We do not simply exist to make cars. We strive to achieve something more. To inspire you every day through exhilarating experiences that help you feel more focused, more connected, and more alive.

This is what drives us to push boundaries and defy convention every day. It’s why we refined the rotary engine in 1967, resurrected the roadster in 1989 and reimagined how an automobile is developed, piece by piece, in 2006. Instead of simply redesigning a car, we started from a blank sheet of paper and built the ideal vehicle around how it would make you feel.

Today, we stand more focused than ever. Creating breathtaking designs and revolutionary technologies like Skyactiv® Technology and i-Activ AWD®. Built to forge an even deeper connection between you and your Mazda. An emotional bond, formed at first glance and reinforced every time you get behind the wheel. To us, this bond is everything. And it inspires us to design better, innovate more and make each Mazda smarter and safer than what came before. All to make everything about driving even better. Including you.
CHALLENGER SPIRIT

Since 1920, Hiroshima, Japan, has been our source of intense courage, commitment and perseverance. We have consistently found inspiration through this community—a shared spirit that pushes us to rise above any challenge. Together, we have achieved more than anyone could have imagined. We have built a global company from the ground up. We have developed innovations that others deemed impossible—from the rotary engine to Skyactiv® Technology and beyond. Most of all, we have never strayed from our commitment to humanity. We give all of ourselves, we use our hands to craft and make things that matter that love soul and heighten your state of being.
Mazda debuted the MX-5 Miata in 1989 to enthusiasts who craved a modern-era roadster. Keeping the dream of classic roadsters alive, it’s an extraordinary feat of engineering. The legacy of pure driving enjoyment is infused into the MX-5 Miata to this day, offering unprecedented handling that transforms every highway, every curve, every switchback into heightened moments of pure delight. Nearly 30 years later, the MX-5 continues to push the boundaries of innovation while staying true to its original spirit. No detail is too small to reconsider and refine. And now, the 2019 MX-5 offers an even more invigorating driving experience with a boost in horsepower from 155 hp to 181 hp—making it our most powerful MX-5 ever. Without adding unnecessary weight or inches. Because at Mazda, our passion is to continually elevate the joy from driving.
From its inception, the Mazda MX-5 Miata was designed to capture the pure exhilaration of driving. Mazda’s challenger spirit to never stop improving is evident in the MX-5 Miata as engineers and designers continue to perfect its handling and performance. Even as safety standards have increased and technologies progressed, it remains lightweight, nimble and responsive to any driver, ally or distributor who embraces its accelerating down the highway, looping into turns or maneuvering through corners, the MX-5 offers an unparalleled dynamic driving experience. Like the very first MX-5 to hit the streets nearly 30 years ago, it continues to be beloved by drivers the world over.
Our design philosophy is simple, yet highly challenging to accomplish. Everything we create must capture motion, even at a standstill. In the same instance, it should evoke emotion. This process requires a human touch, hands on clay, shaping the forms. Eliminating all that is unnecessary, leaving only what is beautiful. Lines should effortlessly draw your eye to every angle and curve. This sense of movement inspires an urge to get behind the wheel. We call this Kodo: “Soul of Motion” design. It’s what makes a Mazda feel like a Mazda.
DESIGN WITH A SINGLE FOCUS: YOU.

The 2019 Mazda MX-5 Miata has been meticulously crafted around you, the driver, to enliven the senses. To ensure you feel seamlessly at one with your MI-5, every design within the cabin has been considered. From the tilt of the ergonomic sport seats to the placement of the gauges, each element has been thoughtfully designed to work in harmony with your body. The car seems to anticipate your every command. And attention to finer details, like the placement of stitching that positions the driver's seat in perfect symmetry, create a visual center line that continues up through the steering wheel and instrument panel. An aesthetic that is not only visually pleasing but also contributes to the pure joy experienced by such a connected drive.
There is a Japanese philosophy known as "Jinba Ittai" (horse and rider as one). It's the relationship where the two join in one fluid entity, the horse sensing and responding to the rider's slightest move. The Mazda MX-5 is designed around this philosophy. It becomes a natural extension of your body, anticipating and answering your every command. And it’s only when you sit in the driver’s seat that the car achieves a nearly perfect 50/50 balance—the ideal destination for optimal handling and performance. It’s this unique relationship between car and driver that makes the MX-5 driving experience so unique and exhilarating.
The Mazda MX-5 Miata RF was born from the desire to bring the heart-pounding excitement of driving to a more sophisticated design. An adventurous evolution of the MX-5 Miata—it’s not just a hardtop, not just a convertible. It’s an innovative fastback. In approximately 13 seconds, its retractable roof disappears, revealing the smooth fastback profile with sinuous lines that always seem in motion. Polished, charismatic, muscular. And now, it’s the most powerful MX-5 RF ever.
MAZDA CONNECT™ | A deeper connection to your car and the road can come in unexpected ways. Like intuitively connecting to the outside world without losing your focus on the road ahead. Through the MAZDA CONNECT™ infotainment system you can access music, entertainment and information with ease via your Bluetooth®-enabled and Internet-connected device. It’s all at your fingertips via the Commander control on the center console. Make hands-free calls, access social media feeds, listen to audible navigation guidance commands and text message readouts and more. It’s human-centric technology that makes you feel close in touch no matter how far you travel.

1 Don’t drive while distracted. Even with voice commands, only use MAZDA CONNECT™/other devices when safe. 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.

2 Available feature.

SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. See full disclaimer in Specifications.

HARMONY WITHIN

We designed the MX-5’s cabin to be in synchronicity with you, the driver. While embraced in the leather seats of Grand Touring models or the red-stitched cloth seats in Club models, you won’t miss a beat of your favorite songs. Both models feature the Bose® Surround Sound audio system that keeps the music crisp and clear. Nine speakers, including two positioned in each of the MX-5’s headrests, create an energizing aural experience. An environment that’s sophisticated, refined and perfectly in sync.
ASTONISHINGLY INTUITIVE

Keeping you connected to your music, entertainment, friends or colleagues, all while keeping your eyes focused on the road, Mazda Connect™ is as intuitive as it is interactive. Carefully placed at the optimum position, the Commander control on the center console lets you navigate the system’s features with ease, with information shown on the MX-5’s 7-inch full-color center display. It’s impressive technology that immerses the senses, keeping you in close touch no matter how far you travel.

1. Don’t drive while distracted. Even with voice commands, only use Mazda Connect™ when driving when safe. 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.
Seamlessly connect to your world and inspire your drive with Apple CarPlay™ integration1, now available as part of a new dealer-installed accessory bundle for the MX-5. Access your iPhone’s maps, playlists, contacts, and compatible apps with your voice through Siri. Siri will also read incoming text messages and allow you to reply without taking your hands off the wheel. For Android users, Android Auto™ integration1 is also included in the bundle. Everything you need is a tap or voice command away, enhancing the connection between you and the drive.

Accessory Apple CarPlay™ integration shown.

1 Requires compatible phone and standard text and data rates apply. Third-party interface providers are solely responsible for their products and related services, and Mazda is not responsible for any content, error or malfunction. Apple CarPlay, iPhone and Siri are trademarks of Apple Inc.
A HOLISTIC APPROACH TO DRIVING

From the chassis to the transmission to the engine and beyond, SkyActiv® Technology enables us to orchestrate the ideal driving experience. We’ve designed every single aspect of our cars to be powerful, yet efficient. And now, the 2019 Mazda MX-5 Miata is the most powerful version we’ve produced. The MX-5’s Skyactiv-G 2.0L engine generates 181 hp and with a higher redline of 7,500 rpm, there’s room for even more exhilaration. It’s one of the many ways driving the MX-5 Miata rejuvenates your spirit.
A COMMUNITY OF RACERS

The Mazda MX-5 Miata was born from a love of racing. On any given weekend, more Mazdas and Mazda-powered cars are road-raced in the U.S. than any other car. Mazda Motorsports, it's our mission to support the thousands of racers who have chosen to race our cars in grassroots competitions, including those in the Sports Car Club of America (SCCA) and the National Auto Sport Association (NASA). Those who are part of our community of drivers have access to an exclusive website, plus access to a dedicated call center for answers to technical questions. For enthusiasts who want to test their talent and technique at a higher level, we developed the MX-5 Cup. Because we want to get racers off the sidelines and behind the wheel.

1 Based on Sports Car Club of America racing data.
**SPECIFICATIONS**

**ENGINE**
SKYACTIV®-G 2.0L 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**

<table>
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<th>Gear</th>
<th>SKYACTIV-MT 6-SPEED</th>
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</table>

**FUEL ECONOMY**
EPA-Estimated MPG. (city/highway)
- (Actual results will vary)
- MT: 26 / 34 (city/highway)
- AT: 26 / 35 (city/highway)

**FUEL CAPACITY**
11.89 U.S. gallons

**WEIGHTS AND CAPACITIES**
Curb Weights (MT/AT)
- MX-5: 2,339 lbs / 2,388 lbs
- MX-5 RF: 2,453 lbs / 2,493 lbs

**TRUNK CAPACITY**
- MX-5: 4.59 cubic feet
- MX-5 RF: 4.48 cubic feet
**MAZDA MX-5 MIATA GRAND TOURING**
Includes the following features in addition to or in place of Mazda MX-5 Miata Sport:

- 17-inch aluminum alloy wheels with Dark Silver finish
- 205/45R17 high performance tires
- Auto on/off headlights
- Body-colored hooded power side mirrors
- Auto-dimming driver’s side mirror
- LED Daytime Running lights
- Adaptive Front lighting System
- Rain-sensing windshield wipers
- Available Dual Cherry cloth roof (in select exterior colors)
- Available Brown cloth roof

**AVAILABLE CT-S PACKAGE**
Includes sport tuned suspension with Bilstein® shock absorbers; limited slip differential and front shock tower brace (MT models only)

- Leather-trimmed sport seats
- Heated seats with three settings
- Bright metallic interior accents
- Automatic climate control
- Convertible top (black interior)
- Auto-dimming rearview mirror with HomeLink®
- Mazda Navigation System
- SiriusXM® Satellite Radio with 4-month trial subscription
- Bose® surround sound audio system with AudioPilot®
- 9 speakers, including driver and passenger
- Headrest-mounted speakers and subwoofer
- Piano Black and backlit trim

**MAZDA MX-5 MIATA CLUB**
Includes the following features in addition to or in place of Mazda MX-5 Miata Sport:

- Exclusive 17-inch aluminum alloy wheels with Black Painted finish (MT models only)
- LED Daytime Running lights
- Sport tuned suspension with Bilstein® shock absorbers – limited slip differential (MT only)
- Painted Black front left and rear lip spoiler
- Available Dual Cherry cloth roof (in select exterior colors)

**AVAILABLE SMEY SIRUS PACKAGE**
Includes Bose® front ventilated disc brakes with red front and rear calipers, 18" forged 17-inch alloy wheels with Dark Gunmetal finish, heated leather trimmed sport seats and Piano Black side sill extensions and rear bumper skirt. (MT models only)

- Blind Spot Monitoring®
- Rear Cross Traffic Alert®

**MAZDA MX-5 MIATA SPORT**
Includes the following features:

- Double-wishbone front suspension with aluminum control arms
- Independent multilink rear suspension with aluminum bearing support
- Front and rear stabilizer bars; gas-charged shock absorbers
- 16-inch aluminum alloy wheels with Metallic Black (MT: Gloss Black high performance tires)
- LED Running lights
- Daytime Running lights
- Piano Black power side mirrors
- Black cloth convertible top with glass rear window

**EXTERIOR SAFETY AND SECURITY**

- Dynamic Stability Control®10
- Traction Control System
- Smart City Brake Support3
- Blind Spot Monitoring®4
- Rear Cross Traffic Alert®4
- Traffic Sign Recognition System7
- Rearview camera8
- High Beam Control

- Dual front air bags and seat side impact air bags2
- Dual front AIRBAGS3

**INTERIOR**

- Mazda Advanced Keyless Entry System
- Push-Button Start
- Power windows with driver and passenger one-touch power feature
- Leather-wrapped driver’s seat with parking brake
- Brake driven automatic headrest speakers and subwoofer
- Dual USB audio input ports
- AHA, Pandora, and Stitcher Internet radio
- 7-inch full-color touch-screen display
- Multifunction Commander control: Voice command, AHA, Pandora, and Stitcher Internet radio

**INTERIOR SAFETY AND SECURITY**

- Dual front air bags
- Blind Spot Monitoring®4
- Rear Cross Traffic Alert®4
- Lane Departure Warning System®

**SIRIUSXM® SATELLITE RADIO**

- 36-month Service Agreement for complete terms at www.siriusxm.com. Sirius satellite service is available only to those with a valid SiriusXM Satellite Radio subscription and a SiriusXM Ready™ vehicle (if the vehicle was not sold as SiriusXM Ready). SiriusXM is a registered trademark and service mark of SiriusXM Radio Inc.
Includes the following features in addition to or in place of Mazda MX-5 Miata RF Club:

- Mazda MX-5 Miata RF Grand Touring
- Mazda Navigation System
- Dual front air bags and side-impact airbags
- Blind Spot Monitoring
- Rear Cross Traffic Alert
- Dynamic Stability Control
- Traction Control System
- Anti-lock/Brake Assist
- Intelligent Speed Adaptation
- Tire Pressure Monitoring System
- Premium Audio System
- Mazda Connect Infotainment System
- Bluetooth hands-free phone and audio streaming
- SiriusXM Satellite Radio with 4-month trial subscription

EXTERIOR

- Power retractable fastback roof
- 17-inch aluminum alloy wheels with Dark Silver finish
- 205/45 R17 high-performance tires
- Body-colored heated power side mirrors
- Auto on/off headlamps
- Adaptive front lighting system
- Rain-sensing windshield wipers

INTERIOR

- Leather-trimmed sport seats
- Available: Nappa leather-trimmed sport seats (with select exterior colors)
- Automatic climate control
- Mazda Navigation System
- Auto-dimming rearview mirror with HomeLink

SAFETY AND SECURITY

- Dual front air bags and side-impact airbags
- Blind Spot Monitoring
- Rear Cross Traffic Alert
- Dynamic Stability Control
- Traction Control System
- Anti-lock/Brake Assist
- Intelligent Speed Adaptation
- Tire Pressure Monitoring System

AVAILABLE 1-ACTIVSENSE® CLUB PACKAGE

- Includes Smart City Brakes support and Lane Departure Warning System

MAGAZINE PACKAGES

- Includes the following features:
  - Available i-ACTIVSENSE® Club Package
  - ARISING BREMBO®/BBS Package

- Includes Brembo® front ventilated disc brakes with red front calipers, BBS forged 17-inch alloy wheels with Dark Silver finish, Gunmetal finish, heated RECARO® sport seats and Piano Black side sill extensions and rear bumper skirt (MT models only)

- Includes Brembo® front ventilated disc brakes with red front calipers, BBS forged 17-inch alloy wheels with Dark Silver finish, Gunmetal finish, heated leather-trimmed sport seats and Piano Black side sill extensions and rear bumper skirt (MT models only)

- Includes 205/45 R17 high-performance tires, 17-inch aluminum alloy wheels with Dark Silver finish, Gunmetal finish, heated RECARO® sport seats and Piano Black side sill extensions and rear bumper skirt (MT models only)

- Includes Brembo® front ventilated disc brakes with red front calipers, BBS forged 17-inch alloy wheels with Piano Black finish, Piano Black front or side skin and rear lip spoiler (MT models only)

- Includes Brembo® front ventilated disc brakes with red front calipers, BBS forged 17-inch alloy wheels with Piano Black finish, Piano Black front or side skin and rear lip spoiler (MT models only)

Air conditioning

- Black cloth sport seats with red accent stitching
- Heated seats with three settings
- Power-dome lock
- Mazda Advanced Keyless Entry System
- Push Button Start
- Power windows with driver and passenger one-touch down feature
- Leather-wrapped shift knob and parking brake handle
- Bright metallic interior accents
- Tilt and telescoping steering wheel
- Piano Black rear deck trim
- Bluetooth® hands-free phone and audio streaming
- Dual USB audio input ports
- Mazda CONNECT™ Infotainment System with:6
  - 7-inch full-color touch screen display
  - Multi-function Commander control
  - HD Radio™
  - Infotainment system voice command
  - AHA®, Pandora®, and Stitcher® internet radio integration
  - Radio Broadcast Data System program information and SMS text-message audio delivery and reply
  - SiriusXM® Satellite Radio with 4-month trial subscription

- SiriusXM Satellite Radio reception requires a subscription and Mazda satellite radio. Subscriptions to SiriusXM services are sold by SiriusXM after a 4-month trial subscription to the SiriusXM All Access package expires and are subject to change at any time. Prices and service not available in Alaska or Hawaii. Streaming only available at siriusxm.com; Over Pandora®, SiriusXM® Satellite Radio with 4-month trial subscription to SiriusXM All Access package; 9 speakers, including driver and passenger headrest–mounted speakers with subwoofer; Rearview camera8

- Leather-wrapped steering wheel with steering one-touch-down feature
- Power windows with driver and passenger one-touch down feature
- Leather-wrapped shift knob and parking brake handle
- Bright metallic interior accents
- Tilt and telescoping steering wheel
- Piano Black rear deck trim
- Bluetooth® hands-free phone and audio streaming
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- Power windows with driver and passenger one-touch down feature
- Leather-wrapped shift knob and parking brake handle
- Bright metallic interior accents
- Tilt and telescoping steering wheel
- Piano Black rear deck trim
- Bluetooth® hands-free phone and audio streaming
- Dual USB audio input ports
- Mazda CONNECT™ Infotainment System with:6
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  - Radio Broadcast Data System program information and SMS text-message audio delivery and reply
  - SiriusXM® Satellite Radio with 4-month trial subscription
The closer you examine the Mazda MX-5 Miata, the more intriguing its story becomes. Mazda’s Kodo design philosophy is evident across every aspect of the Mazda MX-5 Miata, right down to its alloy wheels. Our entire selection of wheels is designed to help you express your own character to create an even more personal connection between you and your car.
One of the first things you'll notice with any Mazda is its color. The glossiness. The luster. This isn't paint you'd typically find on a production car. This level of detail, this level of depth and translucency, is what you'd expect at a custom car show. Each MX-5 Miata color is created by a color designer and master painter who work together to ensure the final product is exactly as intended. Together, they continually pursue the ideal color and stretch the possibility of the paint to highlight the beautiful and expressive lines of the Mazda MX-5 Miata.
EXQUISITELY CRAFTED
DOWN TO THE LAST STITCH

Upholstery plays a unique role in automotive design. It is the one element that makes direct contact with the driver and passengers throughout the entire drive. Every stitch, every inch of our carefully constructed upholstery, is designed to make your driving experience better. Expert fabricators experiment with textures, stitching and seam placement to create a range of distinct and expressive designs. So you can enjoy an elegant level of refinement in every Mazda MX-5 Miata.
DESIGNED TO COMPLEMENT YOUR MX-5. AND YOU.

Mazda has created thoughtfully designed accessories that perform seamlessly with your Mazda MX-5 Miata, enhancing and further personalizing your driving experience. When installed by your Mazda Dealer, Genuine Mazda Accessories carry the same New Vehicle Limited Warranty as your new Mazda. For a full list of Genuine Mazda Accessories for your Mazda MX-5 Miata, visit Accessories.MazdaUSA.com.

All-Weather Car Cover
NEW VEHICLE WARRANTY

Every new 2019 Mazda MX-5 is protected by:

- 3-year/36,000-mile1 New Vehicle Limited Warranty
- 3-year/36,000-mile1 24/7 Emergency Roadside Assistance Program
- 5-year/60,000-mile1 Limited Powertrain Warranty
- 5-year/unlimited-mileage Warranty Against Body Rust-Through
  (Anti-Perforation Limited Warranty)

MAZDA EXTENDED CONFIDENCE

Even after your vehicle warranty has expired, Mazda Extended Confidence provides nearly all the same parts and components covered under your New Vehicle Limited Warranty. Accepted nationwide and utilizing only Genuine Mazda Parts (where available), Mazda Extended Confidence gives you peace of mind for miles beyond your expectations.

MAZDA CAPITAL SERVICES

Whether you're buying or leasing a new Certified Pre-Owned Mazda or used Mazda, Mazda Capital Services can help make the financing process more convenient and satisfying. Mazda Capital Services, one of the largest auto lenders in America, is known for first-class 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, visit MazdaUSA.com or call us toll-free at 800.222.5500.

1 If you ever need service, parts or accessories, Mazda recommends using genuine Mazda parts. Use of non-genuine parts may impair safety and may void your warranty. See your Mazda Dealer for details.
2018 Mazda3 model shown
Thank you for considering a Mazda.

As you can see from the stories in this brochure, everyone at Mazda, including our Mazda Dealer partners, is deeply passionate about creating cars that provide a memorable driving experience. This passion all starts with you. Before the first sketch of a Mazda, before any new idea is conceived, we consider you, the driver, first. All with the hope that you will feel our passion for driving once you’re behind the wheel.

If you haven’t already experienced the excitement of driving a Mazda for yourself, schedule a test drive at your local Mazda Dealer. Together, we will ensure that a great test drive is just the first step in the joy of owning a Mazda.

Sincerely,

Masahiro Moro
Chairman and CEO
Mazda North American Operations
ESTD. 1920 HIROSHIMA, JAPAN