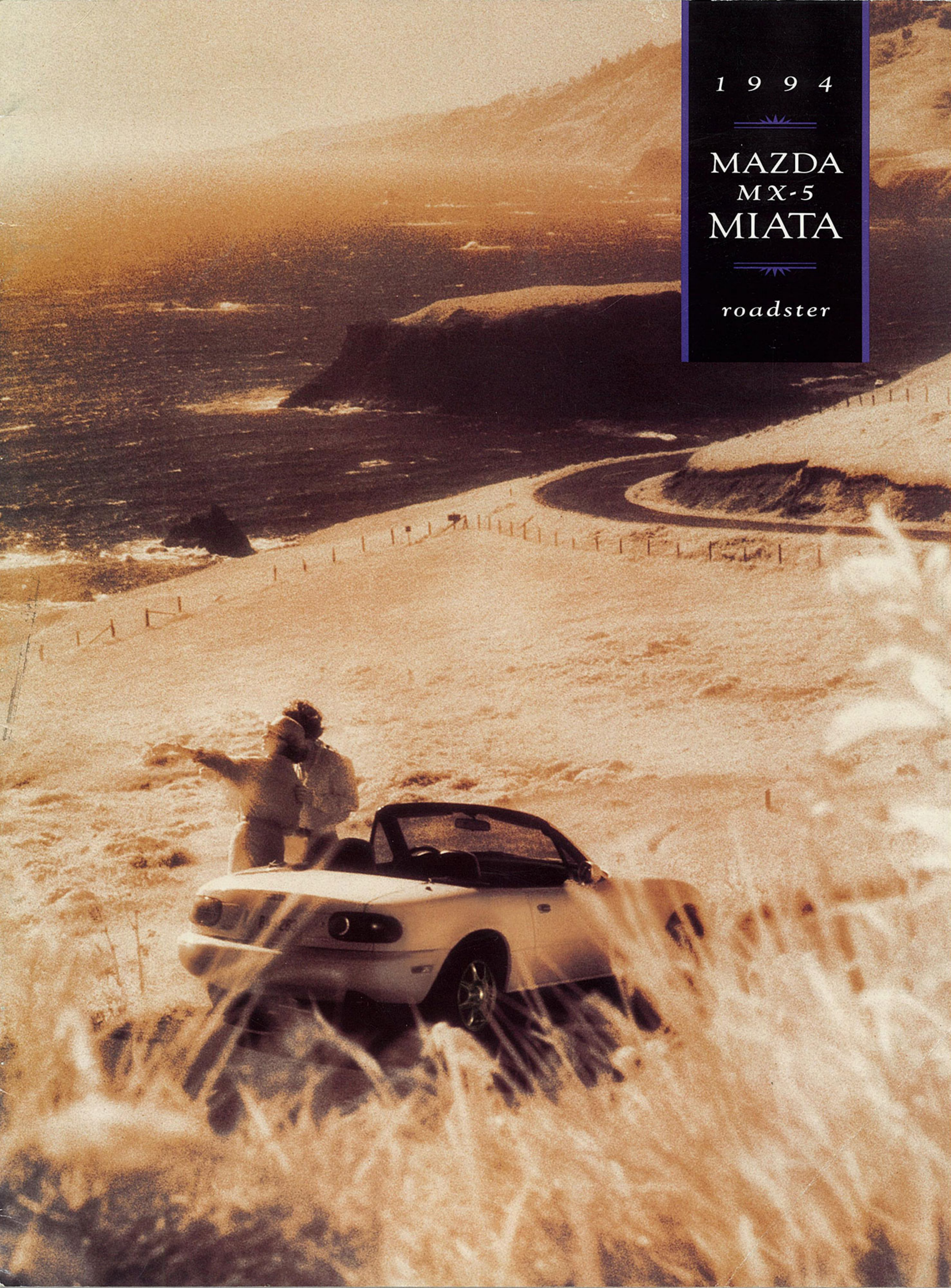


1 9 9 4

MAZDA
MX-5
MIATA

roadster







➤ Our Global Road Circuit painstakingly reproduces 20 different road surfaces from all around the world. This test track helps us fine-tune the Mazda Miata for all kinds of driving conditions.



It's the best-selling sports car in the world. It's also been named to *Car and Driver's* "Ten Best" list for three years in a row.* And right now, it has a higher resale value than any other sports car.** Of all the exuberant reviews it has received, these simple facts may be the most expressive prose ever written about the Mazda Miata. Because they clearly describe just how much people love this neoclassical roadster.

If you smile when you see one, long to drive one, or have to have one—relax. You're only human. Mazda Kansei Engineering deliberately creates cars that play to your emotions, and the Miata may be the most stirring example of this engineering process. This year, we've made its timeless, sensuous styling, and sheer fun-to-drive attitude even more irresistible with a larger engine for more horsepower and improved performance.

Is it possible that it just keeps getting better? Absolutely. Introducing the new 1994 Mazda Miata roadster.

*1990 through 1992. **Based on Kelley Blue Book data for 1990-1992 model years.

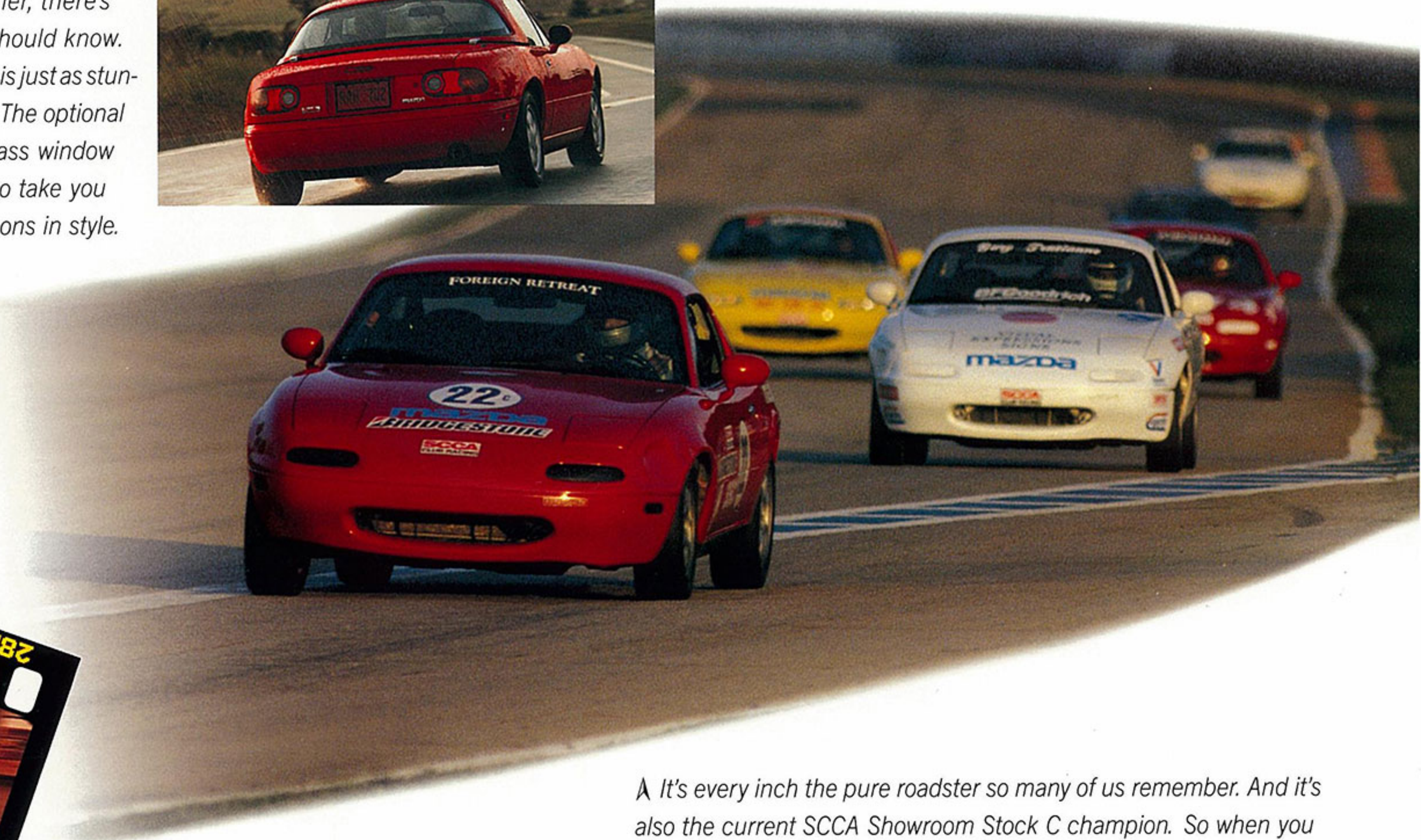
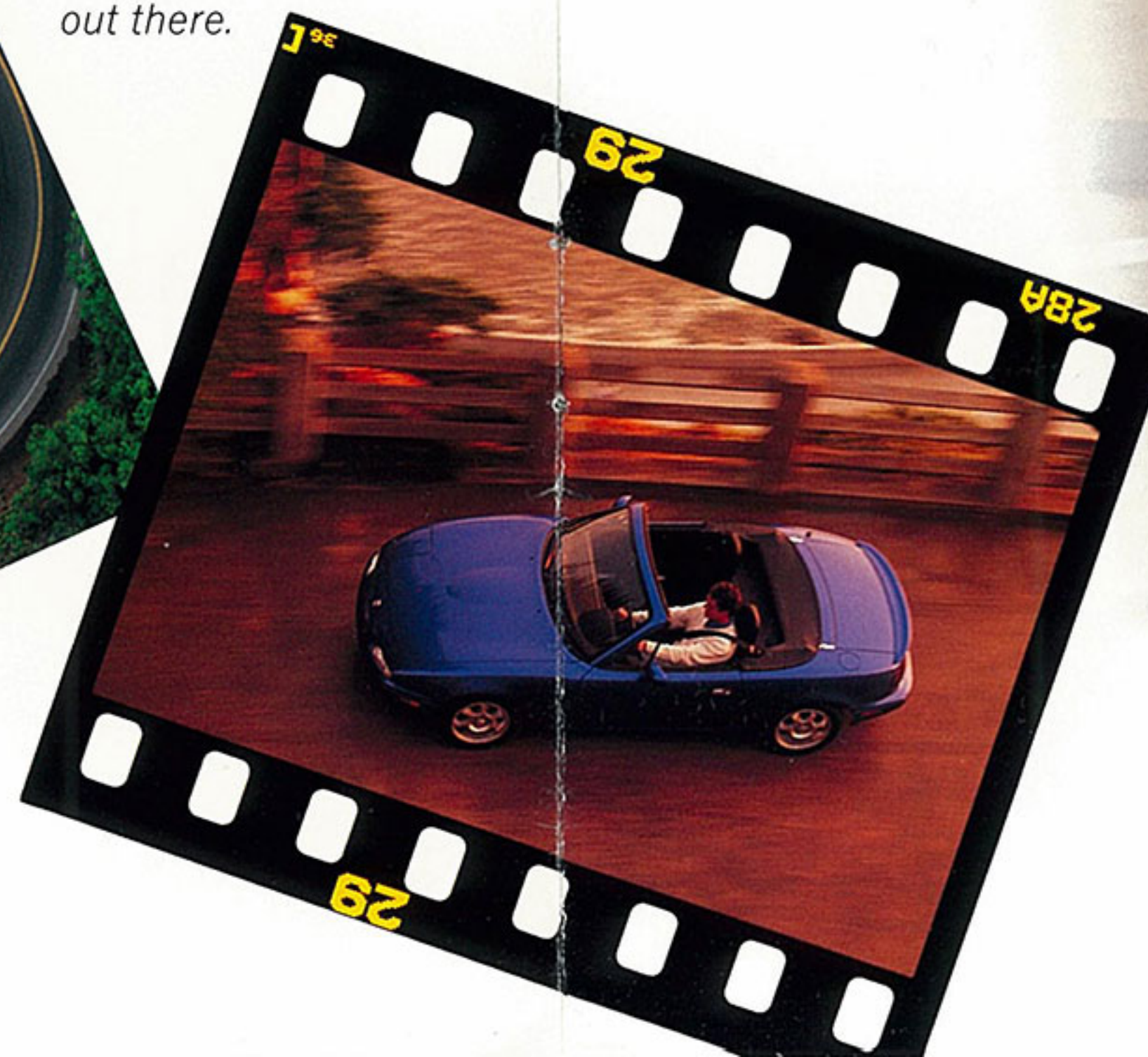


Y In our opinion, the Mazda Miata just may be responsible for the trend back to traditional values in the '90s. It's the classic sports car reborn and remains the only sports car in its class with a traditional front engine and rear-wheel drive. This year, it also offers a new level of high-spirited performance with a larger 1.8-liter engine, plus the available R Package* for enthusiasts, or anyone looking to get back to performance basics.

Isn't it wonderful to discover traditional values that make your heart beat a little faster?

◀ Somewhere, out on the country road that's closest to your heart, lies the perfect place to picture yourself behind the wheel. Here, you'd understand the full effect of Mazda Kansei Engineering—engineering that considers not only the way a car performs, but the way it feels, as well. Because people—their feelings and emotions—are a very important part of our design process. And the result is that everything about the Miata feels just right. Especially out there.

➤ If you have to deal with the realities of weather, there's something you should know. The Mazda Miata is just as stunning as a coupe. The optional hardtop has a glass window and a defroster to take you through the seasons in style.



▲ It's every inch the pure roadster so many of us remember. And it's also the current SCCA Showroom Stock C champion. So when you take to the streets in your own new Miata, think of the company you're keeping... and smile.

* Available early 1994.

INTERIOR

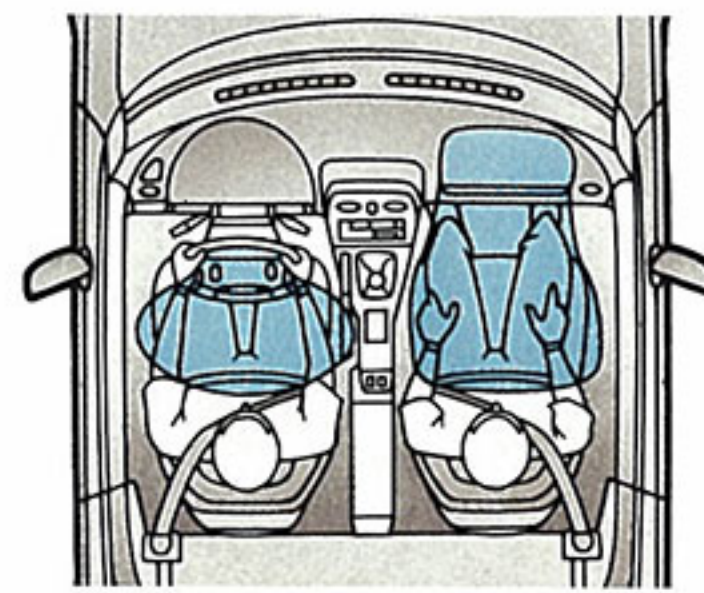


Jmagine the perspective. Just you and your roadster. Blue sky, bright sun, and miles of fresh air in every direction. Once you've adjusted to the sense of freedom that surrounds you in a Mazda Miata, you'll have time to focus in a little closer. And begin to revel in an interior appointed to satisfy.

Thick, padded steering wheel. High-back contoured bucket seats upholstered in a sophisticated new fabric. Pedals in perfect position, and a short-throw shifter that takes you through the paces without skipping a beat. Classic chrome-ringed analog gauges strategically positioned for easy readability. A softtop that's easily raised or lowered in seconds by just one person. Here, things make sense. And each and every detail points to classic roadster style and performance. Could it be any other way in the Mazda Miata—the sports car designed to put you in control of the road?



† The Miata features a standard driver's- and passenger's-side air bag Supplemental Restraint System (SRS). To be fully effective the air bags should be used together with properly fastened 3-point safety belts. (Note: A rear-facing child restraint should never be used in this or any 2-seat vehicle with dual air bags.†)



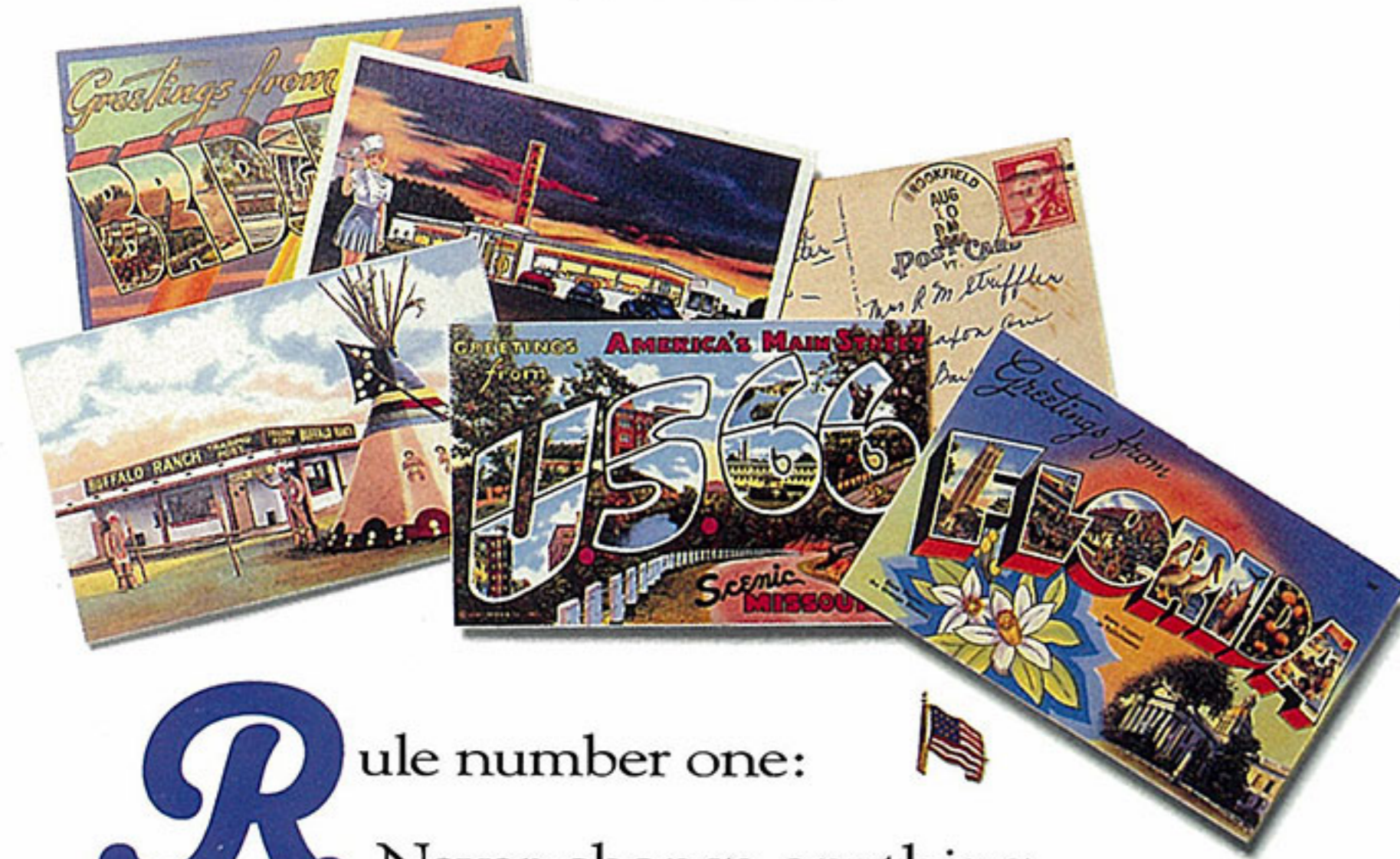
† The optional Mazda Sensory Sound System (MSSS) brings your music up close and personal, with a CD player, upgraded speakers in head restraints and doors, tweeters in the forward door edge panels, and special bass transducers in the seats.



*If you believe in creature comforts and high style just as much as the open road, consider the merits of optional Package C. Luxurious tan leather seating surfaces,** a leather-wrapped steering wheel, tan softtop, alloy wheels, and other performance and convenience features combine to give the Miata an additional edge with automotive sophisticates.*

*See the specifications page for details.

**Seats upholstered in leather except for vinyl on rear side of seatbacks and other minor areas.



Rule number one: Never change anything about a classic without an incontestable reason. So for 1994, we came up with a very aggressive argument for putting a bigger powerplant under the hood of the Miata: You'll have even more fun. The fact is, the base-model Mazda Miata has more standard power than the Honda del Sol or the Mercury Capri. That's certain to put a smile on your face. And if you're a true sports car enthusiast, there's even more to tempt you. Because now you can give the Miata an "R" rating with the optional R Package—a special performance package which is available for the first time in '94.

These new performance features are based on one principle: The only way to improve a classic is by getting even closer to its origins. And performance that puts you in closer contact to the city streets and country lanes is doing just that—getting you back to the feeling of a true roadster. It's one of those things that was just meant to be.

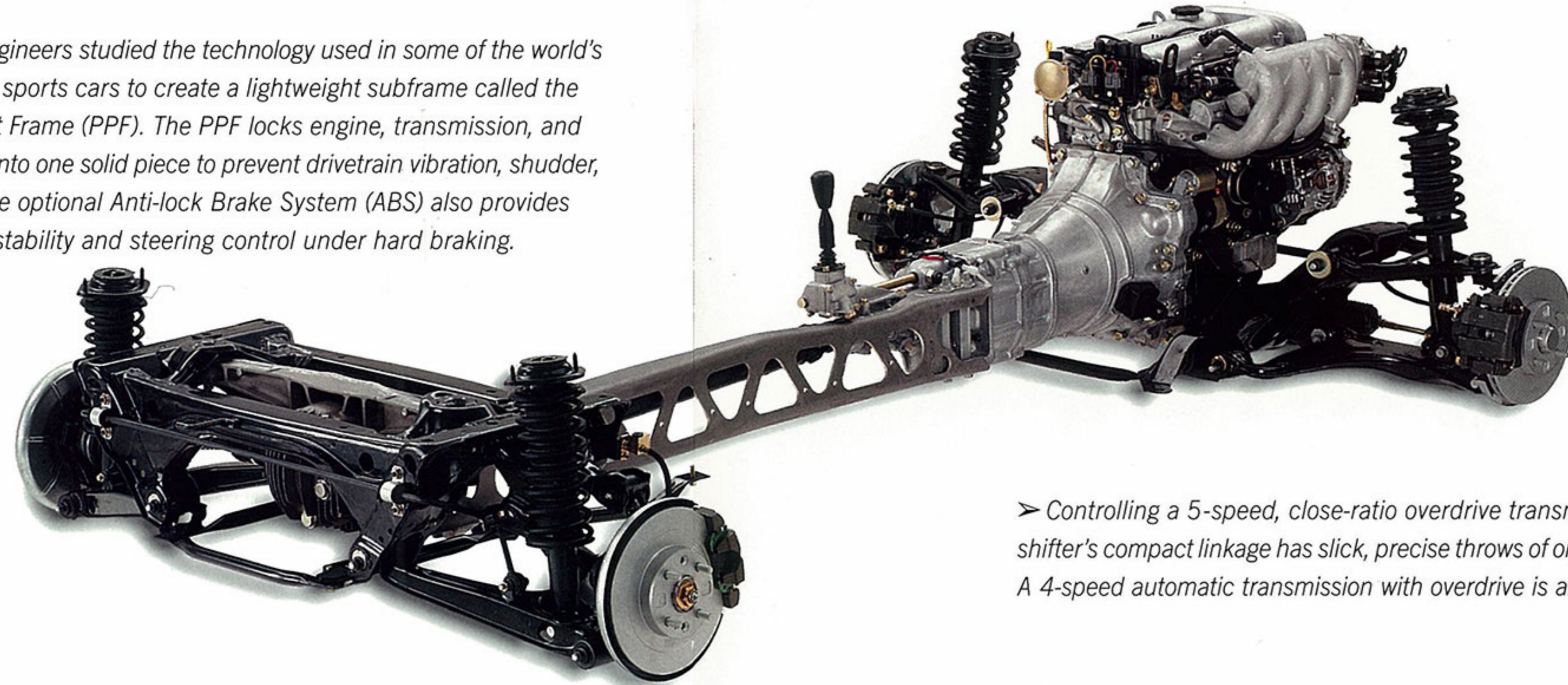
Do you get the feeling the Mazda Miata was just meant to be yours?

SAFETY FEATURES

The Mazda Miata features the following safety equipment:

- Driver's- and passenger's-side air bag Supplemental Restraint System (SRS)
- Three-point safety belts
- Anti-lock Brake System (ABS) optional
- Side-door impact beams
- Dual-circuit 4-wheel disc brakes
- Energy-absorbing steering column and instrument panel
- Laminated windshield glass
- Integrated head restraints
- Center high-mount stop lamp
- Energy-absorbing crumple zones
- Breakaway inside rearview mirror
- Halogen headlights
- Side marker lamps and reflectors
- Automatic transmission shift interlock (A/TI)

∇ Mazda engineers studied the technology used in some of the world's most exotic sports cars to create a lightweight subframe called the Power Plant Frame (PPF). The PPF locks engine, transmission, and differential into one solid piece to prevent drivetrain vibration, shudder, or slack. The optional Anti-lock Brake System (ABS) also provides reassuring stability and steering control under hard braking.



➤ Mazda Kansei Engineering also results in the development of technology that is friendly to the environment. The 1994 Miata is free of asbestos and does not use CFCs in the air conditioning system.



▲ A new DOHC, 16-valve, 1.8-liter, 128-horsepower 4-cylinder engine provides speedy throttle response. In addition to increased horsepower, overall performance is heightened with increased body rigidity, larger brakes, plus the available Torsen® limited-slip differential included with all special option packages.



➤ Controlling a 5-speed, close-ratio overdrive transmission, the shifter's compact linkage has slick, precise throws of only 1.8 inches. A 4-speed automatic transmission with overdrive is also available.

Designed with the purist in mind, the new R Package includes a sport suspension with Bilstein shock absorbers, a front air dam and rear skirt, a rear spoiler, alloy wheels, and a Torsen® limited-slip differential. Widely used in race cars, the Gleason Torsen® limited-slip differential is up to twice as effective, depending on conditions, as a conventional limited-slip design. And it improves control by transferring torque in a much more linear fashion. This special performance package will be available in early 1994.





SPECIFICATIONS & FEATURES

Engine

Type	Inline 4-cylinder
Valve gear	DOHC 16-valve
Displacement	1839cc (112.5 cu. in.)
Bore and stroke	3.27 x 3.35 inches
Compression ratio	9.0:1
Horsepower, SAE net	128 @ 6500 rpm
Torque, SAE net lb.-ft.	110 @ 5000 rpm
Fuel system	Multi-port electronic fuel injection
Ignition system	Breakerless electronic

Transmission

Type	5-speed manual with overdrive 4-speed electronically controlled automatic with overdrive, lockup torque converter, and Hold mode optional
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Dimensions (inches)

Wheelbase	89.2	Track: front/rear	55.5/56.2
Length	155.4	Headroom:	37.1
Width	65.9	Legroom:	42.7
Height	48.2	Shoulder room:	50.4

EPA Mileage Estimates (mpg)

Manual transmission	22 city, 27 highway
Automatic transmission	23 city, 28 highway

Chassis

Frame	Unit body
Suspension	Fully independent, double-wishbone type with coil springs, gas-filled shock absorbers, and front and rear stabilizer bars
Steering	Rack-and-pinion type. Engine-rpm-sensing variable power assist optional. Steering ratio: 18.0:1 (15.0:1 power assist); steering wheel turns, lock-to-lock: 3.3 (2.8 power assist) Turning circle diameter, curb-to-curb: 30.0 feet
Brakes	Power-assisted with dual hydraulic circuits, 10.0-inch ventilated front discs and 9.9-inch rear discs Anti-lock Brake System (ABS) (optional)
Tires	P185/60R14 82H steel-belted radials
Fuel capacity	12.7 gallons
Curb weight	2293 pounds; 2359 pounds (automatic transmission)

Standard Features

- 1.8L DOHC 16-valve engine with multi-port electronic fuel injection
- Sport-tuned exhaust system with stainless steel tubular header
- 5-speed manual transmission with overdrive
- Rack-and-pinion steering
- Power-assisted 4-wheel disc brakes
- 14-inch styled steel wheels with bright center caps
- Dual body-color mirrors
- 2-speed windshield wipers with intermittent and one-wipe features

Standard Features (continued)

- Black cloth upholstery
- Lockable glove box
- Map pockets on doors and back of passenger's seat
- Full center console with lockable storage compartment, plus removable dual cupholder
- Remote fuel-door and trunk releases
- 3-point safety belts for both occupants
- Driver's- and passenger's-side air bag Supplemental Restraint System (SRS)*
- AM/FM/cassette stereo with integral digital clock and anti-theft coding

Option Packages

- Package A: Power-assisted steering, leather-wrapped steering wheel, power mirrors, aluminum alloy wheels, Torsen® limited-slip rear differential (requires manual transmission), and head restraint speakers
- Package B: Package A items, plus cruise control, power windows, and automatic power antenna
- Package C: Package B items, plus Tan interior with leather seating surfaces** and Tan vinyl top
- R Package† (requires manual transmission): Sport suspension with Bilstein shock absorbers, rear spoiler, front air dam, rear skirt, aluminum alloy wheels, and Torsen® limited-slip rear differential

Optional Features

- Anti-lock Brake System (ABS) (requires Package A, B, or C)
- 4-speed automatic transmission with overdrive, lockup torque converter, and Hold mode
- Removable hardtop with rear window defroster (requires Package A, B, or C)
- Air conditioning
- Mazda Sensory Sound System (MSSS) with full-featured compact disc player (requires Package B or C)

Warranties

The Mazda 36-month/50,000-mile, "bumper-to-bumper" limited warranty. Mazda warrants that the Mazda vehicle will be free of defects with normal use and prescribed maintenance for 36 months or 50,000 miles, whichever comes first, or Mazda will repair any problem without charge. Ordinary maintenance items or adjustments, parts subject to normal wear and replacement, and certain other items are excluded. This transferable "limited warranty" is free on all new 1994 Mazda vehicles sold and serviced in the United States. See your Mazda Dealer for details.

The Mazda Parts and Accessories limited warranty. Genuine Mazda Accessories installed by a Mazda Dealer prior to or at the time of initial vehicle retail delivery also come with the Mazda 36-month/50,000-mile warranty.¹¹ Accessories installed by a Mazda Dealer after retail delivery are covered by the remainder of the vehicle warranty period or for 12 months from the installation date, whichever is greater.¹¹ Accessories sold but not installed by a Mazda Dealer are covered for 12 months from the purchase date, regardless of mileage. Labor charges are covered only if the Part or Accessory was installed by a Mazda Dealer. Some exclusions apply, such as Parts and Accessories that are improperly installed by a party other than Mazda or a Mazda Dealer and parts subject to normal wear and replacement. This transferable "limited warranty" is free on all new Genuine Mazda Parts and Accessories sold by a Mazda Dealer in the United States. See your Mazda Dealer for details.

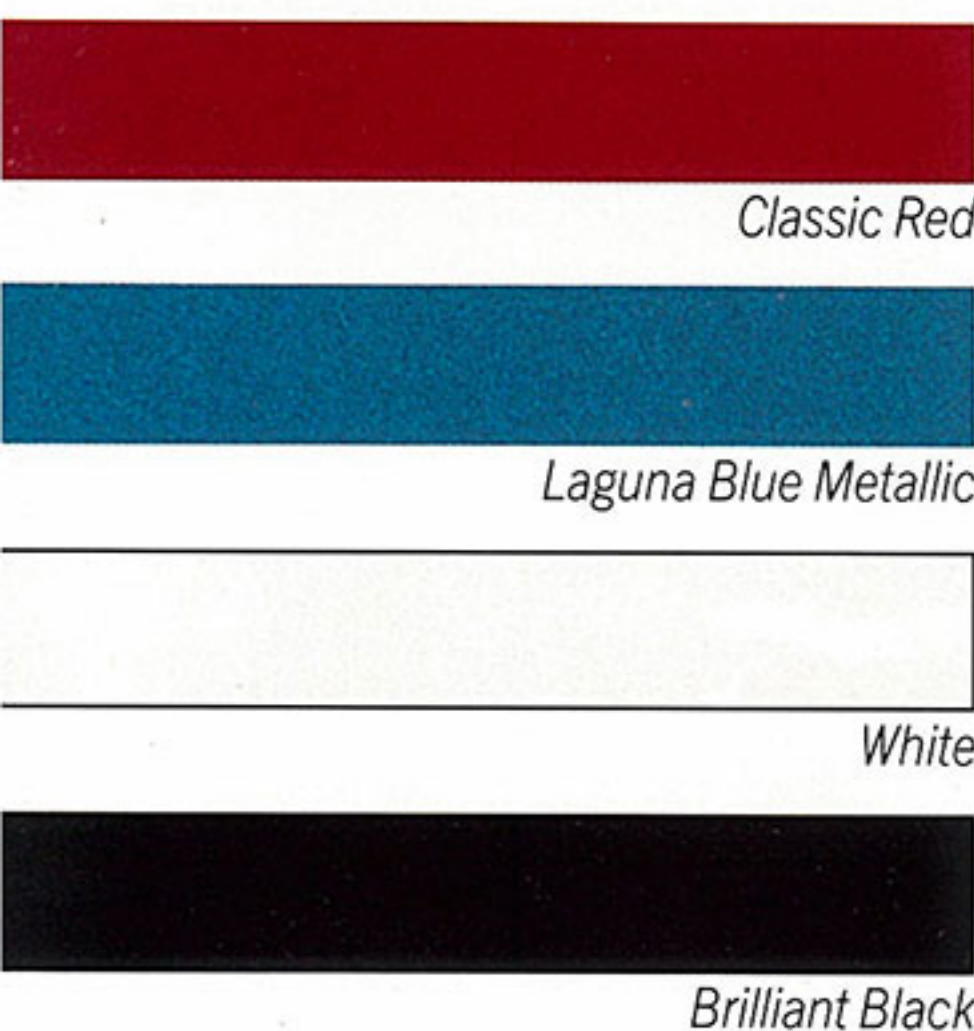
Information and illustrations in this brochure are based on the latest competitive and Mazda product information available at the time of publication. Some equipment shown is optional at extra cost; specific options may be available only in combination with other options. Specific combinations of colors, interiors, equipment, or features may vary from time to time and by geographic area; colors in illustrations may vary from actual upholstery or paint colors due to reproduction and printing processes. Mazda reserves the right to make changes without notice in product content and price at any time.

Each of the vehicles portrayed in this brochure is equipped with safety belts for occupant protection. Although the safety belts in one or more of the photographs or illustrations may not be shown in the normal position, safety belts should always be used in accordance with the instructions in the owner's manual.

*A child in a rear-facing child restraint can be badly injured by the passenger air bag if it inflates. Never use a rear-facing child restraint in this or any 2-seat vehicle with dual air bags. For special instructions on other child restraints, please review the owner's manual.

**Seats upholstered in leather except for vinyl on rear side of seatbacks and other minor areas. †R Package available early 1994. ¹¹ Except the drive mechanism of the audio cassette player and the compact disc player and changer, all of which are covered for the first 12 months, regardless of mileage.

Exterior Colors



Color Combinations (Interior/Exterior)

Black/All exterior colors
Tan leather*/All exterior colors

*Available only with option Package C.

ACCESSORIES

Choose from the variety of top-quality Genuine Mazda Accessories available from your Mazda Dealer.



A Rear Wing. This sporty rear wing in select body colors adds to the style of your Miata.



A Hardtop. Turn your Miata into a gorgeous coupe with the all-weather versatility of this custom hardtop. Includes mounting hardware.

Y Compact Disc Player. The concert quality, full-featured sound system adds to the overall enjoyment of owning a Mazda MX-5 Miata.



Other Genuine Mazda Accessories available include: mud guards, deck rack (available in chrome or black), tonneau cover, front mask, scuff plates, car cover, front air dam, rear skirt, rear spoiler, trim rings, compact disc changer, silver sport wheels, and security system.

OUR COMMITMENT



At Mazda, our goal is not to design bland vehicles that a lot of people will merely like. Rather, we're committed to building cars and trucks that discerning drivers will love. Vehicles with style, flair, and personality. And because each of our models makes its own strong and individual statement, your new Mazda MX-5 Miata—or any other vehicle from our full line—will always feel just right to you.

We also want your purchasing experience to be positive so, through Mazda American Credit,* we offer a wide variety of financing plans, or a convenient Mazda Personal Lease.™ And to ensure your continued satisfaction, we cover every Mazda with a 36-month/50,000-mile, “bumper-to-bumper,” no-deductible warranty. It's one of the strongest warranties in the entire business.**

Our commitment extends to designing vehicles friendly to the environment. As just one example, we've completely eliminated asbestos from all of our cars. We're labeling plastic parts for recycling, and even working to develop hydrogen-fueled and electric engines that will be virtually pollution-free.

Why do we so strongly emphasize human values? Because we want driving to be just part of the very good feeling you'll get from Mazda.

The Full Mazda Lineup



929 Luxury Sedan



RX-7 Sports Car



626 Sedan



MX-6 Sports Coupe



MX-3 Sports Coupe



MX-5 Miata Roadster



Protegé Sedan



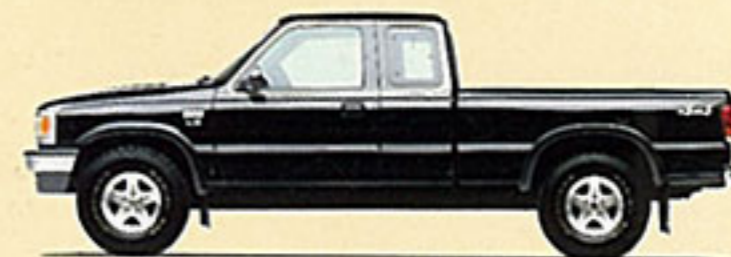
323 Hatchback



Navajo Sport/Utility



MPV Minivan



B-Series Truck

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