I believe in the power of human potential; creativity, imagination and the amazing things we’re all capable of when we’re inspired.

I believe in taking the unconventional road and going the extra mile to do work that inspires, because I believe the highest purpose of being human is to uplift other humans.

I believe in artisans, designers, engineers and ambassadors who pour human energy into their work, because I believe there are things the human hand can do that can’t be replicated by a machine or a computer.

I believe in the power of cars to move human emotions. To awaken senses, brighten reflexes, make pulses race. To be more than a cold machine designed to take you from here to there.

I believe the joy of being alive comes from what we discover on our journey, and the inspiration we find in every mile.

MAZDA. FEEL ALIVE.
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 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 legendary handling and performance, collecting countless awards and distinctions along the way. Today’s MX-5 Miata is a technologically advanced 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.
“How much joy can a car bring?” This is one of the thousands of questions Mazda engineers asked themselves when developing the 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 Miata RF combines the comfort and peace of mind of a hardtop with the spontaneity and unparalleled driving exhilaration of the legendary MX-5 Miata roadster. In approximately 13 seconds, its retractable roof slips away, revealing the open sky and all its possibilities.
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 radiant finishes may be the final touch on the MX-5 Miata, but it’s the first thing that will catch your eye—and continue to draw your gaze, time and time again.

Visit MazdaUSA.com to see all the vibrant color choices available.
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.
Our Takumi set out to create beauty through shape, texture and color. Every stitch, every inch of our carefully constructed cabin, is designed to engage you with a tactile and visual experience. Expert fabricators craft a range of distinct and expressive designs using soft textures and premium stitching. And our perforated Red Nappa leather upholstery with Light Gray stitching, now available in select 2020 Grand Touring models, adds a dynamic energy to each drive.
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 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.

ONENESS BETWEEN DRIVER, SKY AND MACHINE.
MAKE A SMARTER CONNECTION

Your inspiration. Your space. Your cockpit. This is the driver-centric cabin of the MX-5 Miata, where 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™ features a 7-inch full-color touch-screen display and is available with Apple CarPlay™ integration for your iPhone® (shown) and Android Auto™ integration. Grand Touring models now feature a three-year subscription to SiriusXM with Sirius Traffic and Travel Link. Communication between you and your vehicle becomes second nature—by design.
DRIVING IN ITS PUREST FORM

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 2.0L 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.
Based on Sports Car Club of America racing data, 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.
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.

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.

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. Factors including movement and shape of the object in front of the vehicle and the position of the vehicle in relation to the object can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details.

To heighten your senses, we created a few of our own. Sophisticated safety innovations that alert you to hazards and help you avoid collisions—or lessen their impact. All MX-5 Miatas are equipped with select i-Activsense® safety features including Blind Spot Monitoring, Lane Departure Warning, Smart City Brake Support® and Rear Cross Traffic Alert® 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.
THE TWO-SEAT AMPHITHEATER

Mazda and Bose engineers worked to jointly develop an audio system designed specifically for the MX-5 Miata. Standard in the MX-5 Miata Grand Touring and Club, the Bose® 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.
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 2.0L 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
Paddle shifters with manual shift mode and sport mode

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<tr>
<th>GEAR RATIOS</th>
<th>SKYACTIV-MT 6-SPEED</th>
<th>6-SPEED AUTOMATIC</th>
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<tr>
<td>1st Gear</td>
<td>5.067</td>
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<td>Final Drive</td>
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**FUEL ECONOMY**
EPA-estimated MPG (city/highway)
MT: 26/34
AT: 26/35

**FUEL TANK CAPACITY**
11.8 U.S. Gallons

**CURB WEIGHTS**
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<thead>
<tr>
<th>Model</th>
<th>MT</th>
<th>AT</th>
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<tbody>
<tr>
<td>MX-5</td>
<td>2,341 pounds</td>
<td>2,403 pounds</td>
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<tr>
<td>MX-5 RF</td>
<td>2,452 pounds</td>
<td>2,496 pounds</td>
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**TRUNK CAPACITY**
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<th>MT</th>
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<tbody>
<tr>
<td>MX-5</td>
<td>4.59 cubic feet</td>
<td>4.48 cubic feet</td>
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*EPA estimated mileage. Actual results will vary.*
MAZDA MX-5 MIATA SPORT
Include the following features of one or in place of Mazda MX-5 Miata Sport:

- Air conditioning
- Black cloth seat covers
- Power door locks
- Power windows
- Power rear window wiper
- Mazda Connect™ infotainment system with 7-inch full color touch screen display, Multi-function Commander control, HD Radio™, Pandora® integration, SiriusXM® satellite radio, Bluetooth® hands-free phone and audio streaming, and HD FM/AM Radio
- LED daytime running lights
- 17-inch aluminum alloy wheels with Dark Silver finish
- Smart City Brake Support
- Mazda Select (+) Package
- Dynamic Stability Control
- Blind Spot Monitoring
- Auto-dimming rearview mirror with HomeLink®
- Push Button Start
- Mazda Advanced Keyless Entry System
- Smart City Brake Support
- Dual front air bags and side-impact air bags
- Dynamic Stability Control
- Blind Spot Monitoring
- Auto-dimming rearview mirror
- Push Button Start
- Mazda Advanced Keyless Entry System

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

- Power Retract Rearview Mirror
- Mazda Select (+) Package
- Dynamic Stability Control
- Blind Spot Monitoring
- Auto-dimming rearview mirror with HomeLink®
- Push Button Start
- Mazda Advanced Keyless Entry System

MAZDA MX-5 MIATA GRAND TOURING
Include the following features in addition to the above or in place of Mazda MX-5 Miata Club:

- Leather-trimmed seats
- Auto-dimming outside mirrors with Homelink®
- Mazda Select (+) Package
- Dynamic Stability Control
- Blind Spot Monitoring
- Auto-dimming rearview mirror
- Mazda Select (+) Package
- Dynamic Stability Control
- Blind Spot Monitoring
- Auto-dimming rearview mirror

INTERIOR
Air conditioning
Black cloth seat covers
Power door locks
Power windows
Power rear window wiper
Mazda Connect™ infotainment system with 7-inch full color touch screen display, Multi-function Commander control, HD Radio™, Pandora® integration, SiriusXM® satellite radio, Bluetooth® hands-free phone and audio streaming, and HD FM/AM Radio
LED daytime running lights
17-inch aluminum alloy wheels with Dark Silver finish
Smart City Brake Support
Mazda Select (+) Package
Dynamic Stability Control
Blind Spot Monitoring
Auto-dimming rearview mirror with HomeLink®
Push Button Start
Mazda Advanced Keyless Entry System

EXTERIOR AND MECHANICAL
Aluminum Front Frame
Rear and front passenger with dual zone climate control
Power remote outside mirrors
Power sunroof
Sebring™ interior radio-integrated, Radio Broadcast
Traction Control System
Dynamic Stability Control
Blind Spot Monitoring
Auto-dimming rearview mirror
Mazda Select (+) Package
Dynamic Stability Control
Blind Spot Monitoring
Auto-dimming rearview mirror

SAFETY AND SECURITY
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.

PRODUCT CHANGES
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.

PACKAGES
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.

AVAILABELED BRID-RX3R RX30 SAT. PKG.
Includes Bridgestone rear radial tires with Bridgestone DriveGuard tire inflation monitor system.2 Includes Michelins Pilot Sport A/S tires and black sport seat covers.3 Lowered suspension height.

PREMIUM OPTION:
Includes the following features in addition to the above or in place of Mazda MX-5 Miata Sport:

- PowerRetract Rearview Mirror
- Mazda Select (+) Package
- Dynamic Stability Control
- Blind Spot Monitoring
- Auto-dimming rearview mirror with HomeLink®
- Push Button Start
- Mazda Advanced Keyless Entry System

PREMIUM OPTION:
Includes the following features in addition to the above or in place of Mazda MX-5 Miata Club:

- PowerRetract Rearview Mirror
- Mazda Select (+) Package
- Dynamic Stability Control
- Blind Spot Monitoring
- Auto-dimming rearview mirror with HomeLink®
- Push Button Start
- Mazda Advanced Keyless Entry System

INTERIOR
Leather-trimmed seats
Auto-dimming outside mirrors with Homelink®
Mazda Select (+) Package
Dynamic Stability Control
Blind Spot Monitoring
Auto-dimming rearview mirror
Mazda Select (+) Package
Dynamic Stability Control
Blind Spot Monitoring
Auto-dimming rearview mirror

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- PowerRetract Rearview Mirror
- Mazda Select (+) Package
- Dynamic Stability Control
- Blind Spot Monitoring
- Auto-dimming rearview mirror with HomeLink®
- Push Button Start
- Mazda Advanced Keyless Entry System

PREMIUM OPTION:
Includes the following features in addition to the above or in place of Mazda MX-5 Miata Club:

- PowerRetract Rearview Mirror
- Mazda Select (+) Package
- Dynamic Stability Control
- Blind Spot Monitoring
- Auto-dimming rearview mirror with HomeLink®
- Push Button Start
- Mazda Advanced Keyless Entry System

INTERIOR
Leather-trimmed seats
Auto-dimming outside mirrors with Homelink®
Mazda Select (+) Package
Dynamic Stability Control
Blind Spot Monitoring
Auto-dimming rearview mirror
Mazda Select (+) Package
Dynamic Stability Control
Blind Spot Monitoring
Auto-dimming rearview mirror

SAFETY AND SECURITY
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PRODUCT CHANGES
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.

PACKAGES
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.
MAZDA MX-5 MIATA RF CLUB

INTERIOR

- Air conditioning
- Black cloth seats with Light Gray accent stitching
- Cruise control
- Leather-wrapped shift handle with silver accent
- Master Keyless Entry System
- Rearview mirror with homelink
- Satellite Radio
- SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decided to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen rate. Fees and taxes will apply. To cancel at any time go to siriusxm.com (US Only) or call Sirius XM at 1-866-635-2349. All fees and programming subject to change. 

MAZDA MX-5 MIATA RF GRAND TOURING

INTERIOR

- Leather-trimmed seats
- Available Red Nappa and Tan leather-trimmed seats
- Automatic climate control
- Smartphone Traffic and Road Sign Lane-Departure Warning System is not a substitute for safe and attentive driving. Factors including weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details.
- Mazda Advanced Blind Spot Monitoring System
- 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. Please see your Owner's Manual for further details.
- Lane Departure Warning System operates under certain conditions above approximately 44 mph. It is not a substitute for safe and attentive driving. Please see your Owner's Manual for further details.
Mazda has created thoughtfully designed accessories that perform seamlessly with your MX-5 Miata, enhancing and further personalizing your driving experience. Wherever your journey takes you, our accessories will not only complement your driving experience, but your style, too. When installed by your Mazda Dealer, Genuine Mazda Accessories carry the same New Vehicle Limited Warranty as your new Mazda.

To learn more about Genuine Mazda Accessories, visit Accessories.MazdaUSA.com.
Inspired by the precision of Japanese tailoring, brought to life with a balance of exceptional materials, fabrics and graphics that nod to the energy, innovation and ability of the human spirit. This is the Essence line. A collection of inspired clothing and lifestyle accessories that pay 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.
PRODUCT CHANGES AND OPTIONS AVAILABILITY: Following publication of this brochure, some changes in standard equipment, options, prices and the like—or product delays—may have occurred which would not be included in these pages. Mazda reserves the right to change product specifications at any time without incurring obligations.

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