetic Vent Mount
- Scosche® Portable Car Jumper
- Scosche® USB Car Charger
- Scosche® Vent Mount Wireless Charger
- Wheel Locks
- Windshield Sunscreen

Rear Spoiler and Rear Diffuser accessories shown. ¹Genuine Mazda Accessories sold and installed by a Mazda Dealer are covered for the duration of the New Vehicle 36-month/36,000-mile Limited Warranty, or if vehicle is outside of the New Vehicle Limited Warranty, then 12 months/12,000 miles from the installation date. Please refer to your Warranty Information booklet or check with your Mazda Dealer for details. **IMPORTANT ACCESSORY INFORMATION:** Items are subject to availability. With all accessories, please check with your Mazda Dealer for applicable models. In some cases, parts in addition to those shown will be required for proper installation. In all cases, professional installation by your Mazda Dealer is recommended. Please see your Mazda Dealer for product details and availability.



THE ESSENCE COLLECTION

Inspired by the precision of Japanese tailoring. Brought to life with a balance of exceptional materials, finishes and graphics that nod to the energy, intuition and ability of the human spirit. This is the Essence line. A collection of inspired clothing and lifestyle accessories that pays tribute to Mazda's deeply held philosophy that drives the development of our cars forward.

Visit MazdaCollection.com to view the entire line of apparel and lifestyle accessories.



