

07 **mazda**® MX-5 Miata



It all comes back to **YOU.**



What you want. What you need. What you deserve. The genuine article. The real deal. An authentic, two-seat sports car. And not just any sports car. Not some patchwork of parts-bin components. Not some overweight, unproven pretender. Not some two-seater whose sole strength is merely seductive sheet metal. You deserve a purpose-built sports car. One that's athletic and agile. One that's responsive and track-refined. One whose eye-catching curves and compelling character reflect three generations of painstaking improvements and a renowned racing heritage. One whose fun-to-drive design and exhilarating performance have already planted grins on the faces of more than 750,000 owners. And on the faces of countless other Mazda MX-5 Miata test-drivers—just like yours.



"The world's favorite sports car just got a whole lot better."

—Motor Trend 9/05

"Mazda has taken everything that was always right with the previous generations of the roadster and improved upon all of it."

—Edmunds' Inside Line

"...it's 10 billion times more fun to drive. It's more responsive. Its engine is livelier and its gearbox feels like it was plucked from a shifter kart. It also has more steering feel, and it stops better."

—Edmunds' Inside Line

"Amazingly responsive to steering, brakes, and gas without being fussy, harsh or high-strung."

—USA TODAY 10/21/05

"Winner" —Car and Driver 12/05
(MX-5 Miata vs. Solstice comparison test)

"Winner" —Edmunds' Inside Line
(MX-5 Miata vs. Solstice comparison test)

"Winner" —Motor Trend 12/05
(MX-5 Miata vs. Solstice comparison test)

"All things considered, Mazda is still the established master of the compact, affordable roadster game."

—Motor Trend 12/05

"...every aspect of Mazda's third-generation MX-5—from the luxurious interior to its nimble nature—flows together in Zen-like harmony."

—Road & Track 10/05

"There is scarcely a purer driving experience to be had in mainstream automobiledom."

—AutoWeek 3/28/05

"The car is fun on the racetrack, in the hills, while commuting, and in the parking lot at Border's."

—Car and Driver 12/05

"...the cockpit isn't just pretty and functional, but a delight to be in..."

—Road & Track 10/05

"The driving enthusiast's winner, and still champion, is the new MX-5."

—Motor Trend 12/05



After three generations,
it still has everyone talking.



It's all about performance that's over and above.

The crowning touch on this year's Mazda MX-5 Miata is an all-new available Power Retractable Hard Top. One that's as remarkable as the sports car it covers. One that can be fully lowered or raised in a superfast 12 seconds flat.* One that doesn't steal a single inch of precious trunk space—unlike those from Mercedes-Benz and Lexus. One with a design so ingenious, the hardtop is stored entirely behind the seats and concealed entirely by a unique rear-deck cover. One that provides greater security and protection from weather, wind and road noise—all with push-button convenience. And since an MX-5 Miata Power Retractable Hard Top weighs less than 80 lb more than its soft-top sibling, its stellar driving dynamics remain virtually the same. A fact that will make this "hard" decision a far easier one for many driving enthusiasts.

* Once latch is disengaged or engaged.

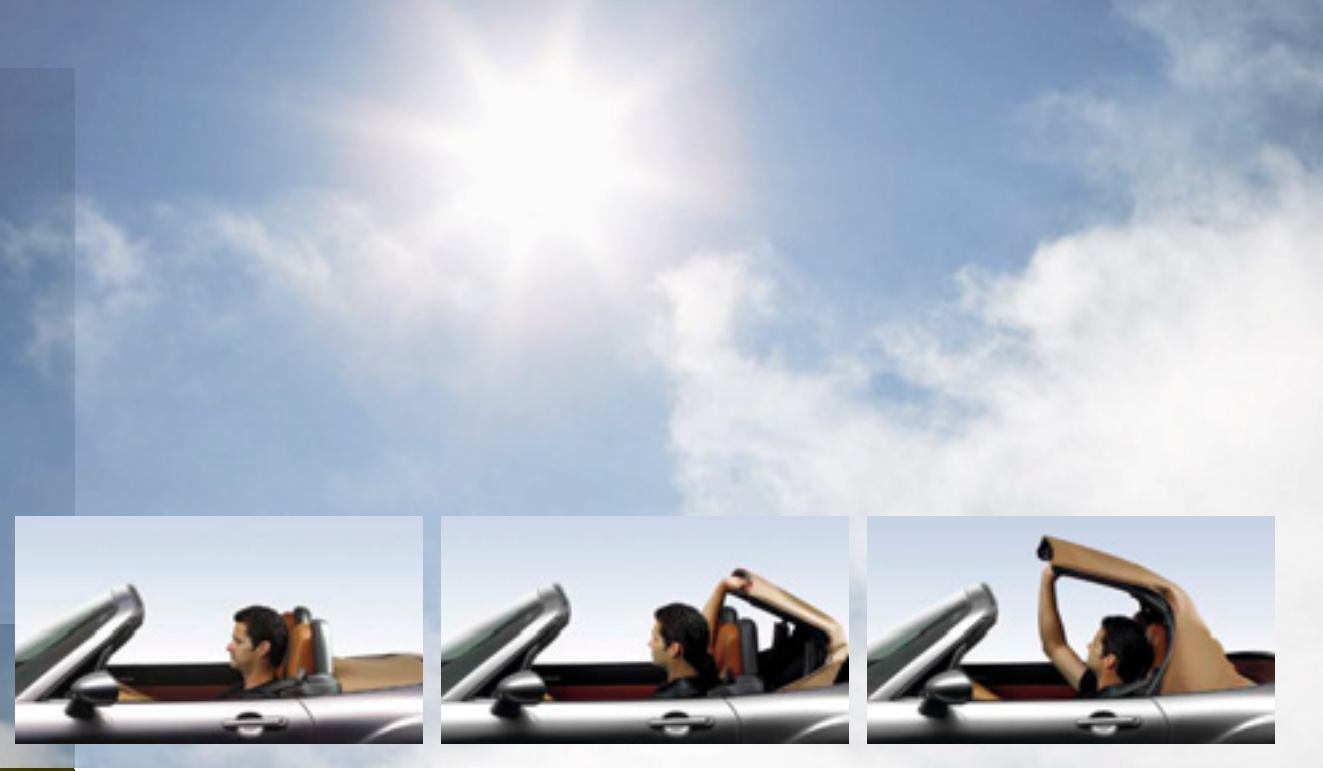


It's all about performance that's over and above.

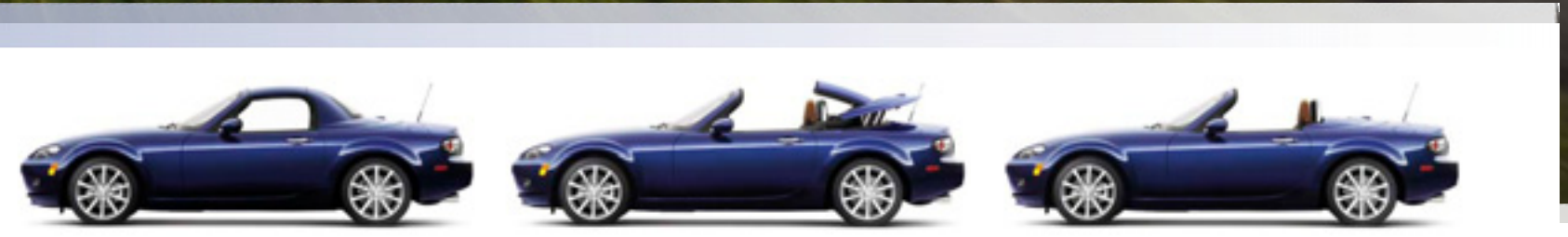
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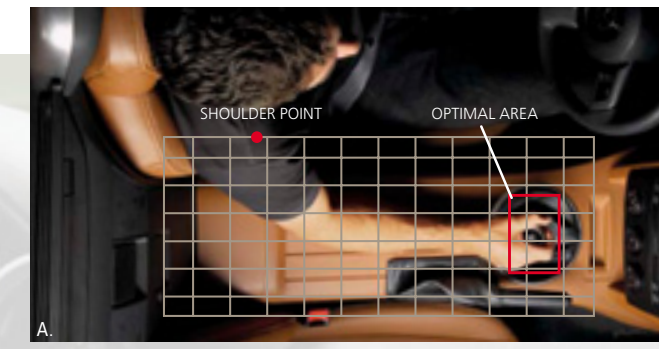
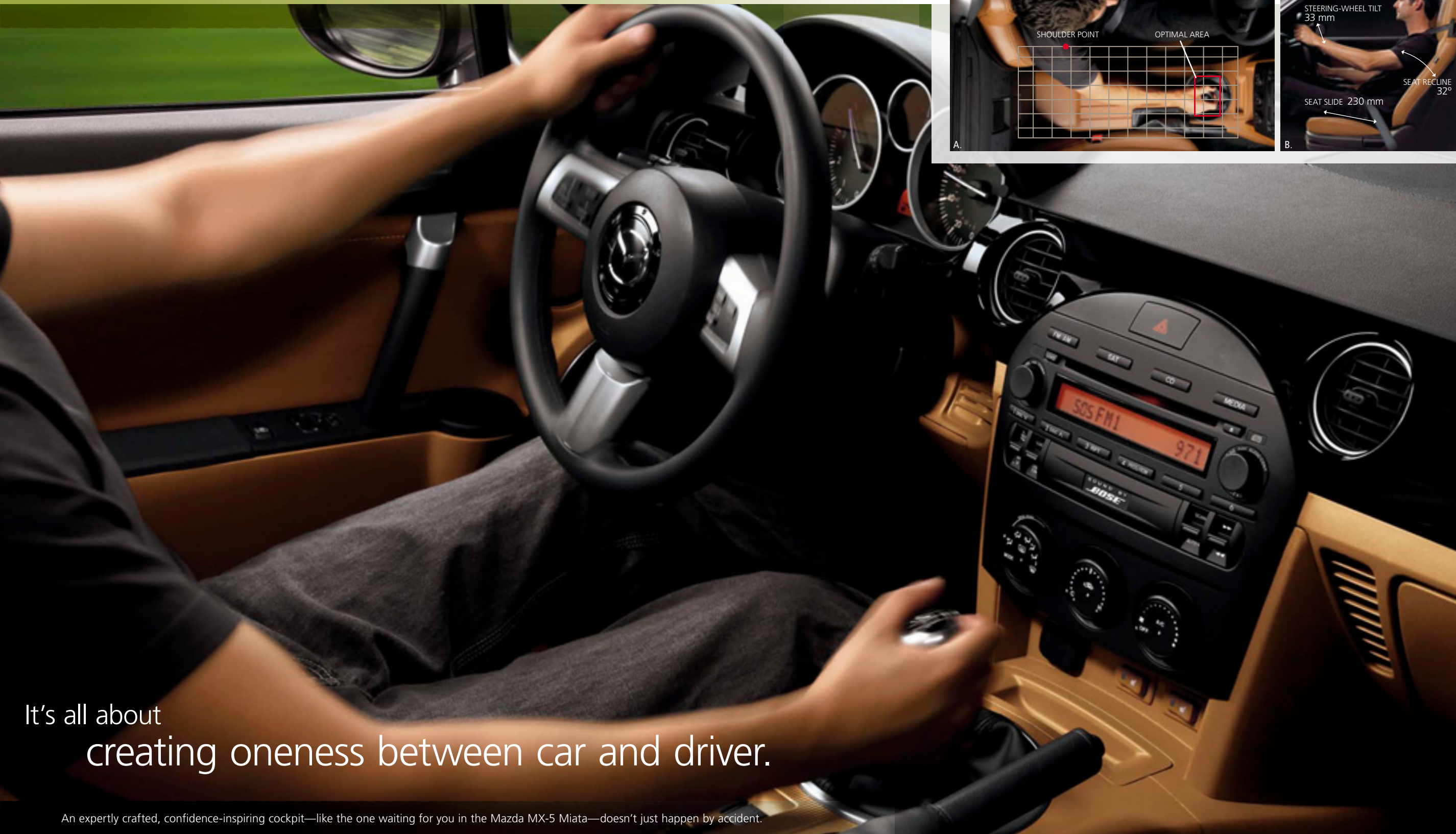
* Once latch is disengaged or engaged.

Operating the available Power Retractable Hard Top is as easy as it is quick. One button lowers the top. Another raises it. And a single, centrally positioned latch locks it into place. No getting out of the car. No need to spend more than 12 seconds to completely lower, or raise, the entire hardtop.* And no loss of precious trunk space. Incredible.

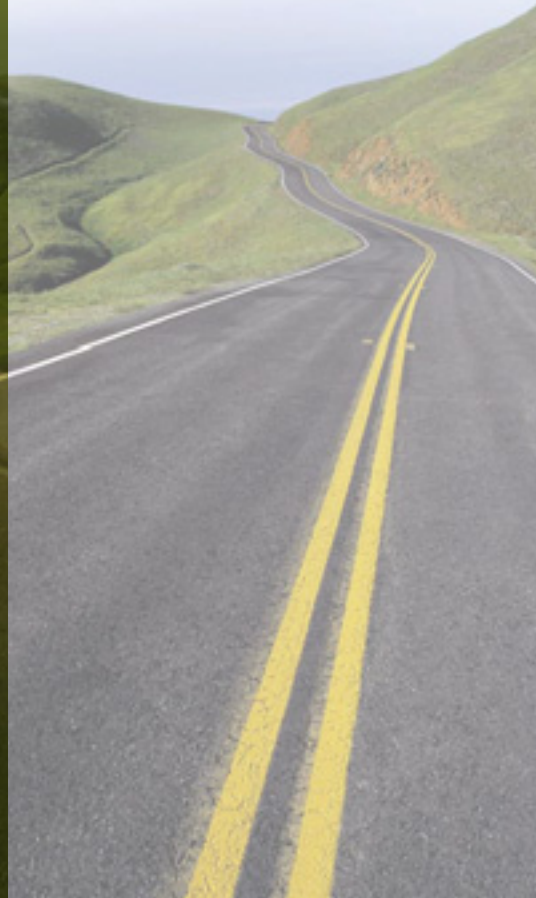


The standard, manually operated convertible top on the MX-5 Miata features an innovative "Z-fold" design with a spring-assisted frame and single, centralized locking mechanism. All of which enable you to easily raise or lower the top from the driver's seat in seconds. Better still, its elegant, flush-fitting design eliminates the need for a separate tonneau cover and doesn't intrude one inch on trunk space. Compared to previous generations, it also delivers greater headroom and reduced wind noise. But regardless of which MX-5 Miata convertible top you choose—hard or soft—you'll enjoy sleek, stylish protection. Plus a durable glass rear window, an integral rear window defogger and an elegant design that makes some convertible tops look more like ugly afterthoughts.



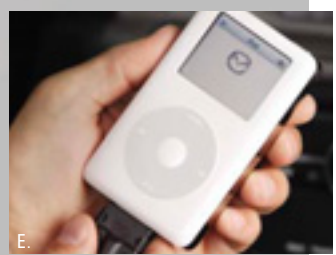
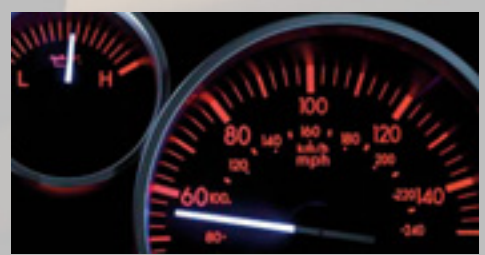


A. Even the positioning of the MX-5 Miata's manual gearshift and steering wheel are engineered to enhance the interaction between car and driver. To determine which positions were most comfortable and efficient, multiple biosensors were used to study driver interaction within a wide range of different shifter and steering-wheel locations.
B. The MX-5 Miata's high-bolstered driver's seat is designed to provide an ideal driving position and superb body support. Its refined design and wide range of adjustments work in concert with the tilt-adjustable steering wheel to accommodate 95% of all male drivers.
C. The Mazda Advanced Keyless Entry System, available on Grand Touring models, eliminates the need for a traditional ignition key to start the engine or unlock the doors and trunk.



It's all about creating oneness between car and driver.

An expertly crafted, confidence-inspiring cockpit—like the one waiting for you in the Mazda MX-5 Miata—doesn't just happen by accident. Nor does the unique feeling of oneness between car and driver that it promotes. These exceptional achievements are the result of relentless research, testing and refinements. And a cockpit that's been rethought and redesigned to improve every critical component compared to previous generations. Case in point, after researching crucial driver movements and related muscle stress, Mazda engineers improved: The driver's seat and instrument panel's design. The steering wheel's angle. The gearshift knob's shape and positioning. Even the accelerator pedal's location. All to make certain that the steering wheel, shifter and controls fall effortlessly to hand. That the instrument panel and gauge cluster provide superb lines of sight. That the foot pedals work in concert to make heel-and-toe downshifts faster and easier to execute. And that, above all else, the cockpit of an MX-5 Miata promotes unobstructed, and nearly intuitive, communication between man and machine.



D. Steering-wheel-mounted control buttons for the audio system and cruise control, standard on Touring and Grand Touring MX-5 Miata models and on all Power Retractable Hard Top models, allow you to engage both features without taking your hands off the wheel.
E. An available Mazda iPod® Integration Module allows you to play any Apple® iPod with a bottom dock connector through your MX-5 Miata audio system. You'll enjoy CD-quality sound, the use of both radio and steering-wheel audio controls plus a continuously charged iPod. (iPod not included. See your dealer for compatibility conditions and limitations on installation.)

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It's all about discovering a more rewarding use of space.

In terms of overall cabin space, you'll find nearly four cubic feet more room for your head, shoulders, hips and legs in this MX-5 Miata than in the previous generation. Plus a more accommodating array of creature comforts. Which means that no matter how fast or how far you intend to go, you'll find this MX-5 Miata has a lot more going for it. Helping give the cabin a custom-tailored feel are insightful details that include: Waist-level climate-control vents. A lockable rear console storage compartment. Dual covered cup holders. Door-mounted holders for your water bottles. Even heated, leather-trimmed seats on Grand Touring models. Plus an abundance of rich textures and quality materials everywhere you look. All to ensure that the superbly detailed sports-car cabin of the Mazda MX-5 Miata is as emotionally rewarding as its performance.



It's all about generating more power per pound.

Weight is the enemy of every true sports car. So Mazda engineers implemented a radical, weight-saving "gram strategy" to make certain that every critical component in this 3rd-generation MX-5 Miata was as light and strong as possible. Which is why everything from its powerful 166-hp engine and handsome hood to its sleek trunk lid and rear brake calipers are all crafted from aluminum. And why its ultrarigid body structure makes such generous use of high-tension steel. Light and strong, it helps increase torsional stiffness 47% and flex stiffness 22% compared to the previous generation MX-5 Miata. It also helps improve virtually every aspect of the car's dynamic performance—including power delivery, steering, handling and braking. Which is why it's more agile and more responsive. And in dramatic contrast to some roadsters hastily assembled from shared off-the-shelf parts, the MX-5 Miata is a true purpose-built design. Which readily explains why it's nearly 400 pounds lighter than some competitors.* And, most important of all, why the Mazda MX-5 Miata is able to forge such a unique, intuitive feeling of oneness between car and driver.

* Based on a comparison of model year 2006 roadsters.



A. The MX-5 Miata utilizes an ultralight flywheel to enhance the engine's free-revving performance and improve its responsiveness. B. Friction-reducing, molybdenum-coated pistons plus a high-compression ratio help the current MX-5 Miata engine generate 17% more horsepower than the previous generation's powerplant. C. A limited-slip differential and Dynamic Stability Control with Traction Control System are available on select MX-5 Miata models.





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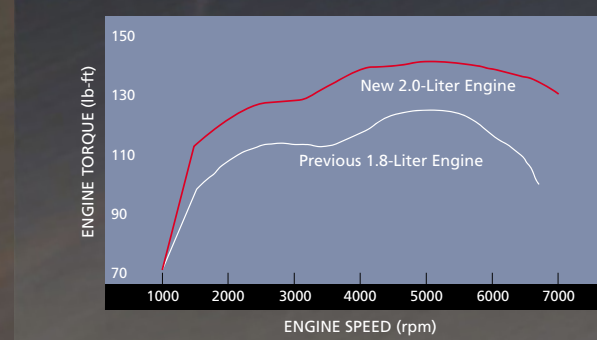


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An aluminum Power Plant Frame (PPF) unites engine, transmission and differential into a rigid unit. This structural "backbone" helps ensure that maximum power reaches the rear wheels and helps eliminate drivetrain twist and acceleration delays.

True to its sports-car heritage, a short-throw, close-ratio 5-speed manual gearbox is standard on the MX-5 Miata. Also available are a slick-shifting 6-speed manual and a 6-speed Sport AT automatic transmission. The Sport AT's competition-inspired design allows you to manually shift gears via the shifter or steering-wheel-mounted paddles.

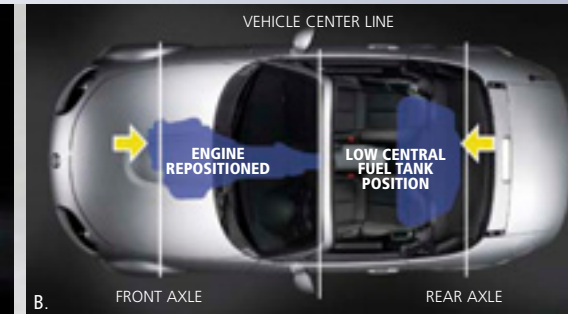
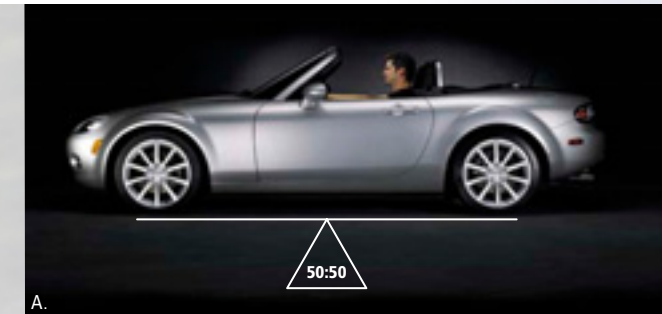


Now in its third generation, this MX-5 Miata boasts a larger, more powerful 166-hp 2.0-liter DOHC 16-valve engine. Endowed with a higher and broader torque curve, especially in the mid-rpm range, it generates an abundance of more useable power. Variable valve timing and variable induction are also utilized to maximize low-end torque and high-rpm power. Its advanced design even incorporates an electronic throttle and electronically controlled port fuel injection to promote a more linear response and superb acceleration.



It's all about engineering
a more exhilarating experience.

A. The MX-5 Miata features a near perfect 50:50 weight distribution, front to rear (including driver), to enhance the car's stability and directional response. At speed, this feature also pays dividends in the form of impressive agility and predictable, well-balanced handling. B. By positioning more of the MX-5 Miata's mass—including powertrain, fuel tank and battery—closer to the car's center line, Mazda engineers created an advantageous lower yaw-inertia moment. The result is a sports-car design that's remarkably nimble and far more responsive to a change in direction.



When it comes to instantaneously translating your thoughts into meaningful motion, the Mazda MX-5 Miata has few equals. And no wonder. For starters, it's gifted with a front-midship-engine layout to promote more responsive directional control. Plus a power-assisted rack-and-pinion steering system that's so quick, precise and predictable that it's nearly telepathic. Out back, the MX-5 Miata also features a sophisticated multilink rear suspension, complemented by gas-filled shocks, to enhance rear-wheel traction—especially when cornering. Up front, you'll find an advanced double-wishbone front suspension with aluminum alloy control arms and a hollow stabilizer bar to help deliver rapid directional response and tenacious handling. Consistently linear, fade-resistant stops are also a priority—thanks to power-assisted 4-wheel disc brakes that feature massive 11.4-inch ventilated front discs. Graded on the most severe curve, the MX-5 Miata rewards even the most discerning driving enthusiast. With a smile-inducing freedom that's impossible to measure. With a nearly intuitive responsiveness that's impossible to ignore. And with fun-to-drive dynamics that are impossible to forget.



It all comes back to

zoom-zoom



On any given weekend, there are more Mazdas on the roadrace tracks of America than any other brand of vehicle.* And true to its Mazda heritage, the MX-5 Miata has been racing—and winning—in a wide array of Sports Car Club of America (SCCA)-sanctioned classes and road races since its American debut in 1989. Most recently, notable victories include winning 7 National Championships in SCCA Showroom Stock Class B (SS/B)—while outrunning hordes of Acuras, BMWs, Hondas and Toyotas in the process. Equally impressive, 2006 marks the inaugural running of the SCCA Pro Racing SIRIUS Satellite Radio Mazda MX-5 Miata Cup presented by Hankook. This exciting new racing series consists of eight events run on some of America's most legendary road courses—including Mazda Raceway Laguna Seca. A true test of driving talent, the series pits identically prepared, third-generation MX-5 Miatas equipped with essentially stock Mazda 2.0-liter engines and 6-speed manual gearboxes against one another. But then, Mazda has always been about competing. Improving. Refining. And, of course, Zoom-Zoom. After all, that's what makes every Mazda truly a Mazda. And with more than 750,000 sold worldwide, it's also what makes the MX-5 Miata the best-selling two-seat roadster of all time.

* Based on Sports Car Club of America racing data.



MX-5 MIATA SPECIFICATIONS TABLE

MX-5 MIATA MECHANICAL FEATURES TABLE

MX-5 MIATA EQUIPMENT & FEATURES TABLE

S: Standard P: Package O: Optional A: Dealer-available accessory -/: Not available

MazdaUSA.com Wherever you see this symbol, you can get the whole story on our interactive Web site.

MX-5 MIATA EQUIPMENT & FEATURES TABLE (continued)

MX-5 MIATA OPTIONS & OPTION PACKAGES

MX-5 MIATA OPTIONS & OPTION PACKAGES TABLE

* Always wear your safety belt and deactivate passenger-side air bag when using any infant- or child-safety seat. † MX-5 Sport requires Convenience Package...

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.

MX-5 MIATA MODEL AVAILABILITY TABLE

COLOR COMBINATIONS



HIGHLAND GREEN TRIM LEVEL and INTERIOR FABRICS



TRUE RED TRIM LEVEL and INTERIOR FABRICS



SUNLIGHT SILVER METALLIC TRIM LEVEL and INTERIOR FABRICS



COPPER RED MICA TRIM LEVEL and INTERIOR FABRICS



GALAXY GRAY MICA TRIM LEVEL and INTERIOR FABRICS



MARBLE WHITE* TRIM LEVEL and INTERIOR FABRICS

* Not available on Power Retractable Hard Top model.



STORMY BLUE MICA TRIM LEVEL and INTERIOR FABRICS



BRILLIANT BLACK CLEARCOAT TRIM LEVEL and INTERIOR FABRICS

UPHOLSTERY



BLACK LEATHER



TAN LEATHER



BLACK CLOTH

MODELS

SPORT (MX-5 Miata) Includes all MX-5 Miata SV standard features plus: Air conditioning, Leather-wrapped steering-wheel

TOURING (MX-5 Miata) Includes the following features:

- 6-speed manual transmission, Front shock tower brace, 17-inch aluminum alloy wheels, P205/45R17 high-performance tires, Halogen fog lights, Silver 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, 6-speaker sound system, Leather-wrapped shift knob, Passenger one-touch-down window

TOURING (MX-5 Miata Power Retractable Hard Top)

Includes the following features:

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

GRAND TOURING (MX-5 Miata and MX-5 Miata Power Retractable Hard Top)

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

- Black- or tan-cloth convertible top (MX-5 Miata), Leather-trimmed heated seats, 200-watt Bose® 7-speaker audio system with AudioPilot® noise compensation

WHEELS



16-INCH ALLOY



17-INCH ALLOY

A top priority is your peace of mind.

We want your new Mazda MX-5 Miata to be a source of pride, exhilaration and peace of mind for years to come. Which is why every new 2007 Mazda vehicle is covered by all of the following:

- A 3-year/36,000-mile* "bumper-to-bumper" limited warranty.
- A 3-year/36,000-mile,* 24/7 Emergency Roadside Assistance program.
- A 5-year/60,000-mile* limited powertrain warranty.

For details, please see your Mazda dealer, visit MazdaUSA.com or call toll-free 800-639-1000.

Make the ultimate cyberspace pit stop.

For more motorized fun of the virtual variety, Web surf yourself straight over to MazdaUSA.com and add it to your list of favorites. You can scope out all the new Mazdas—even compare them to the competition. Download photos, vehicle specs and MSRPs. Order brochures. Score seasonal incentives and special services offers. Pick up handy maintenance tips. Get updates on driving technology,

tuning and motorsports in the MAZDASPEED area. Interactively "build" the Mazda MX-5 Miata of your dreams and trick it out with your favorite accessories. Request a quote. Even locate a Mazda dealer. It's the quick and easy way to bring yourself totally up to speed.



Financing made simple.

Whether you're interested in buying or leasing a new Mazda, Mazda American Credit (MAC) is committed to helping make the financing process a convenient, hassle-free and satisfying experience. Put our first-class customer service to the test. Simply ask your Mazda dealer to explain which MAC purchase or lease plan best meets your needs. Or visit MazdaCredit.com for more information.

* Whichever comes first.

Genuine Mazda Accessories: The real deal.

Part of the joy of owning a new Mazda MX-5 Miata is personalizing it. And the best way to enhance its appearance or performance is with Genuine Mazda Accessories. Better yet, all Genuine Mazda Accessories installed by your Mazda dealer, prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as your new Mazda. See your dealer for details.

A. Mazda iPod® Integration Module. Taking your Apple® iPod along for the ride just became a lot easier. Mazda's iPod Integration Module allows you to play your iPod through your MX-5 Miata audio system with crystal-clear sound and a built-in battery charger. Works with all 30-pin, dock-connector-equipped iPods. (iPod not included. See your dealer for compatibility conditions and limitations on installation.) B. Aluminum Doorsill Trim Plates. MX-5 Miata-logo-embellished plates protect and add style to your doorsills. C. "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. 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 Miata logo and storage bag). E. 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.

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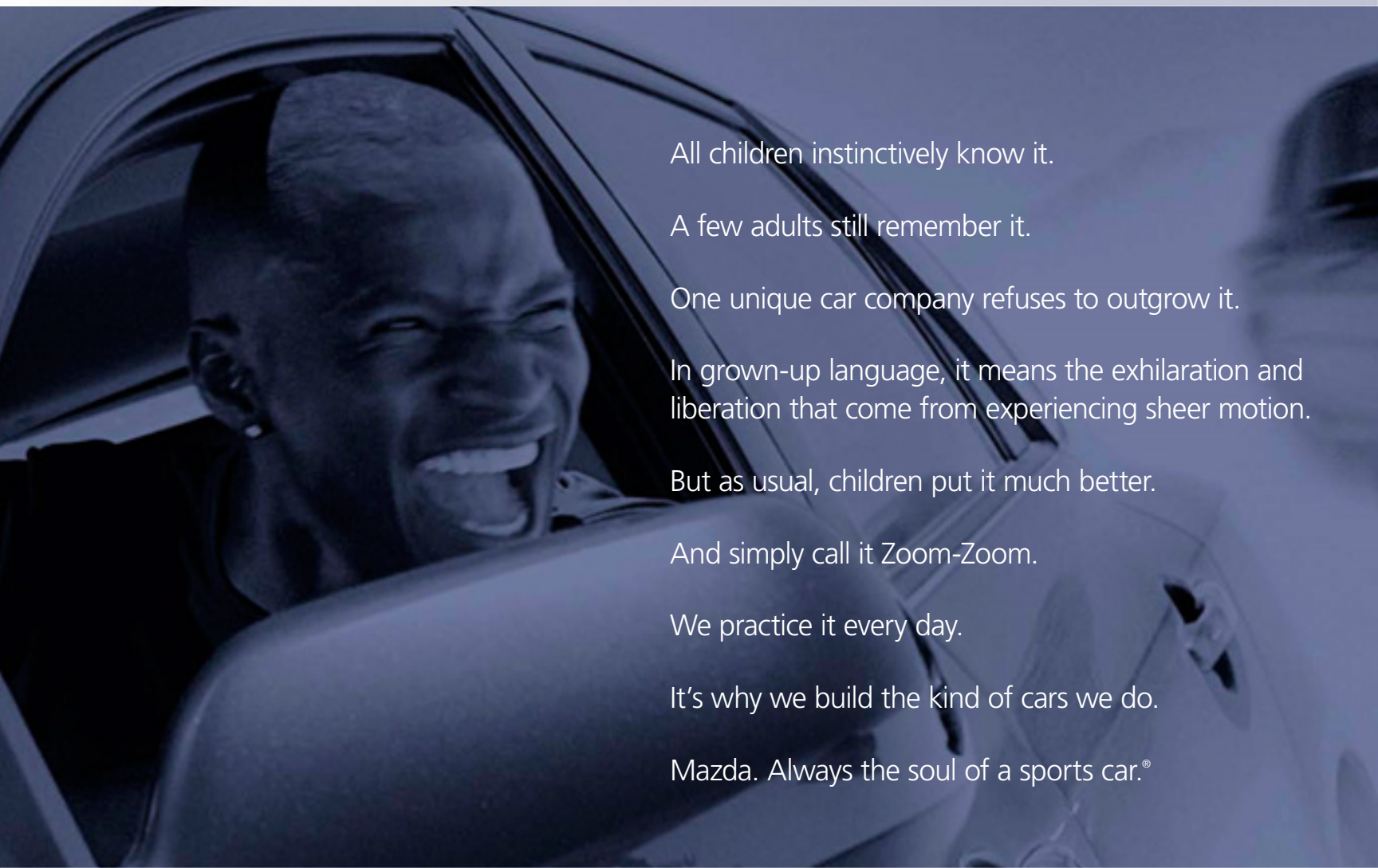
- Front Air Dam*
- Fog Lamp Bezels
- Front Mask
- Splash Guards, Front And Rear*
- Seatback Bar Cover
- Chrome Fuel Door
- Door-Edge Guards*
- Side Sill Extensions
- Rear Lip Spoiler (Soft Top Convertible Only)
- Rear Bumper Skirt*
- Windshield Sunscreen
- In-Dash 6-CD/MP3 Changer
- SIRIUS Satellite Radio Receiver Kit†
- Perimeter Alarm System†
- Engine Start Switch
- Rearview Mirror Cover*
- Gearshift Knob, Automatic
- Shift Gate Panel, Automatic Transmission
- Gearshift Knob, Manual
- Shift Plate Ring, Manual Transmission
- Instrument Panel Decorative Trim
- Switch Panel, Door
- Air Vent Bezels
- Speaker Bezels
- Ashtray
- Parking-Brake Lever Grip
- All-Weather Floor Mats
- Carpet Floor Mats
- Footwell Lamps
- All-Weather Car Cover
- Car-Cover Cable Lock
- License-Plate Frame
- Cargo Net
- First Aid Kit
- Roadside Assistance Kit
- Touch-Up Paint*
- Wheel Locks

* Color-keyed item.

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

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





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 come from experiencing sheer motion.

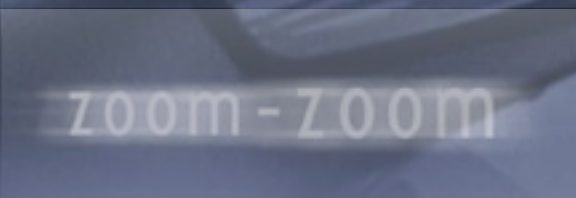
But as usual, children put it much better.

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.®



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