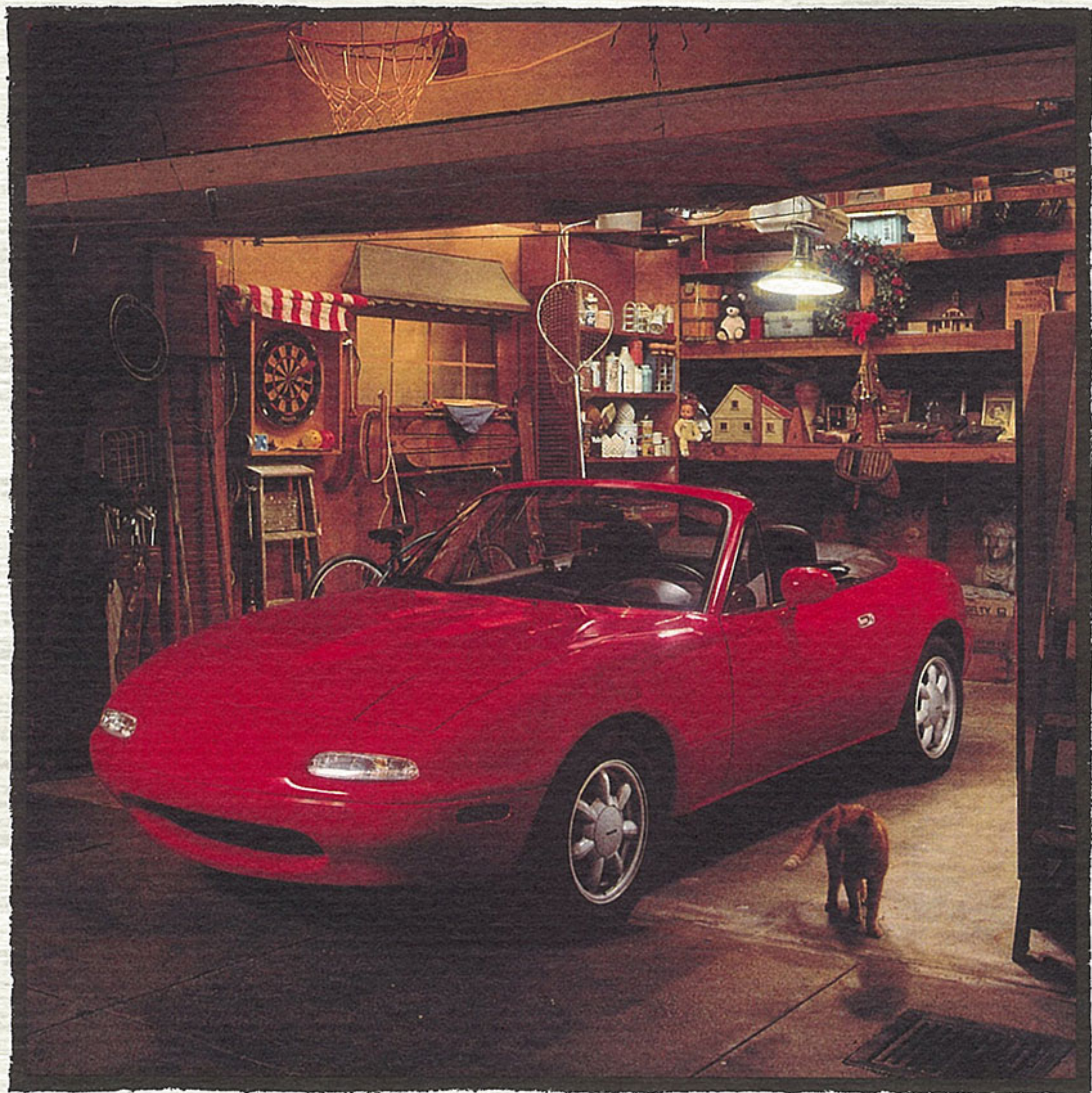


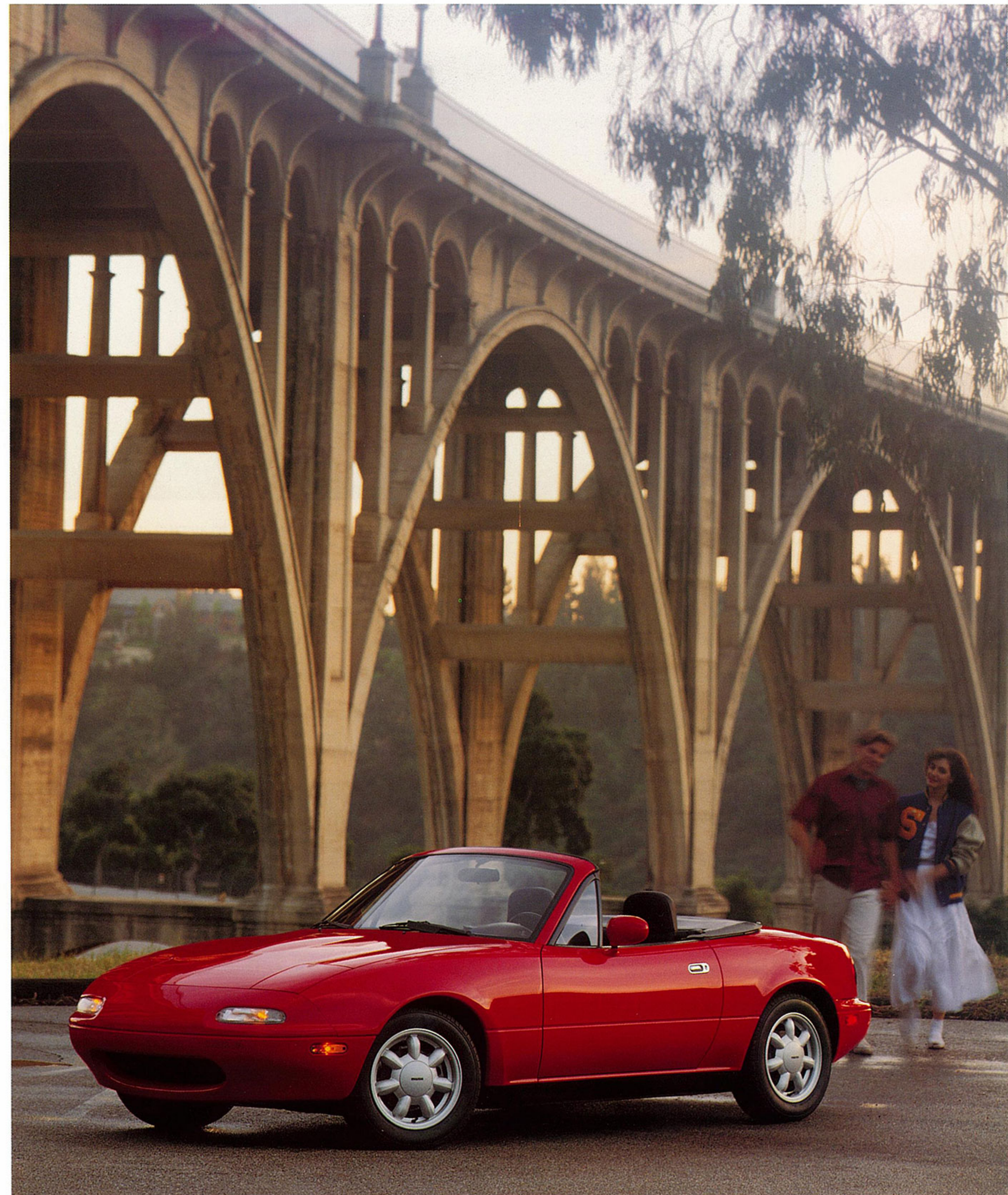
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MAZDA MIATA



■ M A Z D A ■

*THERE WAS A TIME WHEN CARS WERE AS
ADVENTUROUS AS THE PEOPLE WHO DROVE THEM. AND ROMANCE
WAS JUST BEYOND THE NEXT BEND IN THE ROAD.*





KANSEI ENGINEERING. REALIZING THE MIATA VISION.

Once, automobiles were designed and built by hand. You could see and feel the mark of the craftsman in every detail. This human touch gave these cars a special feeling all their own.

Today, Mazda has the advantage of computers to generate sophisticated engineering. Yet with the MX-5 Miata, as with every Mazda, we still trust the final design to far more sensitive instruments.

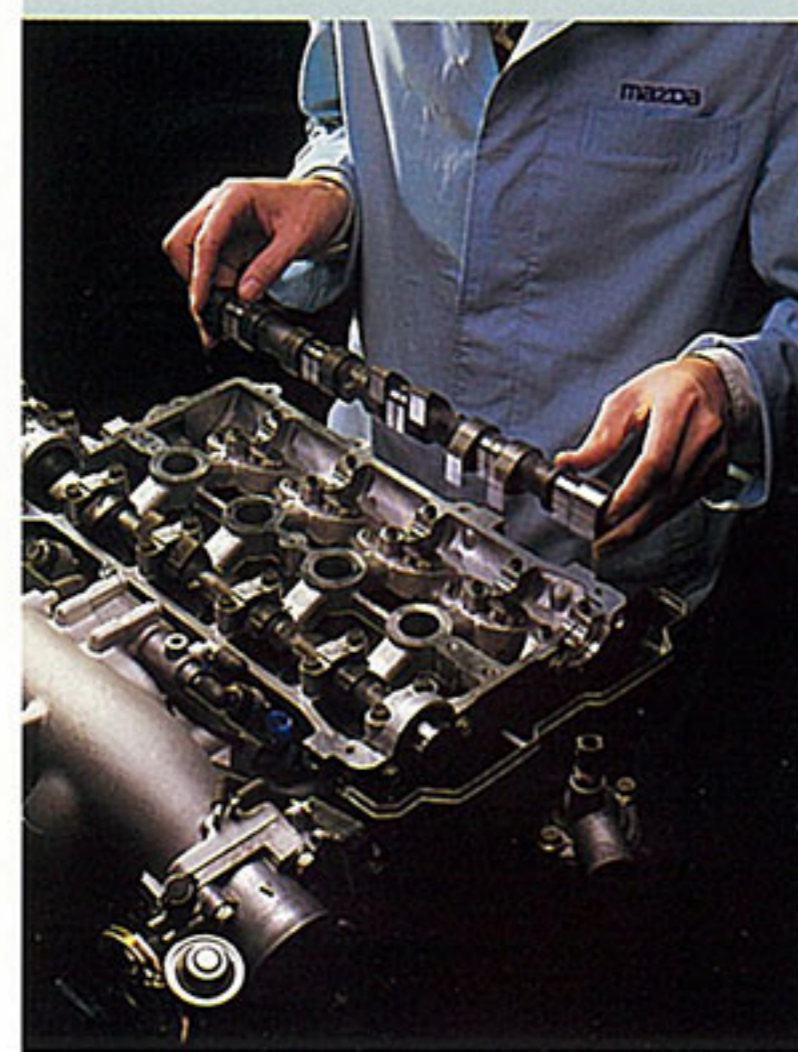
People.

Because the human touch is the basis of Kansei Engineering, the guiding philosophy behind every Mazda design. Kansei Engineering goes beyond technical precision. It insists that

everything in a vehicle must act together to satisfy human needs, feelings, and emotions.

Kansei Engineering begins at our Yokohama Research Center. We experiment with shapes, colors, and textures to find the most pleasing combinations. We analyze people's response to sound and vibration. We study what causes driver fatigue, and how to minimize it.

Critical assembly still requires the touch of the craftsman.

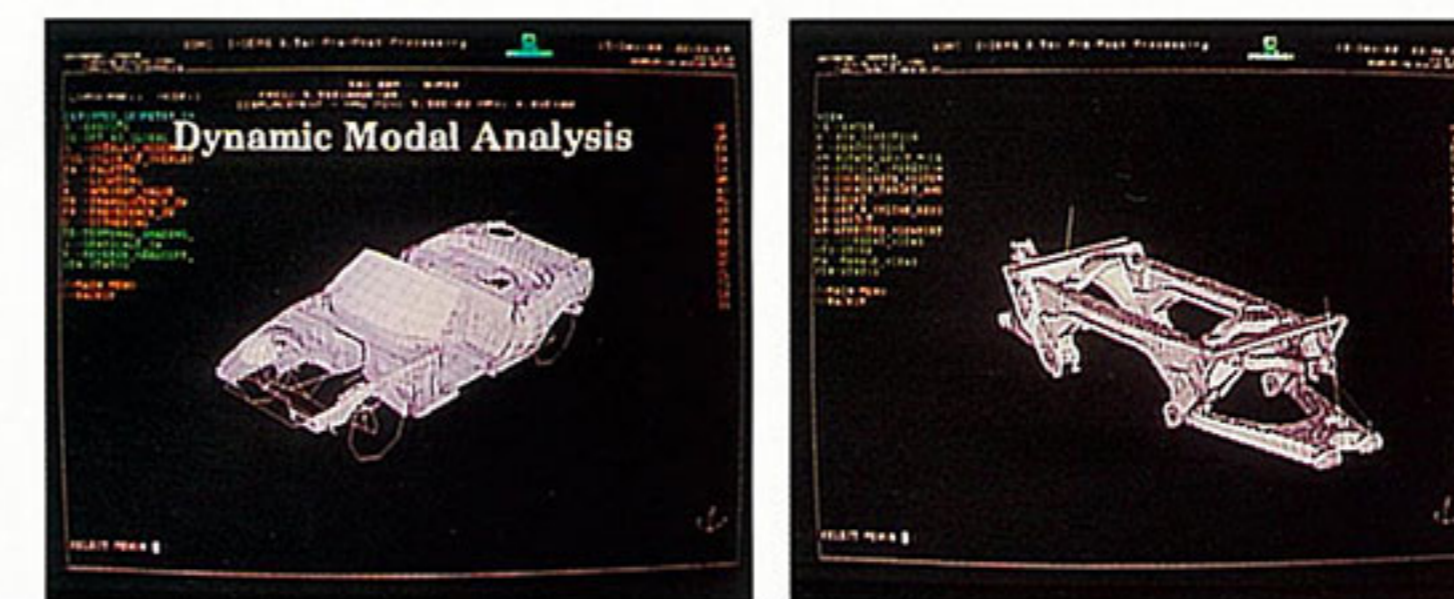


Theory is then put into practice at our Miyoshi Proving Ground, where car and driver are monitored as they take on our Global Road Circuit, a 3.4-kilometer course that precisely replicates driving surfaces from around the world. Everything

from genuine Belgian cobblestones to the familiar American interstate. We even have a road filled with the worst potholes you can imagine.

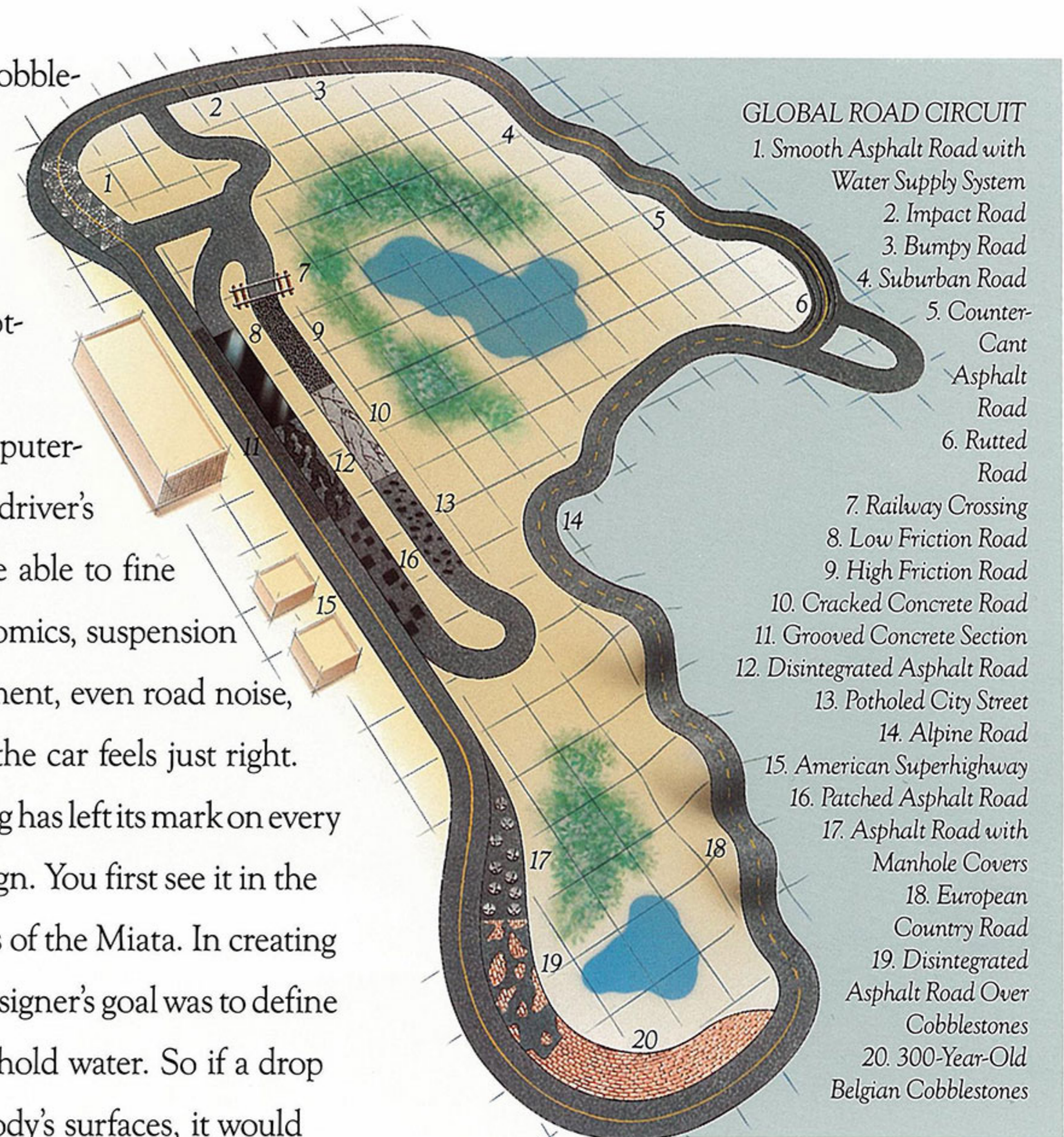
By combining computer-analyzed data with the driver's personal opinions, we're able to fine tune the interior ergonomics, suspension settings, window placement, even road noise, until everything about the car feels just right.

Kansei Engineering has left its mark on every aspect of the Miata design. You first see it in the playful, sensuous curves of the Miata. In creating its timeless form, one designer's goal was to define a shape too slippery to hold water. So if a drop landed on any of the body's surfaces, it would simply roll right off. Yet beneath these fluid lines is a super-rigid structure born of our Dynamic Modal Analysis program. This complex software



allowed Mazda engineers to analyze stress at more than 8900 body points, creating a framework so strong, even a roof would not improve its rigidity. You'll feel a solid responsiveness unknown in roadsters of the past, and equalled by a select few of today's sports cars.

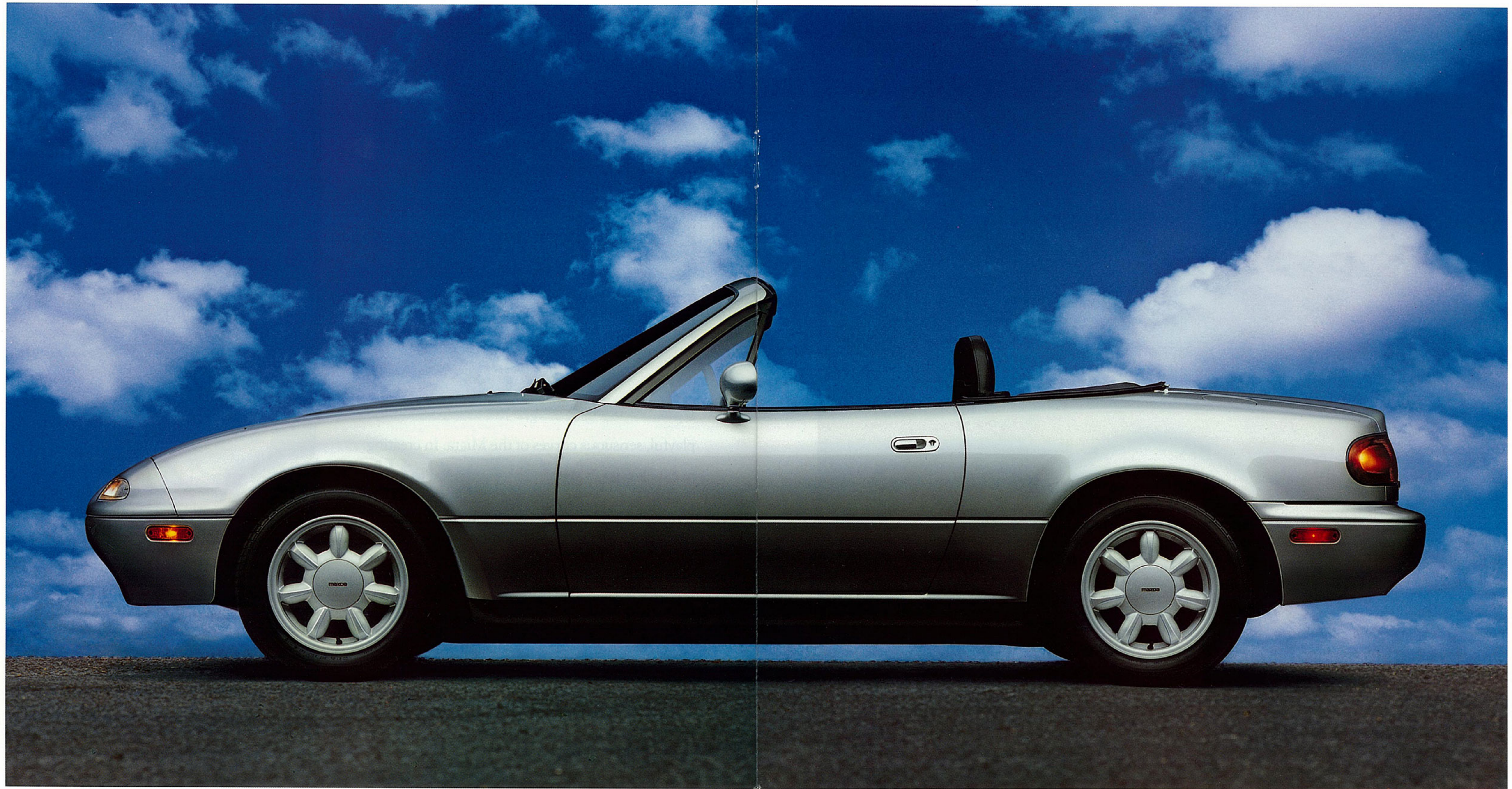
Listen to the Miata. To create its distinctive



sound, we tested an entire truckload of exhaust systems, and listened to recordings of over 100 different exhaust notes. This uncommon effort yielded a design that combines optimum power with the throaty growl of a classic roadster. It instantly connects you to what's going on under the hood. You "shift by ear," communicating with the Miata on yet another level.

Then there's the precise, direct feel of every control, and the subtle textures that surround you inside the cockpit.

Every detail bears the mark of the dedicated and passionate people who created it. Discover Kansei Engineering in the Mazda Miata. You'll fall in love with the sports car all over again.



*WITH THE TOP DOWN, THE TWO-DIMENSIONAL WORLD
EXPLODES INTO THREE, AND YOU DISCOVER AN EVER-CHANGING
DOME OF SUN, CLOUDS, STARS, AND SKY.*



INSTINCT.

CREATING A NATURAL HABITAT FOR
THE PASSIONATE DRIVER.



Instantly feeling you belong in a Miata should come as no surprise. After all, you're the focal point of our cockpit design. This is where your senses and reflexes meet with eager, agile response.

Slip into the bucket seat. Special dual-layer cushioning provides equal measures of comfort and support, yet never isolates you from the road. Scan the dash and you'll find your eye tracing a natural arc across complete instrumentation and the simple, clean center console.

Take hold of the softgrip wheel and short-throw gearshift. Test the pedals that are placed



Analog instruments keep you in touch with the vital functions of your Miata.

for quick heel-and-toe driving. As you complete the circuit between these finely balanced controls, the Miata becomes a willing partner that speaks to you in the language of the open road.

The interior is further enhanced by features that are engineered for comfort. The softtop is a durable, easy-to-use, weather-tight design. Lock the optional hardtop in place, and the

Miata becomes a handsome coupe. The standard driver's-side airbag is an advanced Supplemental Restraint System (SRS).



The Miata also lets you select from a wide range of options. The sound system has a security code to deter theft, and you may choose to include a compact disc player. Air conditioning and an anti-theft alarm are available. There's even a smooth-fitting tonneau cover. And you can be sure each of these components measures up to the Mazda standards of long-lasting quality.

You see, the Miata was designed as the complete sports car. Just because you're carving up a canyon highway, there's no reason not to do it in style.

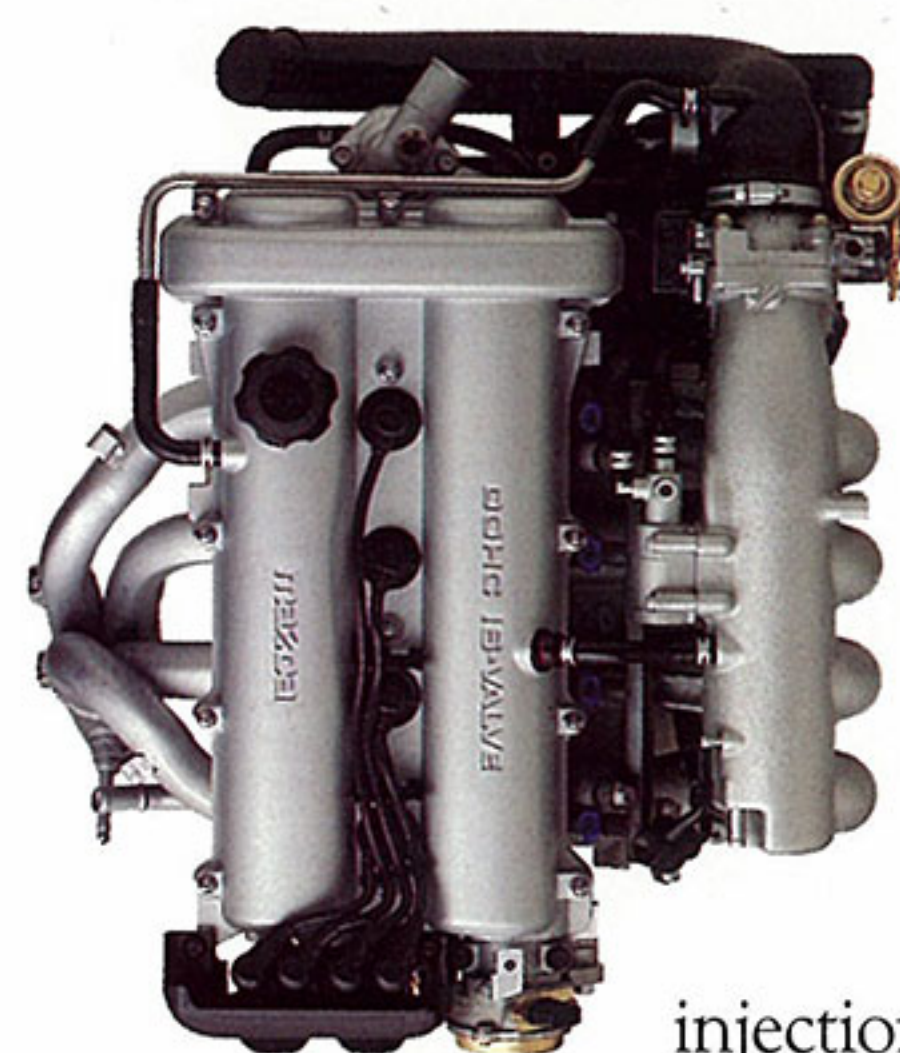




FUNDAMENTALS.

STATE-OF-THE-ART IS STANDARD EQUIPMENT.

Power. Balance. Control. These are the elusive goals of sports car design. We achieve them by adopting a simple rule: Design and execute each element



in the name of true sports car performance.

The heart and soul of the Miata is a free-revving, DOHC 16-valve, 4-cylinder engine. Multi-port fuel

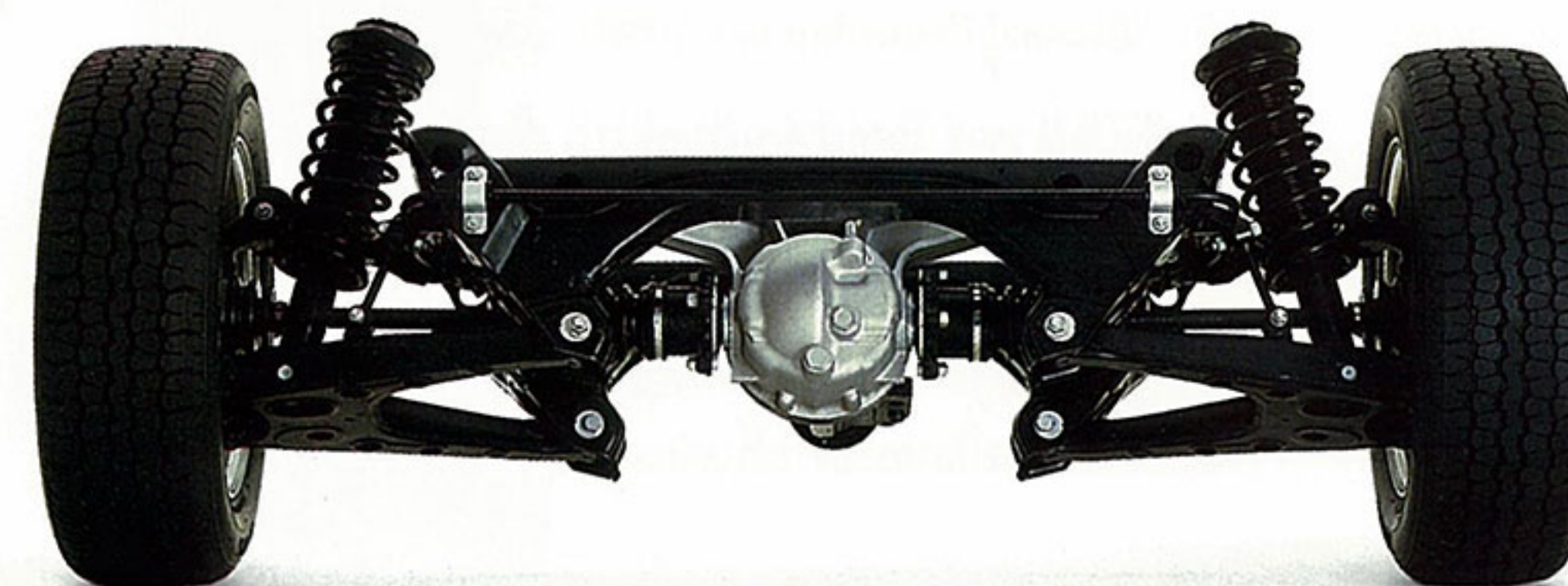
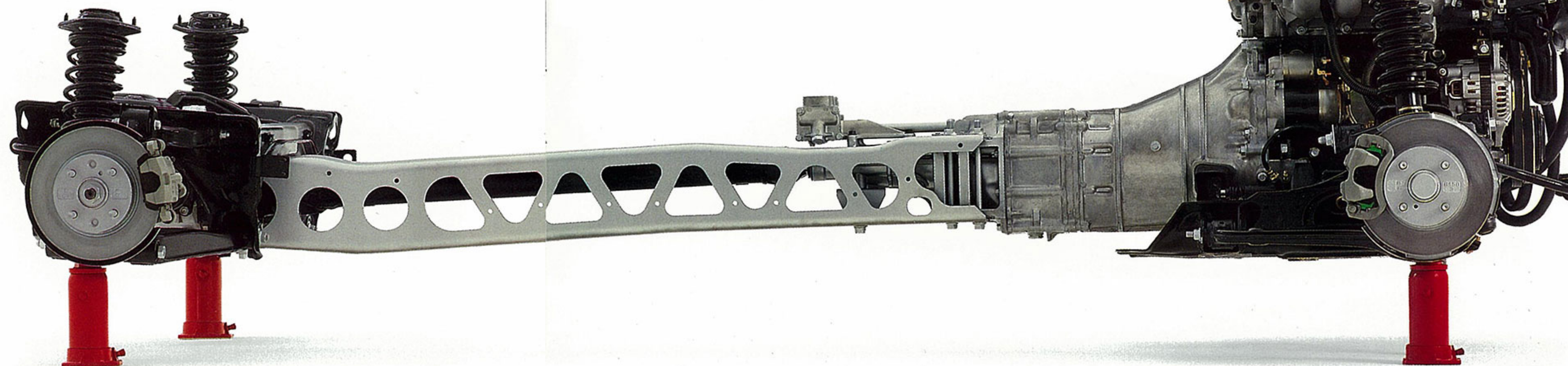
injection coupled with race-bred induction and exhaust tuning delivers effortless power throughout a wide rpm range.

To put maximum power to the road, the classic front-engine/rear drive layout is refined through use of an ingenious Power Plant Frame (PPF). This lightweight subframe locks the entire powertrain into a rigid, seamless unit. The result

is immediate and precise throttle response.

Such response is easily controlled with the 5-speed shifter. It has short, crisp throws and a definite click as you snap through each gear. A four-speed automatic transmission with overdrive is also available.

The Miata is exceptionally agile. This is due in part to its low overall weight and ideal 50/50 front/rear weight distribution. We reduced



weight wherever possible (the car weighs just over 2100 lbs.), even giving Miata an aluminum hood and a special extra-light battery. Critical design work was done with the car suspended from its centerpoint by a cable. As the Miata floated in midair, we could see how placement of key components affected overall balance.

This extraordinary attention to detail has paid off in razor-sharp handling and outstanding stability.

An integral part of the handling equation is the unique tire/suspension combination. Tires specially designed and manufactured only for the Miata are light in weight, yet have tenacious grip. The 4-wheel double-wishbone suspension includes Mazda-developed rear-wheel toe control, to improve tire contact during hard cornering.

And since "stop" is just as important as "go," fade-resistant 4-wheel disc brakes quickly haul the Miata down from speed. To provide added stability and steering control, our Anti-lock Brake System (ABS) is optional.

As you can see, we've given Miata everything it needs to perform. You'll find it does that job exceedingly well.



IT'S UNANIMOUS.

THE CRITICS FALL HEAD OVER HEELS FOR THE MIATA.

When the Miata burst onto the automotive scene, its appeal was wide-ranging and immediate. In the last decade, no other car has received such universal acclaim. Even now, more than a year after its debut, the accolades continue.

"America's Most Trouble-Free Sports Car"*

J.D. Power and Associates

"Automobile of the Year" *Automobile Magazine*



One of the five "World's Best Cars"

Road & Track

One of the "Ten Best Cars for 1990"

Car and Driver

"Best of the Decade: Design"

Time

"The comments from the Miata notebook continue to read like an entry in *Roget's Thesaurus*—the list of synonyms following 'terrific.'"

Road & Track, "Long Term Update," February 1990

"All Mazda did with this car is reinvent the sports car."

Car and Driver, January 1990

"This car feels so lively and flingable, as if it had somehow slipped unnoticed beneath the laws of physics."

Esquire, September 1989

"Mazda set out to create an affordable sports car, and in the process they made something that approaches art. It is one of the most elegantly designed cars, of any kind, to come along in many years."

House & Garden, August 1989

"Just born and already a star. What does this say about the MX-5? That it stole the hearts



(and votes) of nine smitten staffers... what a sports car should be... Pure, simple, undistilled, clear-eyed driving fun..."

Road & Track, July 1989

"Wait till you drive the Miata! You'll love it... Twist the key and you're rewarded with a pleasant burble... torque is strong across a wide band... a feeling of directness between the throttle and rear wheels... The light-weight sports car is back!"

Road & Track, March 1989

"This car is *alive*. It breathes and flexes its muscles and generally behaves more like an organism than a machine... a flat-out blast to drive. Nimble, precise, even, smooth—wonderful traits all wrapped up into one neat little package..."

AutoWeek, May 22, 1989

"The best sports car buy in America... the appeal of the Miata knows no bounds... clean, elegant design... marvelous road manners... a real sense of excitement as the revs rise... a serious for-real sports car that churns up all sorts of memories of late, great roadsters. The only difference is that this one's a far better, more capable car."

Motor Trend, July 1989

"The MX-5 Miata feels just about perfect, delivering every bit of simple fun its voluptuous, organic shape promises... a car for those of us who were born too late for the English roadster craze... light, agile, and quick, with a seat that supports, a wheel that commands, a shifter that snaps, and an exhaust note of sheer exuberance."

Automobile Magazine, March 1989



*J.D. Power and Associates 1990 Initial Quality Survey (Sports Car Segment).™
Based on owner reported problems during the first 90 days of ownership.



OUR COMMITMENT.

Like every Mazda, the Miata is a product of inspired engineering, thoughtful design, and an uncommon dedication to quality. From initial concept to final realization, we've done everything possible to make the Miata a vehicle you'll want to take home. But we didn't stop there.

We've also done everything possible to help you take it home. With Mazda American Credit, financing your new Miata is easy. Or if you prefer, you can lease. Just ask your Mazda Dealer.*



The Miata comes backed with our 36-month/50,000-mile, "bumper-to-bumper," no-deductible warranty.** And our Parts and Service Department provides ready access to Genuine Mazda Parts, expert mechanics, and quick, efficient, convenient repairs or servicing.

When we say "It Just Feels Right," we're talking about more than just driving our cars and trucks. We want to make sure that being a Mazda customer feels just right, too.



*Retail and lease financing subject to approval of Mazda American Credit. **See your Mazda Dealer for limited-warranty details.

SPECIFICATIONS AND FEATURES

ENGINE

	Manual transmission	Automatic transmission
Availability	Manual transmission	Automatic transmission
Type	Inline 4-cylinder	Inline 4-cylinder
Valve gear	DOHC 16-valve	DOHC 16-valve
Displacement	1597cc (97 cubic in.)	1597cc (97 cubic in.)
Bore and stroke	3.07 x 3.29 inches	3.07 x 3.29 inches
Compression ratio	9.4:1	9.0:1
Horsepower, SAE net	116 @ 6500 rpm	105 @ 6000 rpm
Torque, SAE net lb.-ft.	100 @ 5500 rpm	100 @ 4000 rpm
Fuel system	Multi-port electronic fuel injection	Multi-port electronic fuel injection
Ignition system	Distributorless electronic	Distributorless electronic

TRANSMISSION

Type	5-speed manual with overdrive 4-speed automatic with overdrive and lockup torque converter, (optional)	
Ratios	Manual	Automatic
1st	3.136	2.814
2nd	1.888	1.541
3rd	1.330	1.000
4th	1.000	0.720
5th	0.814	—
Final Drive	4.300	4.300

CHASSIS

Frame	Unit body
Suspension	Fully independent, double-wishbone type with coil springs, gas-filled shock absorbers, 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) Turning circle diameter, curb-to-curb: 30.8 feet
Brakes	Power-assisted with dual hydraulic circuits 9.3-inch ventilated front discs and 9.1-inch rear discs Anti-lock Brake System (ABS) (optional)
Wheels	5.5JJ-14 styled steel wheels; 5.5JJ-14 alloy wheels (opt.)
Tires	P185/60R14 82H steel-belted radials
Fuel capacity	11.9 gallons
Curb weight	2116 pounds; 2264 (automatic transmission)

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

EXTERIOR/INTERIOR COLORS

- Silver Stone Metallic/Black
- Classic Red/Black
- British Racing Green/Tan (Special Edition only)
- Mariner Blue/Black
- Crystal White/Black

EPA MILEAGE ESTIMATES (MPG)

Manual transmission	25 city, 30 highway
Automatic transmission	24 city, 28 highway

The Mazda 36-Month/50,000-Mile 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 1991 Mazda vehicles sold and serviced in the United States. See your Mazda Dealer for details.

MECHANICAL FEATURES

1.6L DOHC 16-valve engine with multi-port electronic fuel injection	S
Sport-tuned exhaust system with stainless steel tubular header	S
5-speed manual transmission with overdrive	S
Power Plant Frame (PPF)	S
Rear-wheel drive	S
Rack-and-pinion steering	S
Power-assisted 4-wheel disc brakes	S

EXTERIOR FEATURES

14-inch styled steel wheels with bright center caps	S
P185/60R14 steel-belted radial tires	S
Dual body-color mirrors	S
2-speed windshield wipers with intermittent and 1-wipe features	S
Tinted glass	S
Retractable halogen headlights	S

INTERIOR FEATURES

Highback reclining bucket seats	S
Black cloth upholstery	S
Full carpeting	S
Lockable glove box	S
Full center console with lockable storage compartment	S
Remote fuel door release	S
Map pocket on back of passenger's seat	S
Double-fold sun visors with passenger's vanity mirror	S
Two dashboard-mounted courtesy lights	S
8000-rpm tachometer with 7000-rpm redline	S
140-mph speedometer	S
Resettable trip odometer	S
Gauges for engine coolant temperature, oil pressure, and fuel level	S
4-spoke steering wheel with soft rim	S
Driver's-side airbag Supplemental Restraint System (SRS)	S
Heater/defroster with 4-speed blower and side-window demisters	S

OPTIONS AND ACCESSORIES

Package A: Power-assisted steering, leather-wrapped steering wheel, aluminum alloy wheels, AM/FM/auto-reverse cassette stereo sound system with digital clock and anti-theft coding	O
Package B: Package A items, plus cruise control, power windows, and head restraint speakers	O
Anti-lock Brake System (ABS) (requires Package B)	O
4-speed automatic transmission with overdrive	O
Viscous-type limited-slip differential (requires manual transmission)	O
Removable hardtop with glass window (requires Package A or B)	O
Air conditioning	O/A
Compact disc player	O/A
Protective front mask with soft backing	A
Front air dam, rear spoiler and skirt	A
Decklid-mounted luggage rack (available in black or chrome)	A
Heavy-gauge black vinyl tonneau cover	A
Anti-theft alarm system	A
Anti-theft alarm system with remote control	A

S: Standard O: Optional A: Dealer-installed accessory

mazda
IT JUST FEELS RIGHT.®

Mazda Motor of America, Inc.
7755 Irvine Center Drive, Irvine, California 92718

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