

ZOOM-ZOOM

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.®



MAZDA CX-7



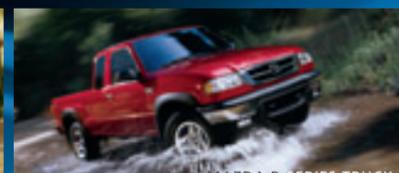
MAZDA CX-9



MAZDA MX-5 MIATA



MAZDA TRIBUTE



MAZDA B-SERIES TRUCK



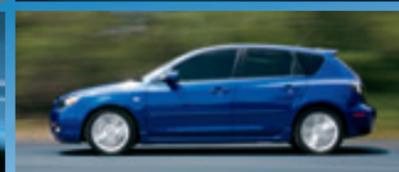
MAZDA6



MAZDA3 4-DOOR



MAZDA RX-8



MAZDA3 5-DOOR



MAZDA5



ZOOM-ZOOM

08 MAZDA **MX-5 MIATA**



DESIGNED AND ENGINEERED THE ZOOM-ZOOM WAY.

ZOOM-ZOOM

INSIGHTFUL ENGINEERING • STYLISH DESIGN • SPIRITED PERFORMANCE



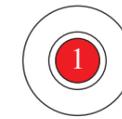
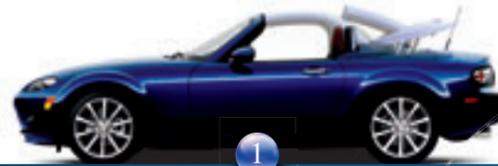
EVERY MAZDA WE MAKE IS THE INSPIRED INTERSECTION OF INSIGHTFUL ENGINEERING, STYLISH DESIGN AND SPIRITED PERFORMANCE. AND THE '08 MX-5 MIATA IS A STELLAR EXAMPLE. FROM ITS MOLYBDENUM-COATED PISTONS TO ITS NEARLY PERFECT 50/50 FRONT-TO-REAR WEIGHT DISTRIBUTION. FROM ITS STRIKINGLY ATHLETIC SILHOUETTE TO ITS AGGRESSIVE DUAL EXHAUST OUTLETS. AND FROM ITS QUICK, PRECISE STEERING TO ITS LEGENDARY HANDLING. THIS MX-5 MIATA IS, IN FACT, THE 3RD GENERATION OF THE BEST-SELLING TWO-SEAT ROADSTER IN HISTORY. THE AGILE OFFSPRING OF A COMPANY THAT HAS BUILT MORE SPORTS CARS THAN ANYONE ELSE IN THE WORLD. A VEHICLE PASSIONATELY CRAFTED TO FORGE A FEELING OF ONENESS BETWEEN CAR AND DRIVER. AND DELIVER A SPORTS-CAR EXPERIENCE WITHOUT EQUAL. THE ZOOM-ZOOM WAY.



KKG 595

Miata

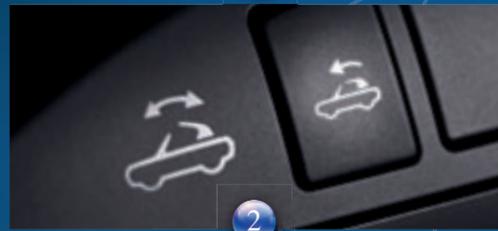
MAZDA



ONE OF OUR TOP CHOICES IS SURE TO BE YOURS.

How do you enhance the best-selling two-seat roadster of all time? By literally raising the standards. And maximizing the Mazda MX-5 Miata's fun-to-drive factor with a choice of two ingeniously engineered tops. Case in point, standard equipment on every Mazda MX-5 Miata is one of the most user-friendly convertible soft tops on the planet. Its single-latch simplicity, spring-assisted frame and space-saving "Z-fold" design allow you to easily lower or raise it from inside the cockpit. Also available is a Power Retractable Hard Top. One that can be completely lowered or raised in a class-leading 12 seconds flat.* One that gracefully stores itself behind the seats—under a hard tonneau cover—without stealing a single inch of trunk space. All at the touch of a button.* One whose lightweight design (less than 80 lb) even helps preserve the MX-5 Miata's agile driving dynamics. Best of all, both tops also deliver a durable glass rear window, an integral rear-window defroster plus a handsomely integrated roof line that puts MX-5 Miata imitators to shame.

* Once latch is disengaged or engaged. Based upon published times.



The MX-5 Miata's available Power Retractable Hard Top can be lowered or raised in a class-leading 12 seconds.* When lowered, the top stores itself neatly behind the seats under a solid, stylish tonneau cover. And all without stealing even a single inch of precious trunk space.

In true Mazda fashion, operating the available Power Retractable Hard Top is easy and intuitive. One button lowers the top. Another raises it. And a single, central latch locks everything securely in place. All of which can be accomplished from the MX-5 Miata's cockpit.



ZOOM-ZOOM

ERM 055

ACCEPT NO SUBSTITUTES.

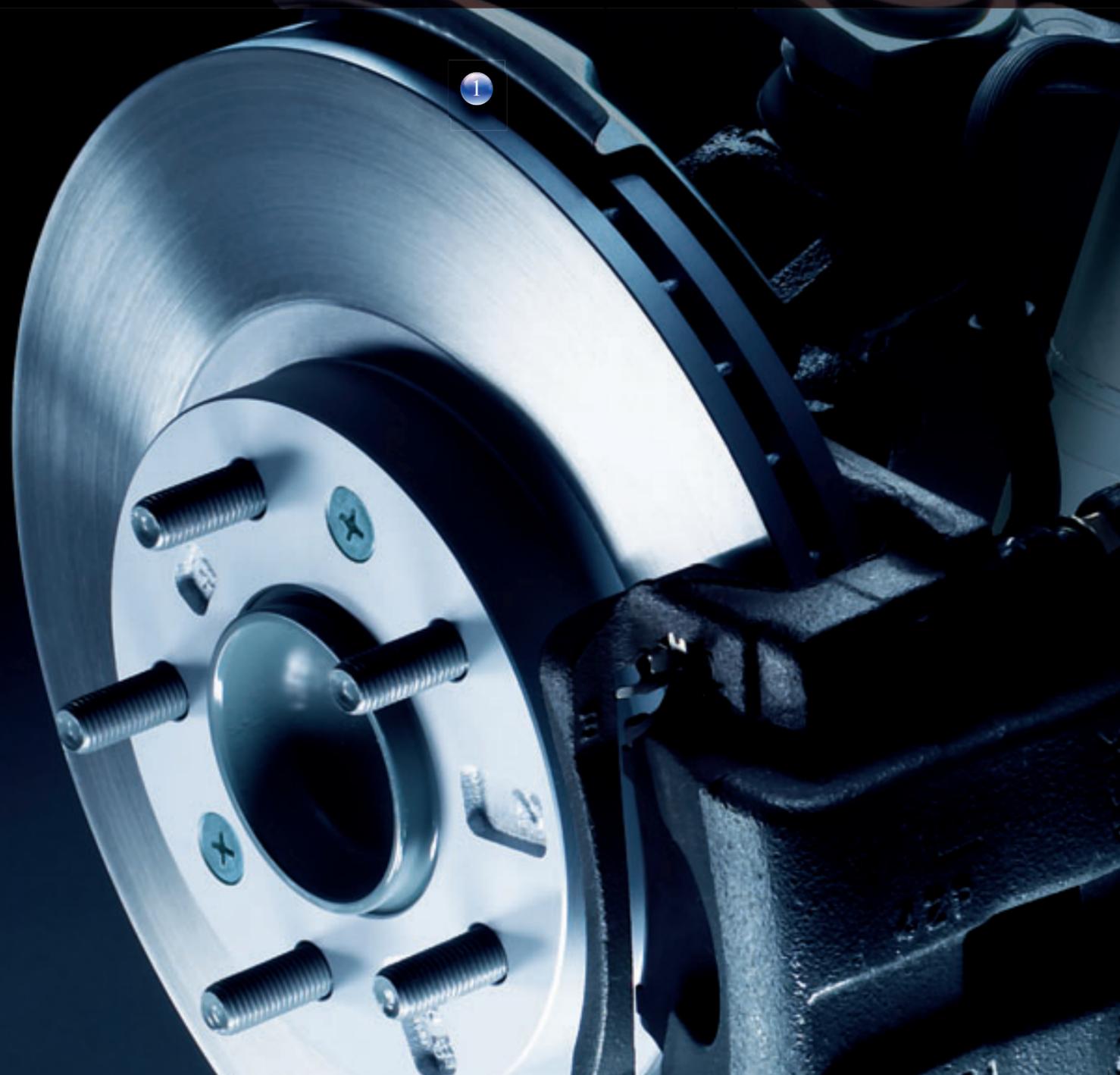
ZOOM-ZOOM

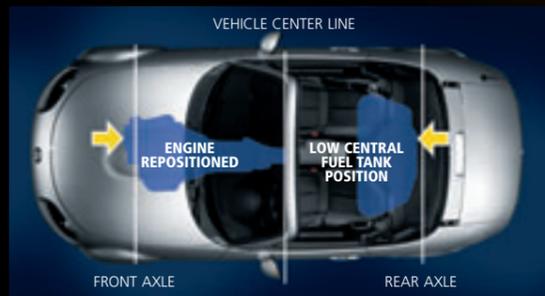
1

Power-assisted 4-wheel disc brakes, including massive, 11.4-inch ventilated front discs, are standard. As are an Anti-lock Brake System with Electronic Brakeforce Distribution and even reinforced brake hoses. The end result is an MX-5 Miata with remarkably responsive, linear and fade-resistant stopping power.

1

The Mazda MX-5 Miata is 100% pure sports car. The genuine article. The real deal. An authentic lightweight, purpose-built, two-seat roadster. Not some overweight, unproven pretender hastily cobbled together from shared parts-bin components. As such, the MX-5 Miata's legendary pedigree—and 18 years of painstaking refinement—are impossible to ignore. Its advanced engine and track-proven gearbox are perfectly matched. Its precise rack-and-pinion steering system is astonishingly quick. Its front-midship-engine layout promotes superb balance and responsive, directional control. While its track-refined 4-wheel independent suspension system endows the MX-5 Miata with nearly telepathic reflexes, inspired agility and tenacious handling. As a result, what the MX-5 Miata offers is an undiluted sports-car experience. One that transforms equal measures of mechanical magic, adrenaline and exhilaration into an endless supply of smile-inducing freedom.





2



3



4

2

To ensure that the MX-5 Miata is exceptionally nimble and ultraresponsive to changes in direction, Mazda engineers have designed it to have a "low yaw-inertia moment." They accomplished this by positioning much of the car's weight—including powertrain, fuel tank and battery—as close to its center as possible.

3

A 4-wheel independent suspension helps keep the MX-5 Miata glued to your favorite patch of pavement. To optimize traction, especially when cornering, the rear suspension employs a sophisticated multilink design. Up front, an advanced, double-wishbone layout further enhances its legendary handling and directional stability.

4

A hollow front stabilizer bar helps reduce weight and minimize body roll. It also enhances directional stability and traction during cornering. Dynamically complementing this crucial component are four gas-charged shock absorbers and a rear stabilizer bar.

5

The MX-5 Miata's nearly perfect 50:50 weight distribution—front to rear (including driver)—pays off in an exceptionally well-balanced sports car that offers remarkable agility, superb directional response and uniformly tenacious handling.



5





"Highest Ranked Compact Sporty Car in Initial Quality, Two Years in a Row."

THINK TWICE BEFORE YOU SETTLE FOR ANYTHING LESS.

The Mazda MX-5 Miata is two-for-two, earning J.D. Power and Associates Initial QualitySM model awards for both 2006 and 2007. But then, when you've designed, built and sold more sports cars than anyone else in the world—including the best-selling two-seat roadster in history—you learn the true importance of craftsmanship and attention to detail. And just how exhilarating exceptional quality can be.



Mazda MX-5 Miata received the lowest number of problems per 100 vehicles among compact sporty cars in the proprietary J.D. Power and Associates 2006–2007 Initial Quality StudiesSM. 2007 study based on responses from 97,390 new-vehicle owners, measuring 250 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February–May 2007. Your experiences may vary. Visit jdpower.com.



Variable valve timing, in conjunction with variable induction, is employed by MX-5 Miata's advanced MZR engine to maximize both low-end torque and high-rpm power.



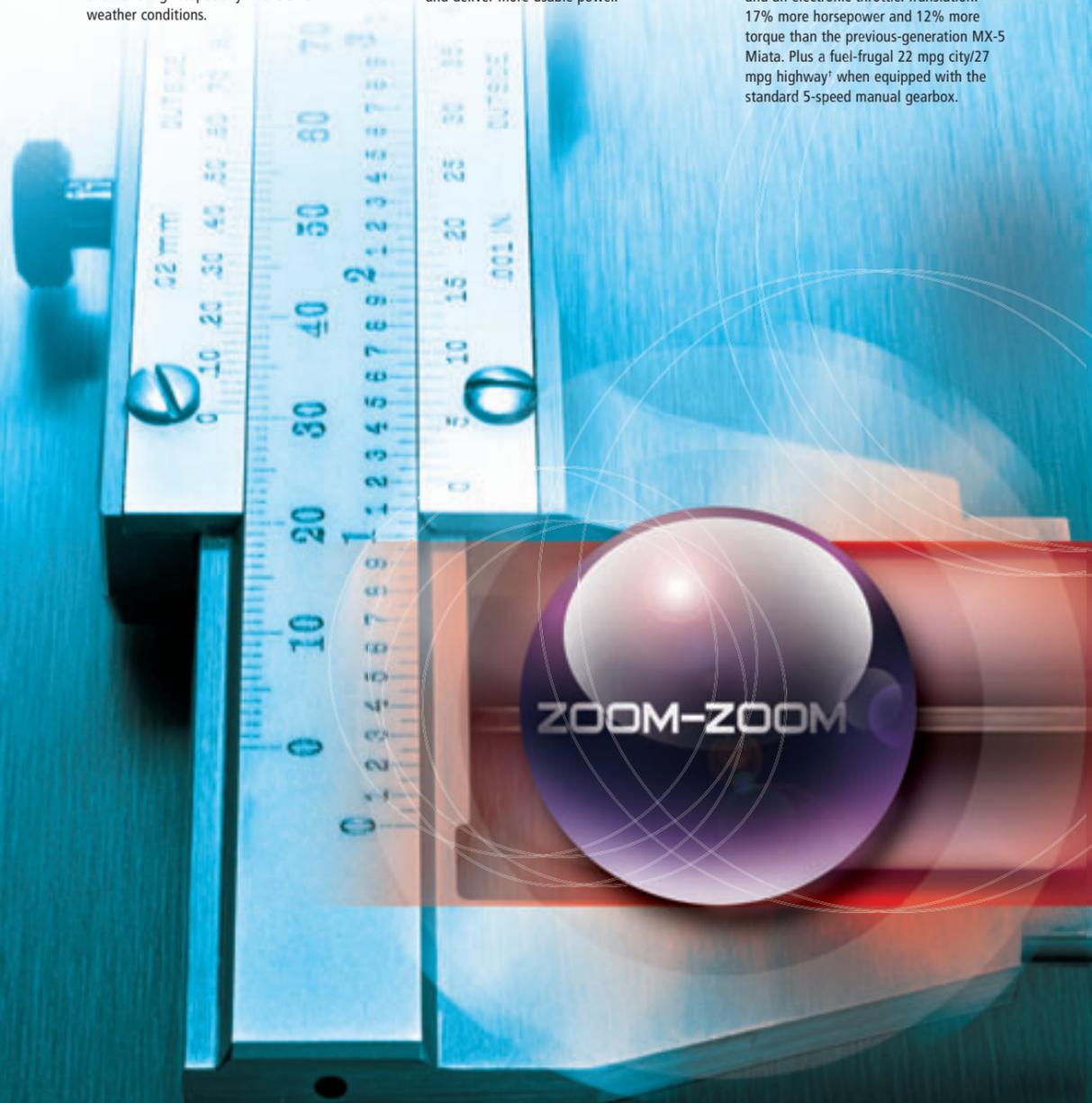
A limited-slip differential and Dynamic Stability Control with a Traction Control System are available on select MX-5 Miata models to help optimize traction and handling—especially in extreme weather conditions.



An ultralight flywheel, standard on all MX-5 Miata models, is utilized to further enhance the engine's free-revving performance, increase its responsiveness and deliver more usable power.



The MX-5 Miata's 166-hp 2.0-liter DOHC free-revving engine boasts friction-reducing, molybdenum-coated pistons; electronically controlled port fuel injection; and an electronic throttle. Translation: 17% more horsepower and 12% more torque than the previous-generation MX-5 Miata. Plus a fuel-frugal 22 mpg city/27 mpg highway[†] when equipped with the standard 5-speed manual gearbox.



DISCOVER PRECISELY WHY "LESS IS MORE."

Weight is the common enemy of all true sports cars. Because extra weight can dramatically degrade everything from acceleration and balance to agility and braking. Taking this fact to heart, the MX-5 Miata engineering team embarked upon a passionate weight-saving "gram strategy." Their goal: To optimize the MX-5 Miata's impeccable road manners and horsepower per pound by ensuring each component was as light—yet as strong—as possible. All told, 573 innovative, weight-saving ideas were generated. Which is why you'll find such generous use of aluminum in everything from the MX-5 Miata's sleek hood and spirited 166-hp engine to its rear brake calipers. And why lightweight, high-tension steel is an essential part of its ultra-rigid body structure. A weight-saving welding process was also developed and patented by Mazda to more efficiently marry aluminum and steel parts. Even the rearview mirror was redesigned to save a precious 84 grams. The inspiring results: An MX-5 Miata that's nearly 400 lb lighter than its nearest rivals.* A true sports car that thrives on being tossed into corners. And, perhaps most impressive of all, an indescribable feeling of oneness between car and driver.

* Based on a comparison of 2007 model year roadsters under \$25,000. † These estimates reflect new EPA methods beginning with 2008 model. For more information on new mpg ratings, please see www.fueleconomy.gov.



3

Convenient steering-wheel-mounted controls for the audio system and cruise control (standard on the MX-5 Miata Touring and Grand Touring models) allow you to engage and control both features without taking your hands off the wheel.

4

The MX-5 Miata's high-bolstered driver's seat is purposefully engineered to provide both an ideal driving position and superb body support. The seat's wide range of adjustments, a tilt-adjustable steering wheel and a refined interior layout all help create the largest, most accommodating MX-5 Miata cabin ever crafted.

2

The precise locations of both the MX-5 Miata's steering wheel and manual gearshift are engineered to promote a feeling of oneness between car and driver. To determine which locations minimized muscle stress and unnecessary movement—and were also the most comfortable and conducive—Mazda engineers used multiple biosensors to exhaustively study driver interaction across a wide range of different steering-wheel and shifter positions.

1

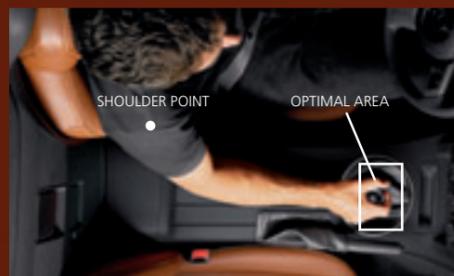
A short-throw, close-ratio, 5-speed manual gearbox comes standard on the MX-5 Miata. Also available are a short-throw, 6-speed manual and a 6-speed Sport AT automatic transmission. For extra fun, the Sport AT allows you to manually shift gears via the competition-inspired, steering-wheel-mounted paddles or the console-mounted shifter.

5

Mazda's Advanced Keyless Entry System (available on MX-5 Miata Grand Touring models) eliminates the need for a traditional key to unlock the doors and trunk or even start the engine.



JUST WAIT UNTIL YOU GET YOUR HANDS ON ONE.



2



3



4



5

Virtually every element of the Mazda MX-5 Miata's cockpit is dedicated to transforming your input into meaningful motion. It's a precision-crafted, remarkably ergonomic and confidence-inspiring environment. One perfected by years of painstaking research, rethinking and refinement. Which is why you'll find nearly 4.0 cubic feet more room for your head, shoulders, hips and legs to enjoy in this MX-5 Miata versus the previous generation. And why the entire cabin has such a custom-tailored feel. With an abundance of rich textures, quality materials and attention to detail wherever you look. You'll appreciate the waist-level climate-control vents. The covered, dual cup holders. The lockable rear console storage compartment. The clear line of sight provided by the instrument panel and gauge cluster. The purposefully sculpted shift knob. And how the perfectly positioned foot pedals enable smoother and quicker heel-and-toe downshifts. So gear up for real exhilaration. In a finely crafted cockpit you'll quickly find as emotionally rewarding as the MX-5 Miata's on-road performance.

**ON ANY GIVEN WEEKEND, MORE MAZDAS AND MAZDA-POWERED CARS
ARE ROAD-RACED THAN ANY OTHER BRAND.**

More than any other import. And more than any domestic. But then, the best street cars make the best race cars. Which may help to explain why Spec Miata is now the Sports Car Club of America's (SCCA) largest and most popular class. Mazda MX-5 Miatas have also captured seven National Championships in SCCA Showroom Stock Class B (SS/B) in recent years—handily outrunning a swarm of Acuras, BMWs, Hondas and Toyotas along the way. Equally impressive, 2007 marks the second season of the SCCA Pro Racing SIRIUS Satellite Radio Mazda MX-5 Cup. A true test of driving talent, this exciting, 8-race series involves essentially stock, identically prepared 2.0-liter MX-5 Miatas competing on some of America's most legendary race courses—including Mazda Raceway Laguna Seca. And for those brand-new to racing, Mazda is also proud to be the official vehicle of Skip Barber Driving and Racing Schools. But then, at Mazda, we've always been about competing. Refining. And improving. Especially when it comes to perfecting the best-selling two-seat roadster of all time. And bringing true sports-car exhilaration to over 850,000 Mazda MX-5 Miata owners. Mazda: Race-engineered the Zoom-Zoom Way.



Mazda is the official vehicle of Skip Barber Driving Schools, Racing Schools and Race Series.



CLOSED WHEEL



Skip Barber Driving and Racing Schools | Club Racing | Mazda MX-5 Cup | Grand Am Cup | World Challenge | Grand Am GT | American Le Mans

OPEN WHEEL



Karting | Skip Barber National Series | Star Mazda Championship | Champ Car Atlantic Championship

MAZDA MOTORSPORTS...POWERED TO GROW. Mazda's motorsports program has been uniquely designed to grow driver talent—from karting all the way up to the top level of endurance sports-car racing. Our motorsports ladder system enables aspiring young drivers to perfect their skills, master the challenges, reap the rewards of moving up—and ultimately achieve their dreams as drivers.

"...the Mazda MX-5's refined nature makes it the indisputable king of the \$25K drop tops."

—EDMUNDS.COM



MX-5 MIATA SPECIFICATIONS & CAPACITIES

Specifications	MX-5 Power Retractable Hard Top		
Engine size and type	2.0L MZR 4-cylinder; aluminum alloy block and cylinder head		
Valve gear	DOHC 16-valve with variable intake-valve timing		
Horsepower, SAE net	166 @ 6700 rpm 158 @ 6700 rpm (6-speed Sport AT)		
Torque, SAE net lb-ft	140 @ 5000 rpm		
Bore and stroke/compression ratio	3.44 x 3.27 inches/10.8:1		
Ignition system/fuel system	Distributorless electronic/multiport fuel injection		
Recommended fuel	Premium unleaded gasoline		
Steering ratio/turns, lock-to-lock	15.0:1/2.7		
Turning circle, curb-to-curb	30.8 feet		
Brakes	11.4-inch ventilated front discs; 11.0-inch solid rear discs		
CURB WEIGHTS	MX-5	MX-5 Power Retractable Hard Top	
5-speed manual (SV)	2445 lb		2555 lb
5-speed manual (Sport)	2478 lb		2575 lb
6-speed manual (Touring, GT)	2529 lb		
6-speed Sport AT automatic		2602 lb (Touring, GT)	
TRANSMISSION RATIOS	5-Speed Manual	6-Speed Manual	6-Speed Sport AT Automatic
1st gear	3.136	3.815	3.538
2nd gear	1.888	2.260	2.060
3rd gear	1.330	1.640	1.404
4th gear	1.000	1.177	1.000
5th gear	0.814	1.000	0.713
6th gear	—	0.832	0.582
Final drive	4.100	4.100	4.100
FUEL ECONOMY	(EPA estimated mpg, city/hwy)		
5-speed manual	(SV, Sport) 22 city/27 hwy*		
6-speed manual	(Touring, Grand Touring) 21 city/28 hwy*		
6-speed Sport AT automatic	(Sport, Touring, Grand Touring) 20 city/27 hwy*		
Exterior Dimensions	MX-5	MX-5 Power Retractable Hard Top	
Wheelbase/overall length (in)	91.7/157.3		91.7/157.3
Overall width/height (in)	67.7/49.0		67.7/49.4
Track, front/rear (in)	58.7/58.9		58.7/58.9
Interior Dimensions	MX-5	MX-5 Power Retractable Hard Top	
Headroom/legroom/shoulder room (in)	37.4/43.1/53.2		37.0/43.1/53.2
Capacities	MX-5	MX-5 Power Retractable Hard Top	
Cargo volume (cu ft)	5.3		5.3
Fuel capacity	12.7 U.S. gallons		

MX-5 MIATA ENGINE & MECHANICAL

Engine & Transmission	MX-5	MX-5 Power Retractable Hard Top
2.0L DOHC 16-valve 4-cylinder engine with variable valve timing	S	S
Aluminum alloy engine block and cylinder head	S	S
5-speed manual overdrive transmission with short-throw shifter	S	S
6-speed Sport AT automatic transmission with paddle shifters	(Available except SV)	(Available except Sport)
Suspension & Brakes		
Aluminum Power Plant Frame (PPF)	S	S
Rack-and-pinion steering with engine-rpm-sensing variable assist	S	S
Power-assisted 4-wheel disc brakes	S	S
Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)	S	S
Double-wishbone front suspension with aluminum control arms	S	S
Independent multilink rear suspension with aluminum bearing support	S	S
Front and rear stabilizer bars; gas-charged shock absorbers	S	S

MX-5 MIATA EXTERIOR

Body	MX-5	MX-5 Power Retractable Hard Top
Sport-tuned exhaust system with dual outlets	S	S
Lightweight aluminum hood	S	S
Black-vinyl "Z-fold" convertible top with central release latch	S	—
Body-color Power Retractable Hard Top	—	S
Black seatback bars and aero mesh screen	S	—
Silver seatback bars with aero mesh screen and air guide (PRHT)	P	S
Glass rear window with defogger	S	S
Dual body-color power remote mirrors	S	S
2-speed intermittent windshield wipers	S	S
Rear-fender-mounted antenna	S	S
Clear-lens halogen headlights with projector-type low beams	S	S
Chrome outer door handles, headlight bezels and front grille surround	—	S
Halogen fog lights	P	S
Tires & Wheels		
16-inch 5-spoke alloy wheels	S	S
P205/50R16 high-performance radial tires	S	S

MazdaUSA.com

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

MX-5 MIATA INTERIOR

Comfort & Convenience	MX-5	MX-5 Power Retractable Hard Top
CFC-free air conditioning (except SV model)	S	S
Cruise control with steering-wheel-mounted controls	P	S
Remote keyless entry with retractable key	P	S
Lockable rear center console storage and glove compartment	S	S
Door-mounted bottle holders	S	S
Dual cup holders with covers	S	S
Power windows with driver's one-touch-down feature	S	S
Passenger one-touch-down window feature	P	S
Power door locks	P	S
Remote trunk-lid and fuel-filler-door release	S	S
Courtesy light on windshield header; ignition-keyhole light	S	S
White-on-black gauges with red nighttime illumination	S	S
Full instrumentation, including tachometer, coolant-temperature and oil-pressure gauges	S	S
3-spoke leather-wrapped (urethane on SV model) tilt steering wheel	S	S
Heater/defroster with multispeed blower and side-window demisters	S	S
Floor tunnel net pocket	P	S
Seating & Trim		
Reclining bucket seats with integrated headrests; driver's seatback storage pocket	S	S
Driver's seat height lifter	S	S
Black cloth upholstery and carpet floor mats	S	S
Rear open storage compartments (behind seats)	S	—
Audio		
AM/FM/CD stereo with 4 speakers and digital clock	S	S
Steering-wheel-mounted audio controls	P	S

MX-5 MIATA SAFETY & SECURITY

Safety & Security	MX-5	MX-5 Power Retractable Hard Top
Dual front air bags* with passenger-side deactivation switch	S	S
Side-impact air bags*	S	S
Tire-Pressure Monitoring System (TPMS)	S	S
3-point lap/shoulder seat belts with pretensioners	S	S
Engine-immobilizer antitheft system	S	S

MX-5 MIATA OPTIONS & OPTION PACKAGES

Options/Option Packages	SV	Sport	Touring	Grand Touring
Convenience Package (Included with AT-equipped MX-5 Sport): Power door locks; remote keyless entry with retractable key; silver seatback bars; fog lights; cruise control; steering-wheel-mounted cruise and audio controls; passenger one-touch-down window; floor tunnel net pocket; covered rear storage compartments (except PRHT)	—	0	S	S
Suspension Package : Sport-tuned suspension; Bilstein® shock absorbers; limited-slip rear differential (manual transmission only)	—	—	0	0
Premium Package #1 : Xenon HID headlights; Dynamic Stability Control (DSC) with Traction Control System; limited-slip rear differential; Mazda Advanced Keyless Entry System; antitheft alarm	—	—	—	0
Premium Package #2 : Xenon HID headlights; Dynamic Stability Control (DSC) with Traction Control System; Mazda Advanced Keyless Entry System; antitheft alarm	—	—	—	0
Appearance Package : Front and rear air dam; side sill extensions	O/A	O/A	O/A	O/A
Interior Trim Package : Brushed-aluminum-tone instrument panel and door switch trim; leather/aluminum gearshift knob	O/A	O/A	O/A	O/A
Run-flat tires	—	—	0 (MX-5 only)	0
Front and rear splash guards (not available with Appearance Package)	O/A	O/A	O/A	O/A
Rear lip spoiler (N/A PRHT)	O/A	O/A	O/A	O/A
Chrome fuel-filler door	O/A	O/A	O/A	O/A
In-dash 6-disc CD/MP3 changer	O/A	O/A	O/A	O/A
Perimeter alarm system with shock sensor ⁴	—	O/A	O/A	O/A
Cargo net	O/A	O/A	O/A	O/A
Door-edge guards, color-keyed	O/A	O/A	O/A	O/A
All-weather floor mats	O/A	O/A	O/A	O/A
SIRIUS Satellite Radio ⁵ receiver kit	O/A	O/A	O/A	O/A
Wheel locks	O/A	O/A	O/A	O/A

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

MX-5 MIATA MODEL AVAILABILITY

Model Availability	MX-5 Miata SV	MX-5 Miata Sport	MX-5 Miata Touring	MX-5 Miata Grand Touring
MX-5	□	□	□	□
MX-5 Power Retractable Hard Top	—	□	□	□

Color Combinations



Highland Green

TRIM LEVEL	INTERIOR FABRICS
MX-5 Miata Sport, Touring	Black Cloth
MX-5 Miata Grand Touring	Tan Leather



True Red

TRIM LEVEL	INTERIOR FABRICS
MX-5 Miata SV, Sport, Touring	Black Cloth
MX-5 Miata Grand Touring	Black Leather



Sunlight Silver Metallic

TRIM LEVEL	INTERIOR FABRICS
MX-5 Miata Sport, Touring	Black Cloth
MX-5 Miata Grand Touring	Black Leather



Copper Red Mica

TRIM LEVEL	INTERIOR FABRICS
MX-5 Miata Sport, Touring	Black Cloth
MX-5 Miata Grand Touring	Tan Leather



Galaxy Gray Mica

TRIM LEVEL	INTERIOR FABRICS
MX-5 Miata Sport, Touring	Black Cloth
MX-5 Miata Grand Touring	Black or Tan Leather



Marble White¹

TRIM LEVEL	INTERIOR FABRICS
MX-5 Miata SV, Sport, Touring	Black Cloth
MX-5 Miata Grand Touring	Tan Leather

¹ Not available on Power Retractable Hard Top model.



Stormy Blue Mica

TRIM LEVEL	INTERIOR FABRICS
MX-5 Miata Sport, Touring	Black Cloth
MX-5 Miata Grand Touring	Black or Tan Leather



Brilliant Black Clearcoat

TRIM LEVEL	INTERIOR FABRICS
MX-5 Miata Sport, Touring	Black Cloth
MX-5 Miata Grand Touring	Tan Leather



Icy Blue Metallic

TRIM LEVEL	INTERIOR FABRICS
MX-5 Miata Grand Touring	Saddle Brown Leather

Limited availability, early 2008

Upholstery



Black Cloth



Black Leather



Tan Leather



Saddle Brown Leather

Wheels



16-Inch Alloy



17-Inch Alloy

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
- In-dash 6-disc CD changer
- 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
- In-dash 6-disc CD changer
- 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

GRAND TOURING SPECIAL EDITION (MX-5 Miata)

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

- Icy Blue Metallic exterior
- Saddle Brown cloth convertible top, leather seats and interior trim
- Unique-design 17-inch aluminum alloy wheels
- Stainless steel scuff plates
- Aluminum-tone instrument panel trim; chrome gauge rings
- Xenon HID headlights
- Dynamic Stability Control (DSC) with Traction Control System
- Limited-slip differential (MT only)
- Mazda Advanced Keyless Entry System
- Antitheft alarm

Limited availability, early 2008

* These estimates reflect new EPA methods beginning with 2008 model. For more information on new mpg ratings, please see www.fueleconomy.gov.

† Always wear your seat belt and deactivate passenger-side air bag when using any child- or infant-safety seat.

‡ MX-5 Sport requires Convenience Package, not available with Premium Package.

§ SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

Product Changes and Options Availability: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages.

Your Mazda dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations.

Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

ZOOM-ZOOM

PEACE OF MIND: THE ZOOM-ZOOM WAY.

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 2008 Mazda sold in the U.S. is protected 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.
- A 5-year/unlimited-mileage Anti-Perforation Limited Warranty.

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

* Whichever comes first.

A WEB SITE POWERED BY PURE ZOOM-ZOOM.

Visit MazdaUSA.com, and surround yourself with more motorized fun of the virtual variety. You can download the latest info and specs on all the new 2008 Mazdas. Compare your favorite new Mazda to the competition. "Build" the Mazda of your dreams online—and trick it out exactly the way you want it. Request a quote. Estimate monthly payments. Order a brochure. Get the "411" on special events, promotions and incentives.

MazdaUSA.com

Score handy maintenance tips and seasonal service offers. Learn more about MAZDASPEED and Mazda's latest motorsports activities. Even locate your closest Mazda dealer. It's your instant, 24/7 connection to all things "Zoom-Zoom." All at MazdaUSA.com.

mazda

Mazda American Credit.

A FRIEND WHO'S READY TO LEND MORE THAN A HAND.

Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda American Credit (MAC) can make the financing process a more convenient and more satisfying experience. It all starts with first-class customer service and competitive rates. To find out which MAC purchase or lease plan best meets your needs, talk to your Mazda dealer. Or for more information, visit MazdaCredit.com.

A MORE PERSONALIZED APPROACH TO ACCESSORIES.

One of the greatest joys that comes with owning a new Mazda MX-5 Miata is being able to personalize its appearance and enhance its performance with Genuine Mazda Accessories. Better still, 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.

Apple and iPod are registered trademarks of Apple Inc.

- Front Air Dam*
- Fog Lamp Bezels
- Front Mask
- Splash Guards, Front And Rear*
- Seatback Bar Cover
- Chrome Fuel-Filler 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

* Color-keyed item.

† SIRIUS SATELLITE RADIO 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.

