

06 **mazda** MX-5 MIATA

DON'T JUST DRIVE THE CAR.

B
E
T
T
E
R
T
H
E
C
A
R



WE'VE BEEN BUILDING UP TO THIS

FOR GENERATIONS.

BREAKTHROUGH DESIGNS LIKE THE 2006 MX-5 MIATA ARE A MAZDA TRADITION. ONCE

AGAIN, MAZDA HAS REINVENTED THE PURE, PURPOSE-BUILT SPORTS CAR. SHARING THE

SAME POTENT DNA AS THE LEGENDARY RX-7 AND ORIGINAL MIATA, THIS YEAR'S MX-5

MIATA IS THE THIRD GENERATION OF THE BEST-SELLING, TWO-SEAT ROADSTER IN

HISTORY. ENTIRELY NEW—FROM THE GROUND UP AND THE TOP DOWN—IT PROVIDES

MORE STANDARD POWER, MORE CONTROL, PLUS A MORE INTUITIVE FEELING OF ONENESS

BETWEEN CAR AND DRIVER. BEST OF ALL, THE FUN-TO-DRIVE EXPERIENCE IT OFFERS

YOU IS UNIQUELY COMPELLING: DON'T JUST DRIVE THE CAR. BE THE CAR.

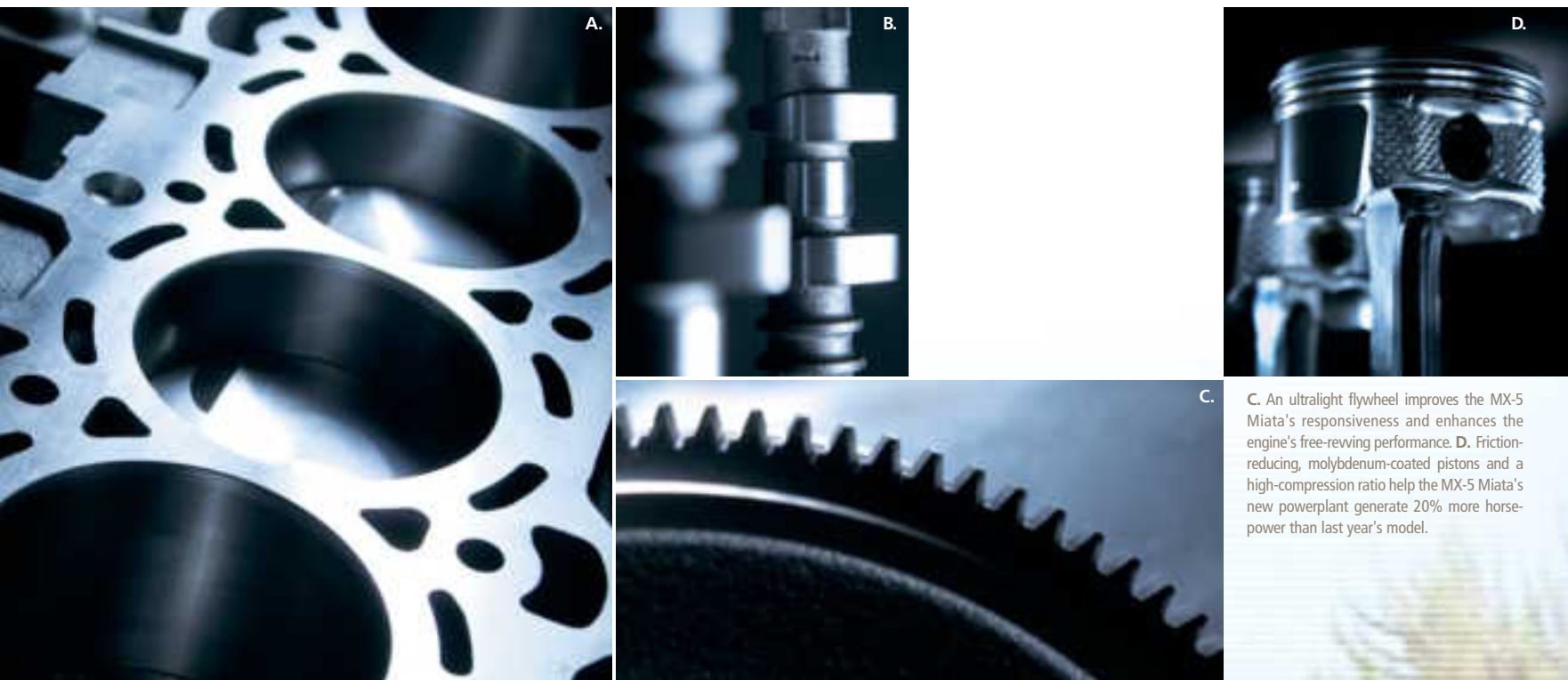




BIGGER. BOLDER. FASTER.

There's never been an MX-5 Miata like this one. It's got more space. More style. And more speed. Plus a more muscular and aggressive new architecture that ripples with a myriad of innovations gained from Mazda's 16 years of roadster-building experience. Innovations that increase its responsiveness in countless ways. Innovations that elevate every aspect of its performance. Innovations that make it the most advanced MX-5 Miata ever—yet add a mere 27 pounds to its stronger, all-new physique. Innovations that, in high-speed tests, enabled this all-new MX-5 Miata to rocket around the daunting 73-turn, 13-mile race circuit of Germany's legendary Nürburgring Nordschleife a full 15 seconds faster than the '05 model it replaces.

It takes more than seductive sheet metal and bucket seats to build a real sports car. And more than hastily configured, off-the-shelf parts to make it agile and responsive. Which is why it only takes one test drive to appreciate the MX-5 Miata's purpose-built design. And the unique, intuitive feeling of oneness that it forges between car and driver. Since weight is every true sports car's enemy, a weight-saving "gram-by-gram" strategy was implemented to ensure that every key component in the MX-5 Miata was as strong and light as possible. Which is why its larger and more powerful 170-hp engine, hood, trunk lid—and even rear brake calipers—are all aluminum. And why, without a single extra gram of fat to slow it down, the MX-5 Miata is nearly 400 pounds lighter than some competitors.*



A. An all-aluminum cylinder block and head ensure the MX-5 Miata's larger, more powerful 2.0-liter, 4-cylinder engine is both light and strong. B. Variable valve timing, coupled with variable induction, enable the MX-5 Miata to maximize both low-end torque and high-rpm power.

*Based on a comparison of 2006 model year roadsters under \$25,000.

C. An ultralight flywheel improves the MX-5 Miata's responsiveness and enhances the engine's free-revving performance. D. Friction-reducing, molybdenum-coated pistons and a high-compression ratio help the MX-5 Miata's new powerplant generate 20% more horsepower than last year's model.

PERFORMANCE.

LIGHT-WEIGHT PARTS. HEAVY-WEIGHT

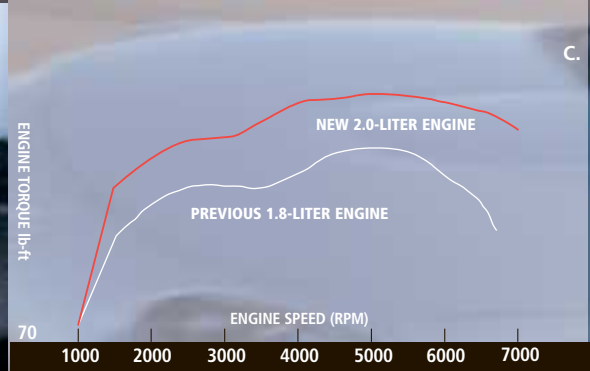




A.



B.



C.

A. The MX-5 Miata's more powerful 170-hp, 2.0-liter, DOHC, 16-valve powerplant engine utilizes an electronic throttle and electronically-controlled port fuel injection to promote a more linear response and superb acceleration. B. To optimize power transfer and enhance traction under extreme conditions, a limited-slip differential and Dynamic Stability Control (DSC) with Traction Control are available on the MX-5 Miata Grand Touring (manual gearbox only). A limited-slip differential is also available on the MX-5 Miata Sport (manual gearbox only). C. The MX-5 Miata's higher and broader torque curve, especially in the mid-rpm range, delivers an abundance of more useable power.



An ultrarigid body structure that makes generous use of high-tension steel helps increase torsional stiffness 47% and flex stiffness 22%. Strong and light, it improves all aspects of dynamic performance—including power delivery, steering, handling and braking.



A new front midship engine layout positions the MX-5 Miata's engine almost entirely behind the front axle, and 5.3 inches further back than last year's model, to promote a near perfect 50:50 weight distribution, front to rear, and enhance agility.



A short-throw, close-ratio 5-speed gearbox is standard. Both a slick-shifting 6-speed manual and a 6-speed Sport AT automatic transmission are also available. The Sport AT's competition-inspired design allows the driver to sequentially shift gears via the shifter or steering-wheel-mounted paddles.



An aluminum Power Plant Frame (PPF) unites engine, transmission and differential into a rigid unit. This structural "backbone" helps eliminate drivetrain twist and acceleration delays, while ensuring that maximum power reaches the rear wheels the instant the accelerator is depressed.

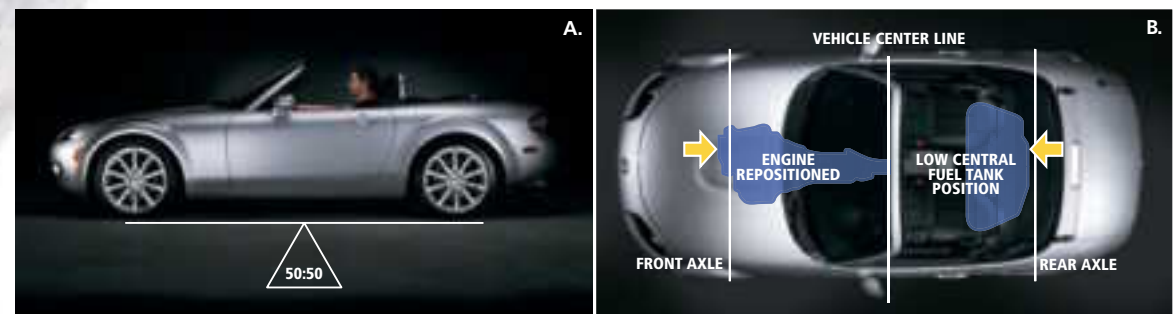


Extensive use of aluminum alloy components throughout the MX-5 Miata—including its rear brake calipers, front suspension control arms, hood, and even trunk lid—reflects the success of Mazda's "gram-by-gram" strategy for reducing weight at every possible opportunity.



DON'T FORGET TO BREATHE.

Few sensations on earth can match the pure joy of piloting a pure sports car. And few sports cars can rival the all-new MX-5 Miata's unique ability to make you feel as if you are the car, as much as the driver. So buckle up. Rev it up. Click through the gears. Rocket through an S-curve. And enjoy fun-to-drive dynamics that are impossible to forget. Smile-inducing freedom that's impossible to measure. And clean, classic styling that's impossible to ignore. Even for the most discerning driving enthusiasts, the MX-5 Miata delivers the definitive, purpose-built sports car experience.



A. The MX-5 Miata's near perfect 50:50 weight distribution, front to rear (including driver), enhances stability and response. The payoff is an amazing agility and predictable, well-balanced handling at speed. **B.** An advantageous lower yaw-inertia moment was created by positioning more of the MX-5 Miata's mass—including powertrain, fuel tank and battery—nearer to the car's center line. The result is a sports car that's remarkably nimble and far more responsive to a change in direction. **C.** Its sophisticated multilink rear suspension, complemented by gas-filled shocks, promotes optimum rear tire contact and enhances rear wheel traction—especially when cornering. Power-assisted 11-inch rear disc brakes contribute to the car's stellar stopping power.



The true measure of a sports car's reflexes is how quickly, and accurately, it transforms driver input into meaningful motion. And how well it defends each tire "contact patch"—those four crucial bonds between rubber and road—in spite of speed, trajectory or road surface. Graded on the most severe curve, the all-new MX-5 Miata's handling is both agile and inspired. With a fully independent suspension created solely for sports car use. Power-assisted, four-wheel disc brakes designed to instill confidence. A nearly telepathic power-assisted rack-and-pinion steering system geared to be quick, precise and predictable. Plus a front midship layout engineered for quicker, more responsive directional control. The MX-5 Miata even incorporates a low, slanted radiator plus a redesigned and repositioned fuel tank. All of which helps to lower its center of gravity, minimize body roll and enhance its overall agility.

A. The MX-5 Miata's hollow front stabilizer bar helps reduce weight and minimize body roll while helping to maintain tire contact—especially during abrupt directional changes. **B.** An advanced double-wishbone front suspension, featuring aluminum alloy control arms and gas-filled shocks, helps promote quick response to all driver input and contributes to the MX-5 Miata's superb handling. Power-assisted ventilated front disc brakes with large 11.4-inch rotors promote consistently linear, fade-resistant stops.



CONTACT PATCH MAGIC.



EVEN ITS NEW TOP

The MX-5 Miata's uniquely engineered new "Z-fold" convertible top adds the crowning touch to its already compelling profile. Thanks to its ingenious, spring-assisted frame and single, centralized locking mechanism, the top can easily be raised or lowered from the driver's seat in seconds—with just one hand. What's more, its elegant, flush-fitting design also eliminates the need for a separate tonneau cover, when lowered and locked into place, without compromising any trunk space. Equally important, with its top raised, the MX-5 Miata provides the kind of sleek, stylish protection that makes some convertible tops look more like ugly afterthoughts. In the bargain, you'll even benefit from more headroom and less wind noise. Naturally, a durable glass rear window with an integral rear-window defroster are both standard. An optional, detachable hardtop is also available.

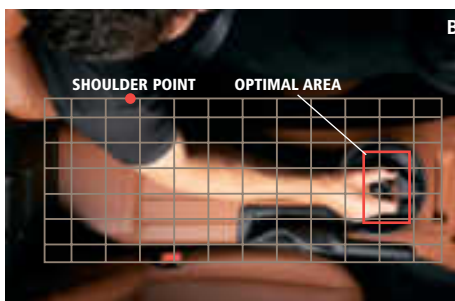
ELEVATES THE FORM.





SIZE THIS UP.

A sports car with the impeccable credentials of the MX-5 Miata demands a tailor-made cabin of equal caliber. So the MX-5 Miata's stunning, all-new interior was painstakingly reengineered to make it more spacious. More accommodating. And more refined. In fact, you'll find nearly four more cubic feet of room for heads, shoulders, hips and legs. A tilt-adjustable steering wheel, redesigned bucket seats and even repositioned foot pedals. Plus an abundance of rich, new textures and quality materials. Everywhere you look are signs of superb fit and finish, real craftsmanship and meticulous attention to detail. Other thoughtful touches in the MX-5 Miata's new interior include waist-level climate-control vents, a lockable rear center console storage compartment, dual covered cup holders and even handy door-mounted water bottle holders.



A. An available Mazda Advanced Keyless Entry & Start System eliminates the need for a traditional ignition key to start the engine or unlock the doors and trunk on the Grand Touring model. B. The MX-5 Miata features reengineered manual gearshift positions. To determine which positions were the most comfortable, biosensors were used to study driver interaction within a wide range of gearshift positions. Similar studies were done to refine steering wheel design and positioning. C. Convenient steering-wheel-mounted controls for the audio and cruise control systems enable drivers of the MX-5 Miata Touring, Sport and Grand Touring models to keep both of their hands on the wheel.

The MX-5 Miata's all-new cockpit is designed to achieve a single, overriding goal: Establish a unique feeling of oneness between car and driver. To that end, Mazda engineers carefully studied crucial driver movements and related muscle stress. Then, armed with this comprehensive new data, they rethought and redesigned. Improving every critical element of the MX-5 Miata's cockpit—from the angle of its steering wheel and driver's seat, to the shape of its gearshift knob and accelerator pedal. All to ensure unobstructed communication between man and machine. Which is why the MX-5 Miata's steering wheel, shifter and controls all fall effortlessly to hand. Why its new gauge cluster and displays provide superb lines-of-sight. And also why its redesigned shifter and repositioned foot pedals work in harmony to make heel-and-toe downshifts even easier to execute.



An enhanced driving position and superb support are provided by the MX-5 Miata's high-bolstered driver's seat. Its all-new design accommodates 95% of all male drivers via a refined design, wider range of adjustments and a tilt-adjustable steering wheel. In addition, redesigned and repositioned foot pedals help instill driver confidence and facilitate "heel-and-toe" shifting.

A more comfortable, ergonomically-designed gearshift knob was also the product of extensive research using biosensors. The resulting gearshift knob design actually provides a more natural, comfortable and pleasing shape for your hand to grip.



**IT READS MINDS
AS PRECISELY
AS IT READS ROADS.**



Mazda MX-5 Miata shown with optional Appearance Package.



A HERITAGE OF WINNING RACES AND HEARTS.

On virtually any given weekend, you can find Mazda MX-5 Miatas racing somewhere in the U.S. In fact, "Spec Miata" is now the Sports Car Club of America's (SCCA) largest and most popular class—competing on challenging tracks all across America. And in SCCA Showroom Stock B (SS/B) events, MX-5 Miatas have won six straight overall championships, outrunning a horde of Acuras, BMWs, Hondas and Toyotas in the process. Naturally, this year's completely redesigned MX-5 Miata reflects a host of insights garnered from Mazda's racing heritage. And it's eager to join its older siblings, in competition and in the winner's circle. Equally impressive, with more than 750,000 sold worldwide, the MX-5 Miata has also taken the checkered flag for the best-selling, two-seat roadster of all-time. That's quite a track record for a mere 16-year-old. And perhaps the most compelling reason of all to check out the innovative icon that single-handedly reinvented the lightweight, two-seat sports car back in 1989—and once again in 2005.





A. Aluminum Door Sill Trim Plates. MX-5 logo embellished plates protect and add style to your door sills. B. "Show Meets Go!" Aluminum Pedals. These aluminum pedals are designed to enhance your sports car look, as well as give you optimum pedal control in technical driving situations. C. Detachable Hardtop. Makes your MX-5 Miata an all-weather touring car. Available in all MX-5 Miata exterior colors. Also shown, a fuel-filler door adds the race-inspired look to your MX-5 Miata with a satin finish (shown) or chrome finish. D. Indoor Car Cover. Made from a soft-backed stretch fabric, this custom fit car cover keeps the dust off but still lets the great curves of your MX-5 Miata show through (includes MX-5 logo and storage bag).

All **Genuine Mazda Accessories** installed by your Mazda dealer, prior to or at initial vehicle delivery, carry the same new-vehicle limited warranty as your new Mazda. See your dealer for details.

MAKE YOUR MAZDA MX-5 MIATA

- Front air dam†
- Fog lamp bezels
- Front mask
- Splash guards†
 - Front
 - Rear
- Seatback bar cover
 - Galaxy Gray
 - Winning Blue
 - True Red
- Door edge guards†
- Side sills
- Rear lip spoiler
- Rear bumper skirt†
- Windshield sunscreen
- In-dash 6 CD/MP3 changer
- SIRIUS Satellite Radio receiver kit*
- Perimeter alarm system†
- Engine start switch
- Rearview mirror cover†
- Gearshift knob, automatic
 - Aluminum/Black leather
 - Wood

- Shift gate panel, automatic transmission
 - Brushed Aluminum
 - Piano Black
 - Simulated Wood
- Gearshift knob, manual
 - Aluminum/Black leather
 - Wood
- Shift plate ring, manual transmission
- Instrument panel decorative trim
 - Brushed Aluminum
 - Simulated Wood
 - Galaxy Gray
 - Winning Blue
 - Classic Red
- Switch panel, door
 - Brushed Aluminum
 - Piano Black
 - Simulated Wood
- Air vent bezels

- Speaker bezels
 - Brushed Aluminum
 - Piano Black
- Ashtray
- Parking-brake lever grip
 - Aluminum/Black leather
 - Wood
- All-weather floor mats
- Carpet floor mats
- Footwell lamps
- All-weather car cover
- Car-cover cable lock
- Cargo net
- First aid kit

- Roadside assistance kit
- Touch-up paint†
- Wheel locks



* Requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

† Color-keyed item.

‡ Not for use on Grand Touring model with Premium Package.



YOURS ALONE!

COMMITTED TO YOUR PEACE OF MIND.

Every new 2006 Mazda is covered by one of the industry's most comprehensive new-vehicle warranties, the **Mazda Driver's Assurance Plan**. It includes a **48-month/50,000-mile**, "bumper-to-bumper" **Limited Warranty**, plus **24/7 Emergency Roadside Assistance**. And should your MX-5 Miata require a warranty repair, the **Mazda Service Transportation Solution** can typically provide another vehicle to drive. After all, we want your new Mazda to be a source of pride, exhilaration and peace of mind for years to come. See your Mazda dealer for details.

REDISCOVER THE EMOTION OF MOTION. With 13 exhilarating models, Mazda makes it easier than ever to satisfy your practical needs. And your emotional ones. So treat yourself to the Mazda Test-Drive Experience. Put the MX-5 Miata of your choice through its paces. Down local streets, on-ramps, highways, and off-ramps. Through straightaways, S-curves and corners. Discover the responsive acceleration and steering, superb braking and surefooted handling that set every Mazda apart. And in the process, rediscover that elusive emotion of motion—that fun, connected-to-the-road feeling that we like to call "Zoom-Zoom."

MazdaUSA.com

STANDARD MX-5 MIATA MECHANICAL FEATURES

- 2.0L DOHC 16-valve 4-cylinder engine with variable valve timing
- Aluminum alloy engine block and cylinder head
- 5-speed manual overdrive transmission with short-throw shifter
- Aluminum Power Plant Frame (PPF)
- Rack-and-pinion steering with engine-rpm-sensing variable assist
- Power-assisted 4-wheel disc brakes
- Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)
- 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
- Sport-tuned exhaust system with dual outlets

STANDARD MX-5 MIATA EXTERIOR FEATURES

- 16-inch 5-spoke alloy wheels
- P205/50R16 high-performance radial tires
- Lightweight aluminum hood and trunk lid
- Black vinyl Z-fold convertible top with central release latch
- Black seatback bars and aero mesh screen
- Glass rear window with defogger
- Dual body-color power remote mirrors
- 2-speed intermittent windshield wipers
- Rear fender-mounted antenna
- Clear-lens halogen headlights with projector-type low beams

STANDARD MX-5 MIATA INTERIOR FEATURES

- Dual front air bags* with passenger-side deactivation switch
- Side-impact air bags
- 3-point lap/shoulder safety belts with pretensioners
- Reclining bucket seats with integrated headrests; driver's seatback storage pocket
- Black cloth upholstery and carpet floor mats
- Rear open storage compartments (behind seats)
- Lockable rear center console storage and glove compartment
- Door-mounted bottle holders
- Dual cup holders with covers
- Power windows with driver's one-touch-down feature
- Remote trunk-lid and fuel-door release
- Courtesy light on windshield header; ignition-keyhole light
- White-on-black gauges with red nighttime illumination
- Full instrumentation, including tachometer, coolant-temperature, and oil-pressure gauges
- 3-spoke leather-wrapped (urethane on Club Spec model) tilt steering wheel
- Heater/defroster with multispeed blower and side-window demisters
- CFC-free air conditioning (except Club Spec model)
- AM/FM/CD stereo with 4 speakers and digital clock
- Engine-immobilizer anti-theft system

EXTERIOR COLORS



SUNLIGHT SILVER METALLIC

- MX-5 Miata, Touring, Sport
- MX-5 Miata Grand Touring

Black Cloth
Black or Tan Leather



COPPER RED

- MX-5 Miata, Touring, Sport
- MX-5 Miata Grand Touring

Black Cloth
Tan Leather



NORDIC GREEN

- MX-5 Miata, Touring, Sport
- MX-5 Miata Grand Touring

Black Cloth
Tan Leather



MARBLE WHITE

- MX-5 Miata, Touring, Sport
- MX-5 Miata Grand Touring

Black Cloth
Tan Leather



TRUE RED

- MX-5 Miata, Touring, Sport
- MX-5 Miata Grand Touring

Black Cloth
Black Leather



WINNING BLUE

- MX-5 Miata, Touring, Sport
- MX-5 Miata Grand Touring

Black Cloth
Black Leather

MX-5 MIATA MODELS

MX-5 MIATA CLUB SPEC

Includes all MX-5 standard features plus:

- Air conditioning delete
- Urethane steering-wheel rim (in place of leather-wrapped)
- Available in Winning Blue Metallic, True Red, and Marble White exterior colors

MX-5 MIATA TOURING

Includes the following features:

- Halogen fog lights
- Silver-trimmed seatback bars
- Cruise control with steering-wheel-mounted controls
- Steering-wheel-mounted audio controls
- Power door locks
- Remote keyless entry with retractable key
- Covered rear storage compartments (behind seats)
- Floor tunnel net pocket

MX-5 MIATA SPORT

Includes the following features in addition to or in place of MX-5 Touring:

- 6-speed manual transmission
- Front shock tower brace
- 17-inch aluminum alloy wheels
- P205/45R17 high-performance tires
- Leather-wrapped gearshift knob

MX-5 MIATA GRAND TOURING

Includes the following features in addition to or in place of MX-5 Sport:

- Black or tan cloth convertible top
- Leather-trimmed seats
- 200 watt Bose® 7-speaker audio system with AudioPilot™ noise compensation

OPTIONS AND OPTION PACKAGES

SUSPENSION PACKAGE: (manual transmission only)

Sport-tuned-suspension; Bilstein® shock absorbers, Tochigi-Fuji torque-sensing limited-slip rear differential

PREMIUM PACKAGE 1: (6-speed manual without Suspension Package); Xenon HID headlights; Dynamic Stability Control (DSC) with traction control; Tochigi-Fuji torque-sensing limited-slip rear differential (manual transmission only)

Mazda Advanced Keyless Entry & Start System; anti-theft alarm

PREMIUM PACKAGE 2: (6-speed manual with Suspension Package or 6-speed Sport AT); Xenon HID headlights; Dynamic Stability Control (DSC) with traction control; Mazda Advanced Keyless Entry & Start System; anti-theft alarm

APPEARANCE PACKAGE: Front and rear air dam; side-sill extensions

INTERIOR TRIM PACKAGE: Brushed-aluminum-look instrument panel and door panel trim; leather/aluminum gearshift knob

6-Speed Sport AT with steering-wheel paddle shifters

Run-flat tires with Tire Pressure Monitoring System (TPMS)

Front and rear splash guards (not available with Appearance Package)

Rear lip spoiler

Chrome fuel-filler door

In-dash 6-disc CD/MP3 changer

Perimeter alarm system with shock sensor

Cargo net

Door edge guards, color-keyed

All-weather floor mats

	MX-5 MIATA Club Spec	MX-5 MIATA	MX-5 MIATA Touring	MX-5 MIATA Sport	MX-5 MIATA Grand Touring
SUSPENSION PACKAGE: (manual transmission only)	–	–	–	0	0
Sport-tuned-suspension; Bilstein® shock absorbers, Tochigi-Fuji torque-sensing limited-slip rear differential	–	–	–	–	0
PREMIUM PACKAGE 1: (6-speed manual without Suspension Package); Xenon HID headlights; Dynamic Stability Control (DSC) with traction control; Tochigi-Fuji torque-sensing limited-slip rear differential (manual transmission only)	–	–	–	–	0
Mazda Advanced Keyless Entry & Start System; anti-theft alarm	–	–	–	–	0
PREMIUM PACKAGE 2: (6-speed manual with Suspension Package or 6-speed Sport AT); Xenon HID headlights; Dynamic Stability Control (DSC) with traction control; Mazda Advanced Keyless Entry & Start System; anti-theft alarm	–	–	–	–	0
APPEARANCE PACKAGE: Front and rear air dam; side-sill extensions	O/A	O/A	O/A	O/A	O/A
INTERIOR TRIM PACKAGE: Brushed-aluminum-look instrument panel and door panel trim; leather/aluminum gearshift knob	O/A	O/A	O/A	O/A	O/A
6-Speed Sport AT with steering-wheel paddle shifters	–	–	0	0	0
Run-flat tires with Tire Pressure Monitoring System (TPMS)	–	–	–	0	0
Front and rear splash guards (not available with Appearance Package)	O/A	O/A	O/A	O/A	O/A
Rear lip spoiler	O/A	O/A	O/A	O/A	O/A
Chrome fuel-filler door	O/A	O/A	O/A	O/A	O/A
In-dash 6-disc CD/MP3 changer	O/A	O/A	O/A	O/A	O/A
Perimeter alarm system with shock sensor	–	O/A	O/A	O/A	O/A
Cargo net	O/A	O/A	O/A	O/A	O/A
Door edge guards, color-keyed	O/A	O/A	O/A	O/A	O/A
All-weather floor mats	O/A	O/A	O/A	O/A	O/A

O : Optional A : Dealer-available accessory – : Not available

* Always wear your safety belt and deactivate passenger-side air bag when using any infant or child safety seat.
† Not available on Grand Touring models equipped with Premium Package one or two.

WHEELS



16-INCH ALLOY



17-INCH ALLOY

INTERIOR COLORS



BLACK LEATHER

MX-5 Miata Grand Touring



TAN LEATHER

MX-5 Miata Grand Touring



BLACK CLOTH

MX-5 Miata, Touring, Sport

ALL CHILDREN INSTINCTIVELY KNOW IT.

A FEW ADULTS STILL REMEMBER IT.

ONE UNIQUE CAR COMPANY REFUSES TO OUTGROW IT.

IN GROWN-UP LANGUAGE, IT MEANS THE EXHILARATION AND

LIBERATION THAT COMES FROM EXPERIENCING SHEER MOTION.

BUT AS USUAL, CHILDREN PUT IT MUCH BETTER.

AND SIMPLY CALL IT ZOOM-ZOOM.

WE PRACTICE IT EVERY DAY.

IT'S WHY WE BUILD THE KIND OF CARS WE DO.

MAZDA. ALWAYS THE SOUL OF A SPORTS CAR™.

zoom-zoom

