

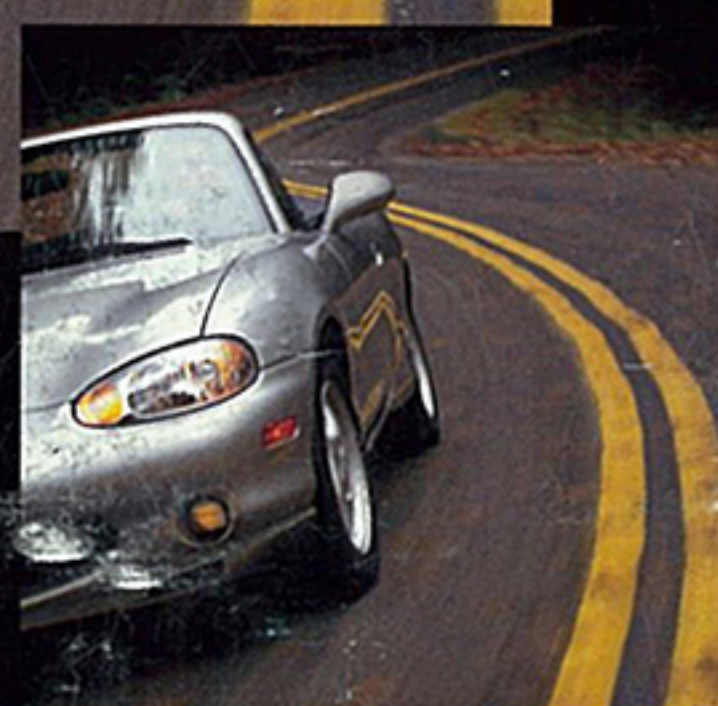
M A Z D A

M I A T A

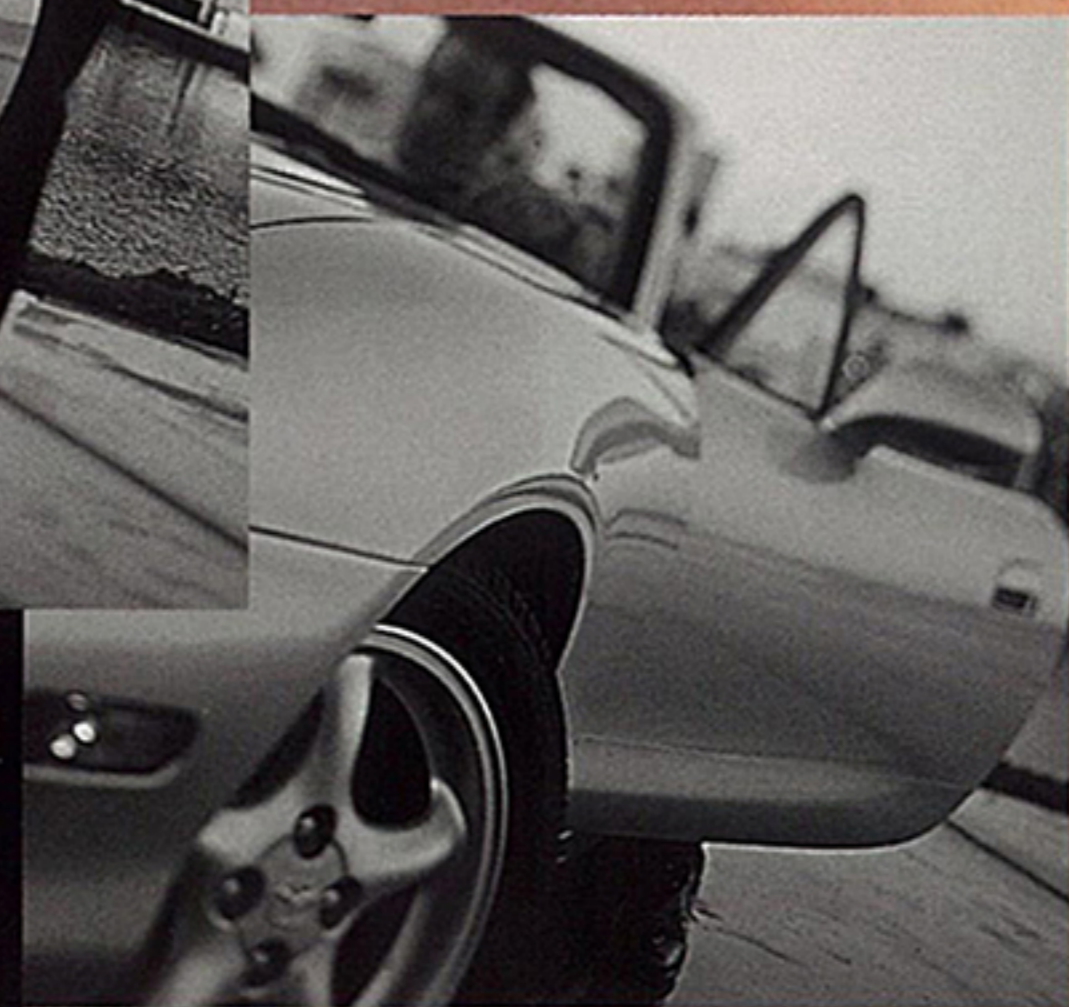
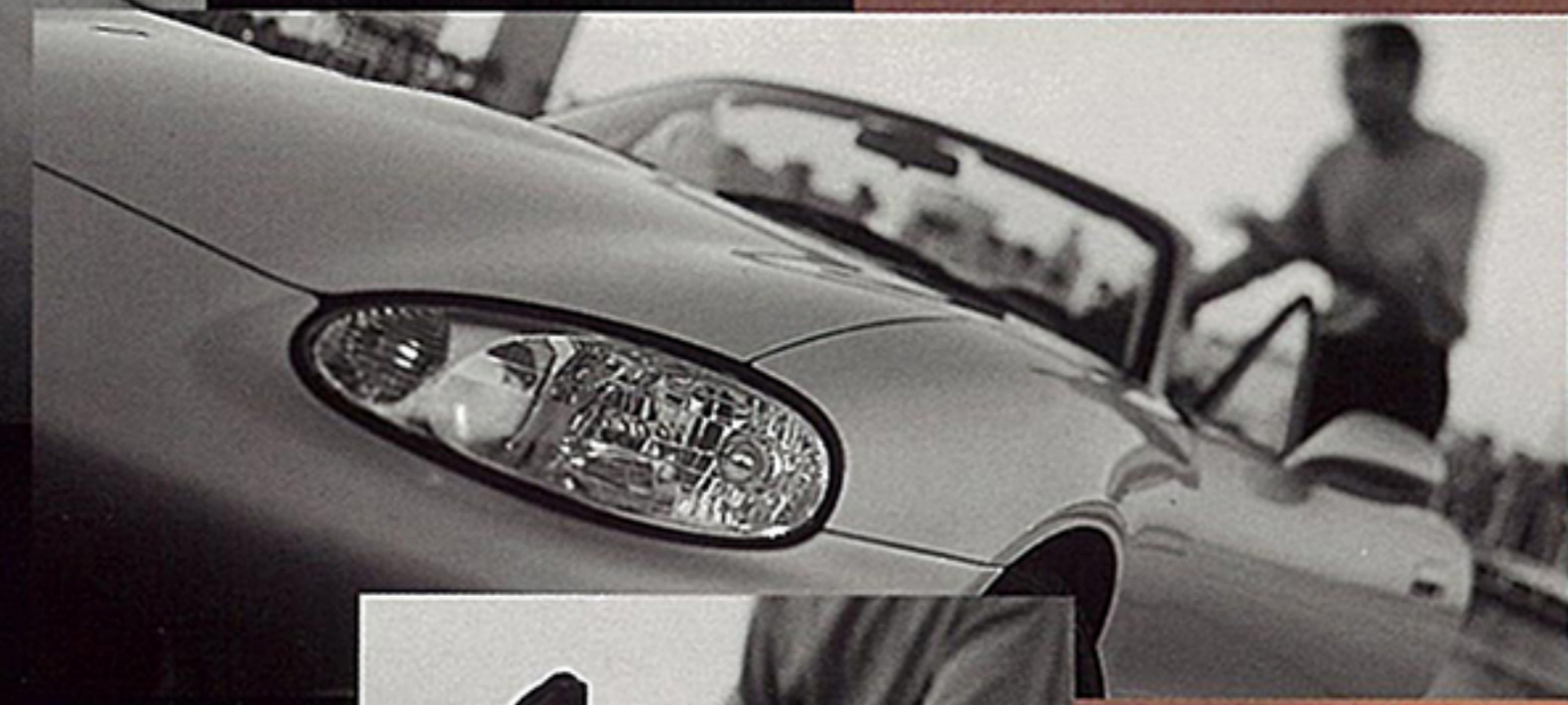


mazda

Get in. Be moved.



2000



Get in.

Be moved.





See the world! Drop the top on a Mazda MX-5 Miata and go. Explore your favorite back roads, head for the hills, hit the beach. Drive simply for the love of driving. This pure sports car will bring you a literal breath of fresh air, a constant rush. Even if you're just going around the block. Automobile Magazine* found the Miata to be "...a lightweight carefree cruiser with responsive steering and an exceptional gearbox." Car and Driver† named it one of their "10 Best" for two years in a row. You'll discover there's no better way to escape the old 9-to-5. Set a Mazda Miata free, and it will return the favor.

l i b e r a t i o n



It's been rumored that when meteorologists drive Miatas, they start predicting better weather. Drive one and see for yourself how to find blue skies. For your nearest Mazda Dealer, check out our Web site at www.mazdausa.com.



*December 1997 †January 1999



Miata in Highlight Silver Metallic with Appearance and Suspension Packages and optional fog lights



Designed for communication and interaction, the Miata cockpit keeps you relaxed yet alert. Straightforward gauges and fingertip-convenient controls let you give full attention to the road. A NARDI® 3-spoke steering wheel is standard. The AM/FM/CD stereo system is mounted high for easy reach. Choose the fully equipped Miata LS, and you also get a Bose® audio system and Windblocker™ antidraft panel.



Miata LS in Brilliant Black



If you start counting how many times you smile per mile, you'll know the Miata has to be one of the best drives around. It looks like it owns the road,

e x h i l a r a t i o n

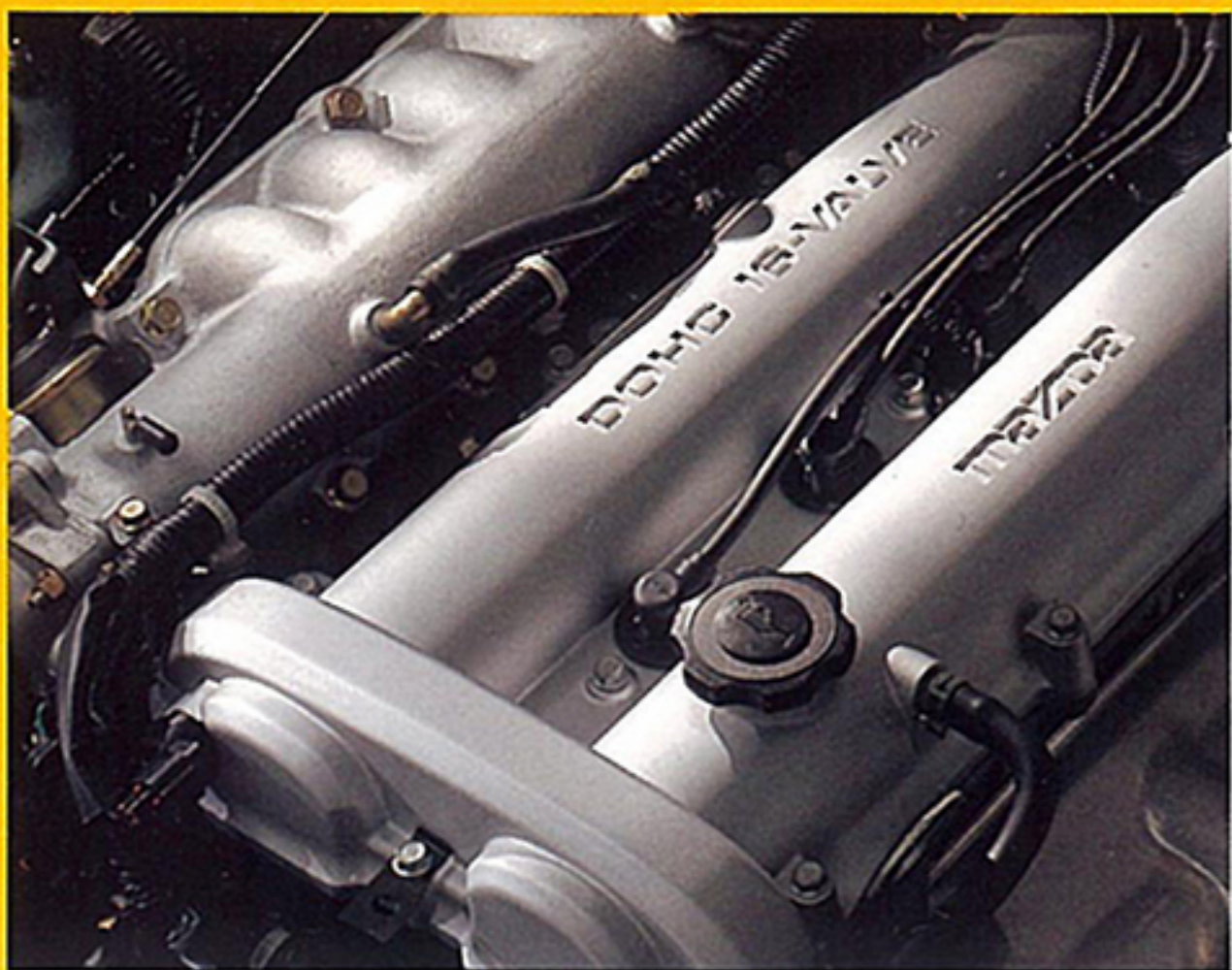
and that feeling flows right into you, down to your marrow. With this level of pure driving exhilaration and involvement, you might even think you're behind the wheel of a formula racer.

There's precise steering, a willing engine and handling that'll make you think you're on the proverbial rails. Plus you can practically think the precise, short-throw shifter into the next gear.

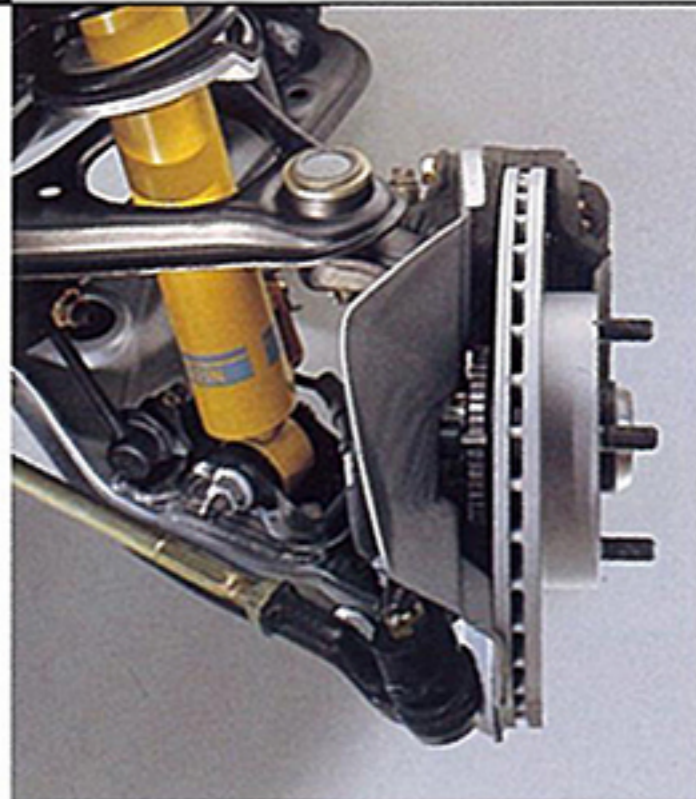
What's more, you can experience this rush every day. And you never have to pull a rip cord.



But save it for a rainy day: you can easily raise and lower the Miata's lightweight top, and the rear window's real glass (not the scratch-prone plastic on certain far more expensive roadsters we won't name), with a built-in defogger.



Dual overhead cams with high-performance profiles, 16 valves, high-compression pistons and an advanced Variable Intake Control System (VICS) combine to give you free-revving thrills and highly satisfying throttle response. And there's just the right exhaust note to complete your sports-car experience.



As well as the Miata handles, you can push the envelope a little farther with the newly available Suspension Package. It adds Bilstein® shock absorbers for tighter control and a front strut-tower brace that increases chassis stiffness. The Package also includes a Torsen® limited-slip differential (standard on LS), and 15-inch alloy wheels with V-rated Michelin tires (also standard on LS).



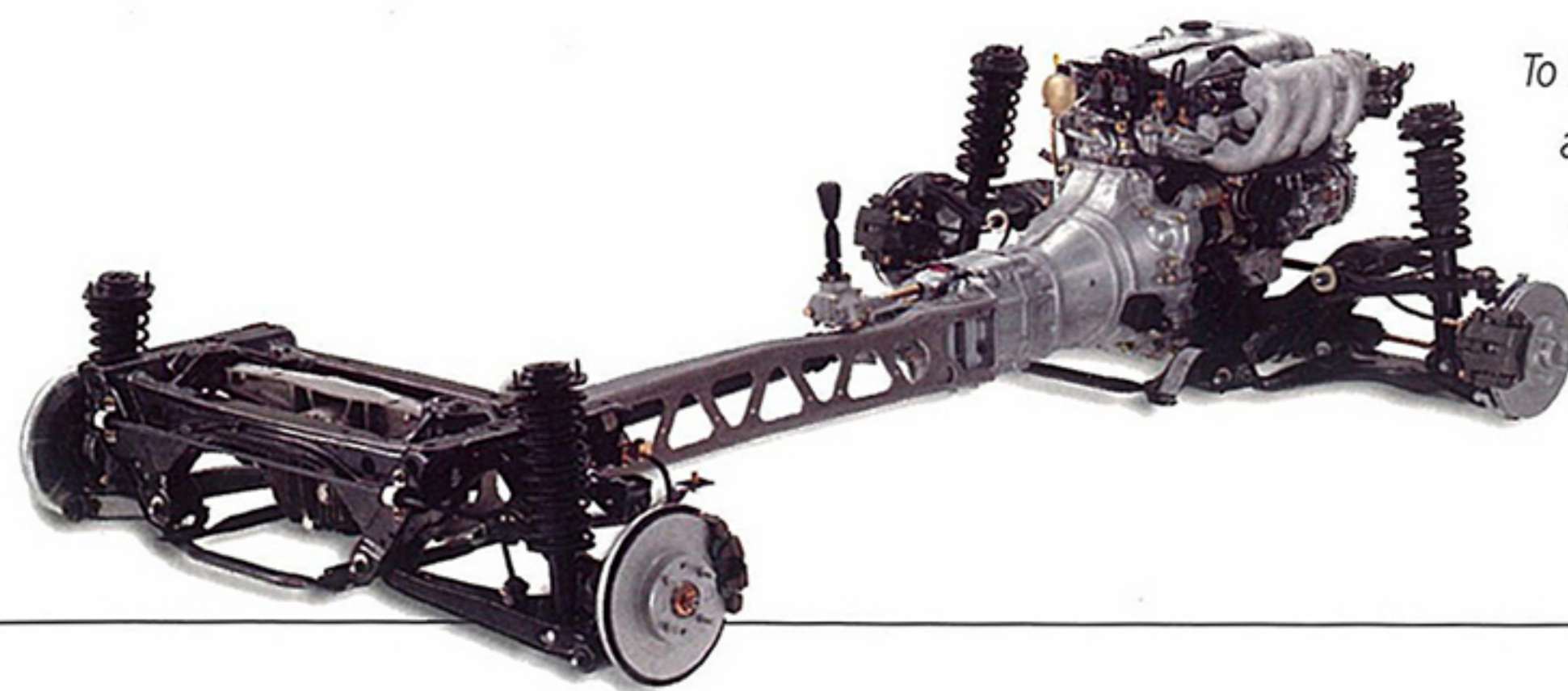
k i n e t i c

Slide into the driver's seat of a Mazda Miata, turn the key, and you'll feel completely at one with the car and road, much as a cyclist and bike form a single entity. To reach toward that feeling with a car, we purpose-built the Miata as a roadster from the ground up. There's no "platform-sharing" here—body, chassis and suspension components were designed specifically for this car, while many other sports cars are either derived from sedans or share many key parts and design features. By not sharing, we avoided such design concessions as excess weight, the enemy of responsive performance. Want a taste of pure sports-car heaven? Simply get behind the wheel of a Mazda Miata.

We give you peace of mind to go with the thrills: Emergency Roadside Assistance is a standard feature on every Miata. See the back cover for details.



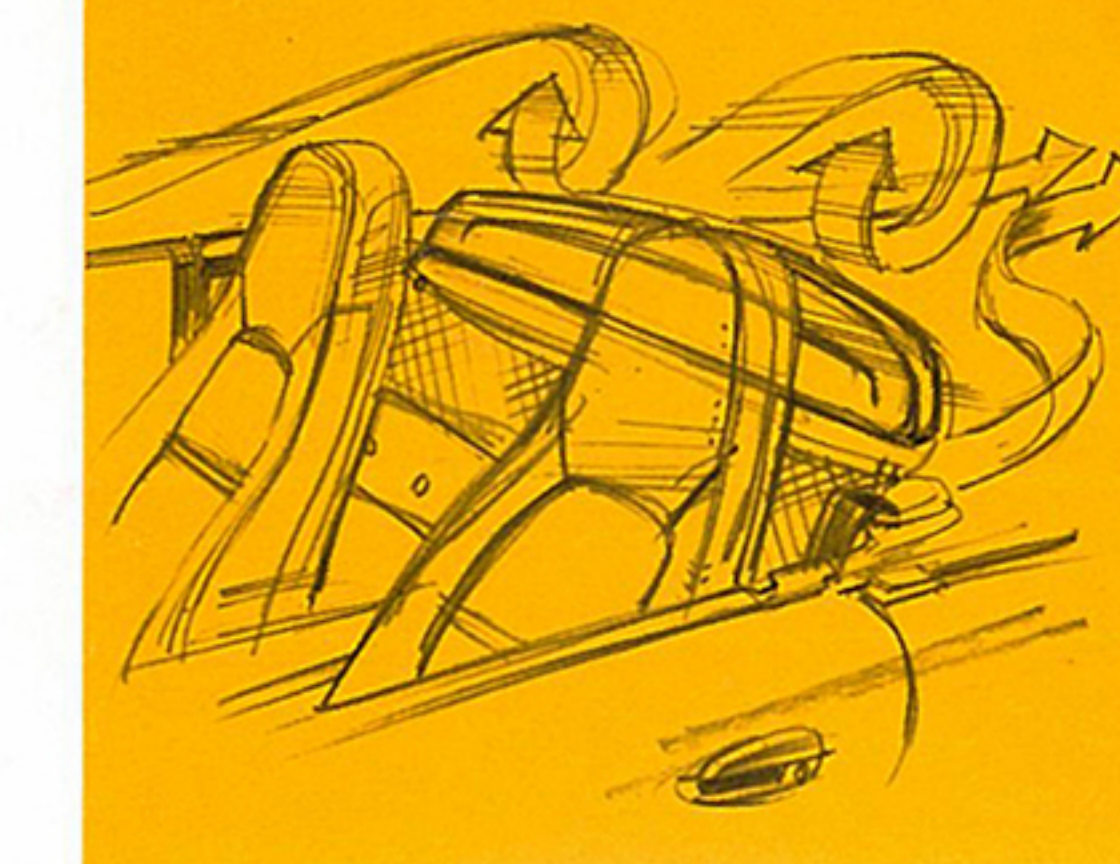
Miata LS in Brilliant Black with Appearance Package



To help give you lightning-quick yet smooth throttle response, we engineered a unique Power Plant Frame (PPF) that ties the engine, transmission and differential into one rigid unit. (Actual engine differs slightly from that shown in photo.) Careful engineering also pays off in the Miata's 50:50 front/rear weight distribution—part of the reason for the car's superb balance. To help achieve this, we even put the battery in the rear.

The purpose-built design contributes to considerable weight savings. In fact, compared to the German roadsters closest to the Miata in exterior dimensions and concept, there's a difference of about 600 pounds. And simply adding horsepower can't fully compensate for a weight disadvantage. That's why the Miata feels the way it does, nimble and precise. We think you'll be able to quickly feel the difference.

The available Windblocker™ panel (standard on LS) redirects the airflow around the car to reduce cockpit turbulence and make top-down driving more comfortable.



CHASSIS

Frame	Unit body with Power Plant Frame (PPF)
Suspension	Double-wishbone with coil springs Gas-filled shock absorbers Front and rear stabilizer bars
Steering	Rack-and-pinion with engine-speed-sensing variable power assist Ratio: 15:1 Turns, lock-to-lock: 2.7 Turning circle, curb-to-curb: 30.2 feet
Brakes	Power-assisted 4-wheel disc 10.0-inch ventilated front rotors 9.9-inch solid rear rotors Optional Anti-lock Brake System (ABS)

We gave the Miata an outstanding pure sports-car suspension—a fully independent double-wishbone design, front and rear. Its coil springs and gas-filled shock absorbers have separate attachment points to the body, a design refinement that reduces road noise and vibration. Yet you'll always feel totally connected to the pavement.

Miata in Evolution Orange Mica with Appearance and Suspension Packages

ACCESSORIES

Personalize your new Miata! These Genuine Mazda Accessories are designed specifically for your Mazda, and they're covered by the new-vehicle warranty when installed by a Mazda Dealer prior to or at the time of initial vehicle retail delivery.

Mud guards, front mask, rear spoiler, touch-up paint, engine block heater, fog lights, hard top, tonneau cover, scuff plates, Windblocker™, wood dash kit, wood shift knob, side sills, Miata license frame, front air dam, trim rings, car cover, chrome deck rack.



SAFETY FEATURES

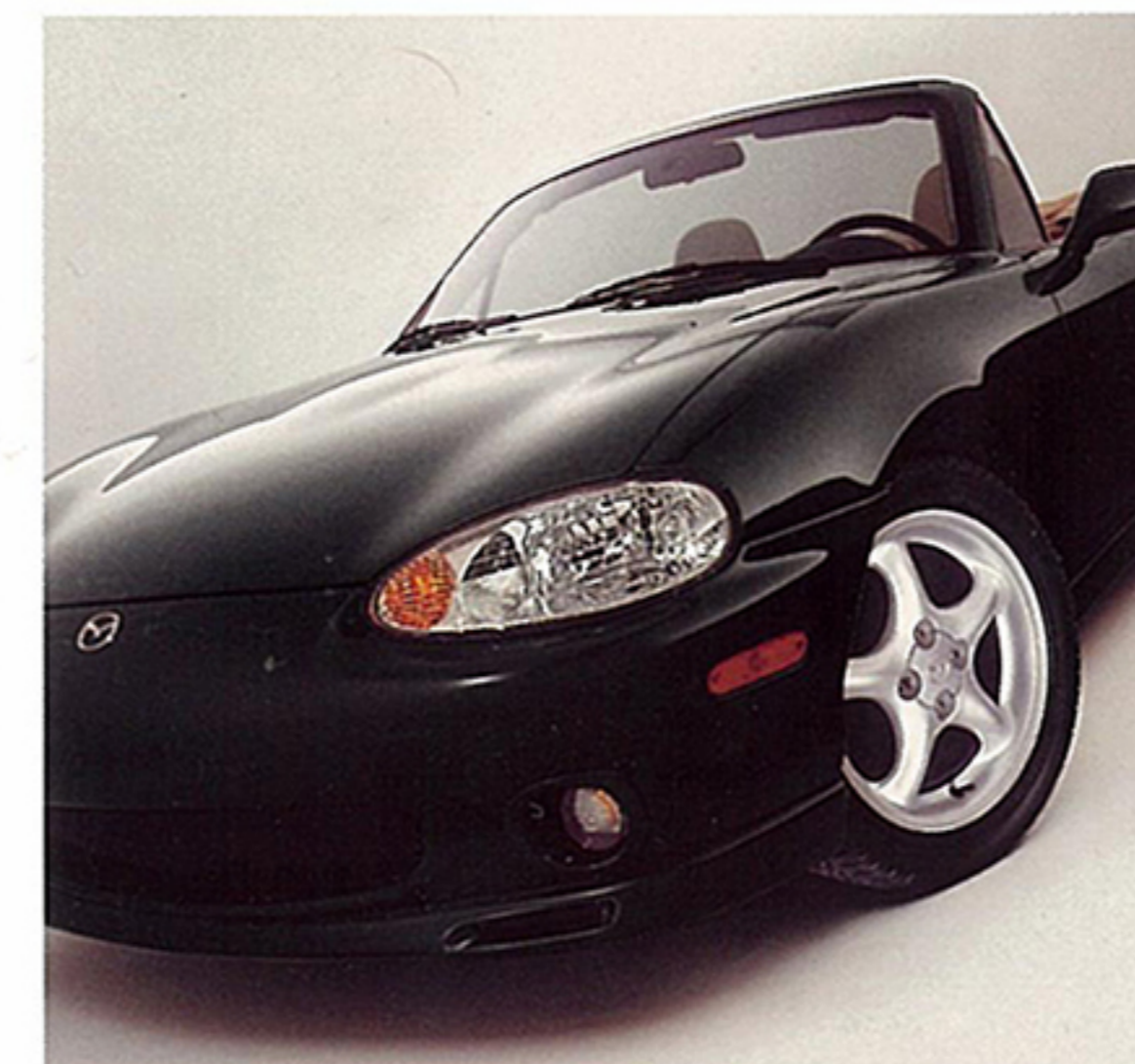
- Driver's and passenger's air bag Supplemental Restraint System (SRS) with passenger-side deactivation switch*
- Laminated windshield safety glass
- Head restraints
- Three-point safety belts
- Center high-mount stop light
- Energy-absorbing crumple zones
- Breakaway inside rearview mirror
- Side-impact door beams
- Energy-absorbing steering column and instrument panel
- Shift interlock (automatic transmission)
- Clutch interlock (manual transmission)

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.

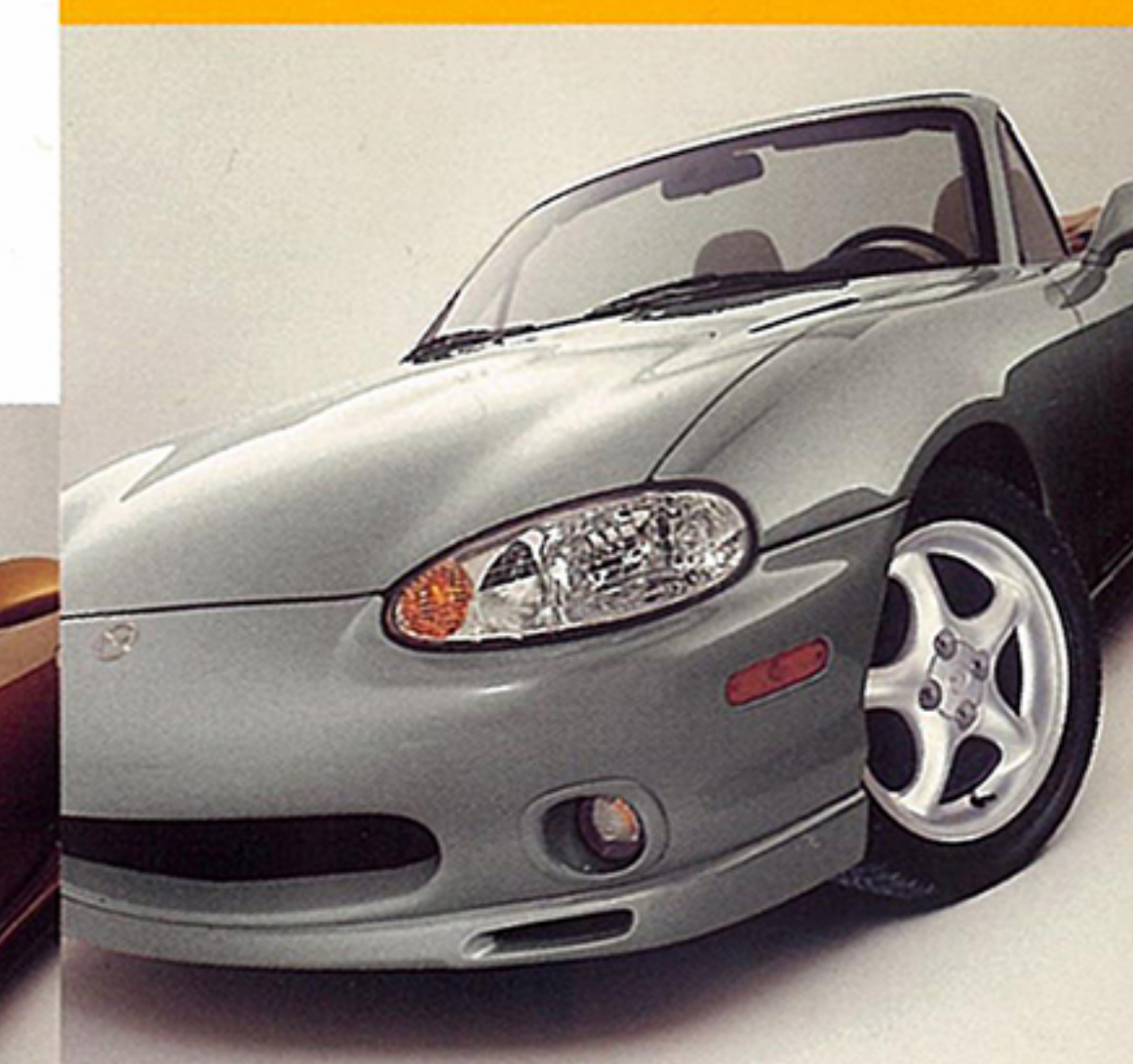
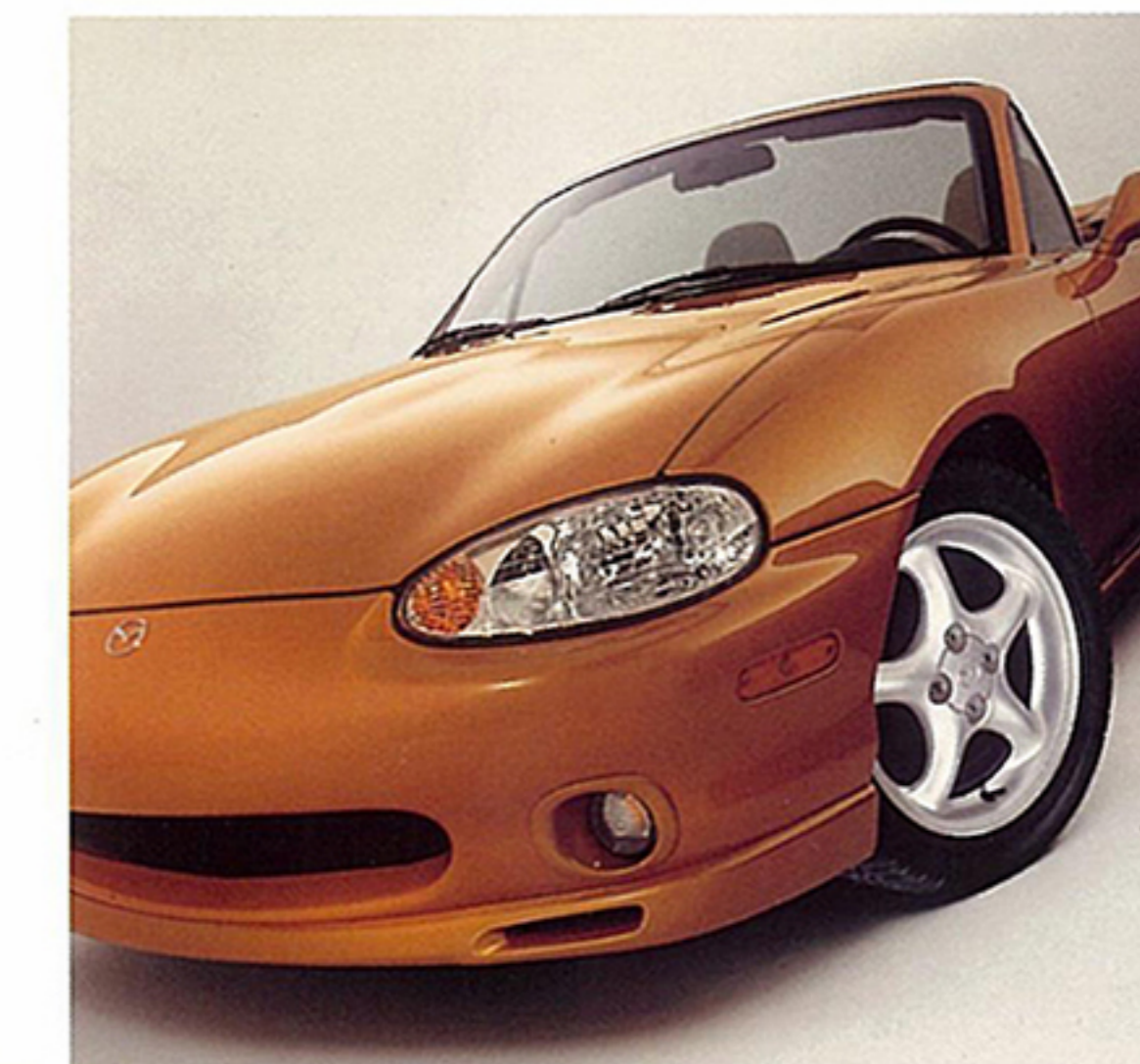
MAZDA MIATA	MIATA	MIATA LS		
MECHANICAL FEATURES				
1.8L DOHC 16-valve 4-cylinder engine	●	●		
5-speed manual transmission with short-throw shifter	●	●		
Torsen® limited-slip differential	○/P	●		
Power-assisted rack-and-pinion steering with engine-speed-sensing variable assist	●	●		
Power-assisted 4-wheel disc brakes	●	●		
Four-wheel double-wishbone suspension with gas-filled shock absorbers and front and rear stabilizer bars	●	●		
Sport-tuned exhaust system	●	●		
EXTERIOR FEATURES				
14-inch alloy wheels with wheel locks, P185/60R14 H-rated high-performance radial tires	●	—		
15-inch alloy wheels with wheel locks, P195/50R15 V-rated Michelin high-performance radial tires	P	●		
Manual vinyl convertible top with vinyl boot cover (black on Miata, tan on Miata LS)	●	●		
Glass rear window with defogger	●	●		
Dual body-color power remote mirrors; 2-speed intermittent windshield wipers	●	●		
Power antenna	●	●		
Free-surface reflector halogen headlights	●	●		
INTERIOR FEATURES				
Dual 2nd-generation front air bags with passenger-side deactivation switch*	●	●		
3-point lap/shoulder safety belts with tension limiters	●	●		
Reclining bucket seats	●	●		
Black cloth upholstery	●	—		
Tan leather-trimmed upholstery†	—	●		
Carpeted floor mats	○	●		
Lockable center console storage and glove compartment; map pockets on doors; dual cup holders	●	●		
Power windows	●	●		
Power door locks	P	●		
Remote trunk-lid and fuel-door releases	●	●		
Courtesy light on windshield header; passenger's visor vanity mirror	●	●		
Full instrumentation including tachometer, coolant-temperature gauge and oil-pressure indicator	●	●		
3-spoke leather-wrapped NARDI® steering wheel	●	●		
Cruise control	P	●		
Heater/defroster with 4-speed blower and side-window demisters	●	●		
AM/FM/CD stereo with two speakers and digital clock	●	—		
Bose® AM/FM/cassette/CD stereo with four speakers (including door-mounted tweeters) and digital clock	—	●		
OPTIONS & OPTION PACKAGES				
Automatic transmission	○	○		
Anti-lock Brake System (ABS)	—	○		
Torsen® limited-slip differential	○/P	●		
Body-color detachable hardtop with rear window defogger	○	○		
Front fog lights	○	○		
Carpeted floor mats	○	●		
Windblocker™ antidraft panel with integral storage pouch	○/P	●		
Air conditioning	○	○		
Auto-reverse cassette player	○	●		
Convenience Package: door-mounted tweeters; Windblocker™ antidraft panel; power door locks; cruise control	○	●		
Suspension Package: Bilstein® shock absorbers; front strut-tower brace; Torsen® limited-slip differential (Std. on Miata LS); 15-inch alloy wheels with wheel locks and 195/50R15 V-rated Michelin tires (Std. on Miata LS)	○	○		
Appearance Package: Front air dam; side sill extensions; rear mud guards	○	○		
SPECIFICATIONS				
Engine	1.8L DOHC 16-valve 4-cylinder Iron block; light-alloy cylinder head	Transmission ratios	Manual	Automatic
Horsepower, SAE Net @ rpm	140 @ 6500; 138 @ 6500 (NLEV)	1st gear	3.136	2.450
Torque, SAE Net lb-ft @ rpm	119 @ 5500; 117 @ 5000 (NLEV)	2nd gear	1.888	1.450
Bore and stroke/compression ratio	3.27 x 3.35 inches/9.5:1	3rd gear	1.330	1.000
Ignition system	Distributorless electronic	4th gear	1.000	0.730
Fuel system	Multipoint electronic fuel injection	5th gear	0.814	—
Fuel capacity; recommended fuel	12.7 gallons; regular unleaded gasoline	Final drive	4.300	4.100
EPA estimated fuel economy	Manual: 25 mpg city; 29 mpg highway Auto: 23 mpg city; 28 mpg highway	Dimensions (inches)		
Steering ratio	15.0:1; 2.7 turns, lock-to-lock	Wheelbase/overall length	89.2/155.3	
Turning circle	30.2 feet, curb-to-curb	Overall height/width	48.4/66.0	
Brakes	10.0-inch ventilated front discs 9.9-inch solid rear discs	Front/rear track	55.7/56.7	
		Headroom/legroom/shoulder room	37.1/42.8/49.7	
		Cargo volume	5.1 cubic feet	
		Curb weight (manual/automatic)	2,332/2,381 lb	

● : standard ○ : optional — : not available P : package option *Always wear your safety belt and deactivate passenger-side air bag when using a rear-facing child safety seat.
†Seating surfaces upholstered in leather except for vinyl on seat side panels, rear sides of seatbacks and other minor areas.

Brilliant Black



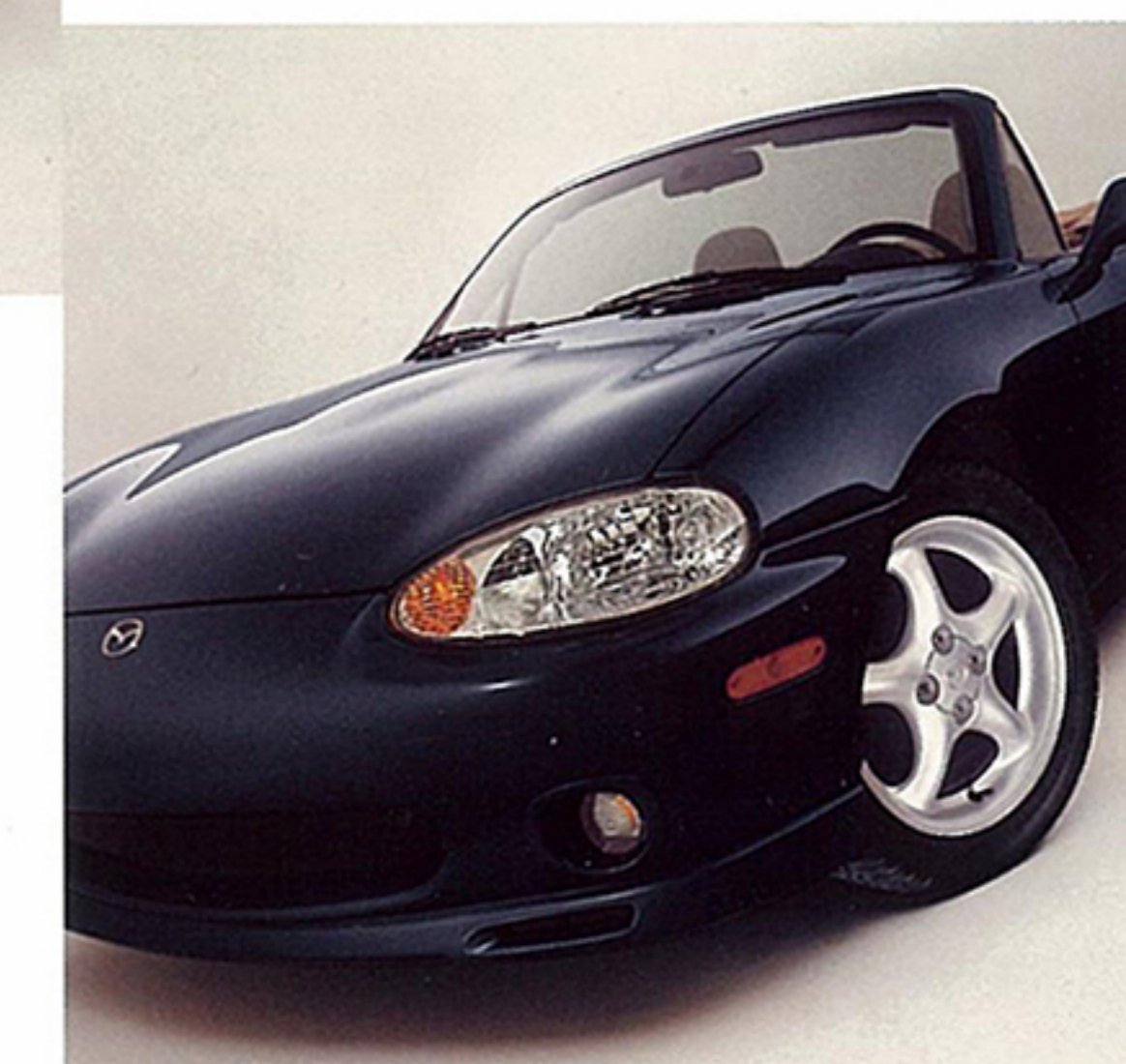
Evolution Orange Mica



Highlight Silver Metallic



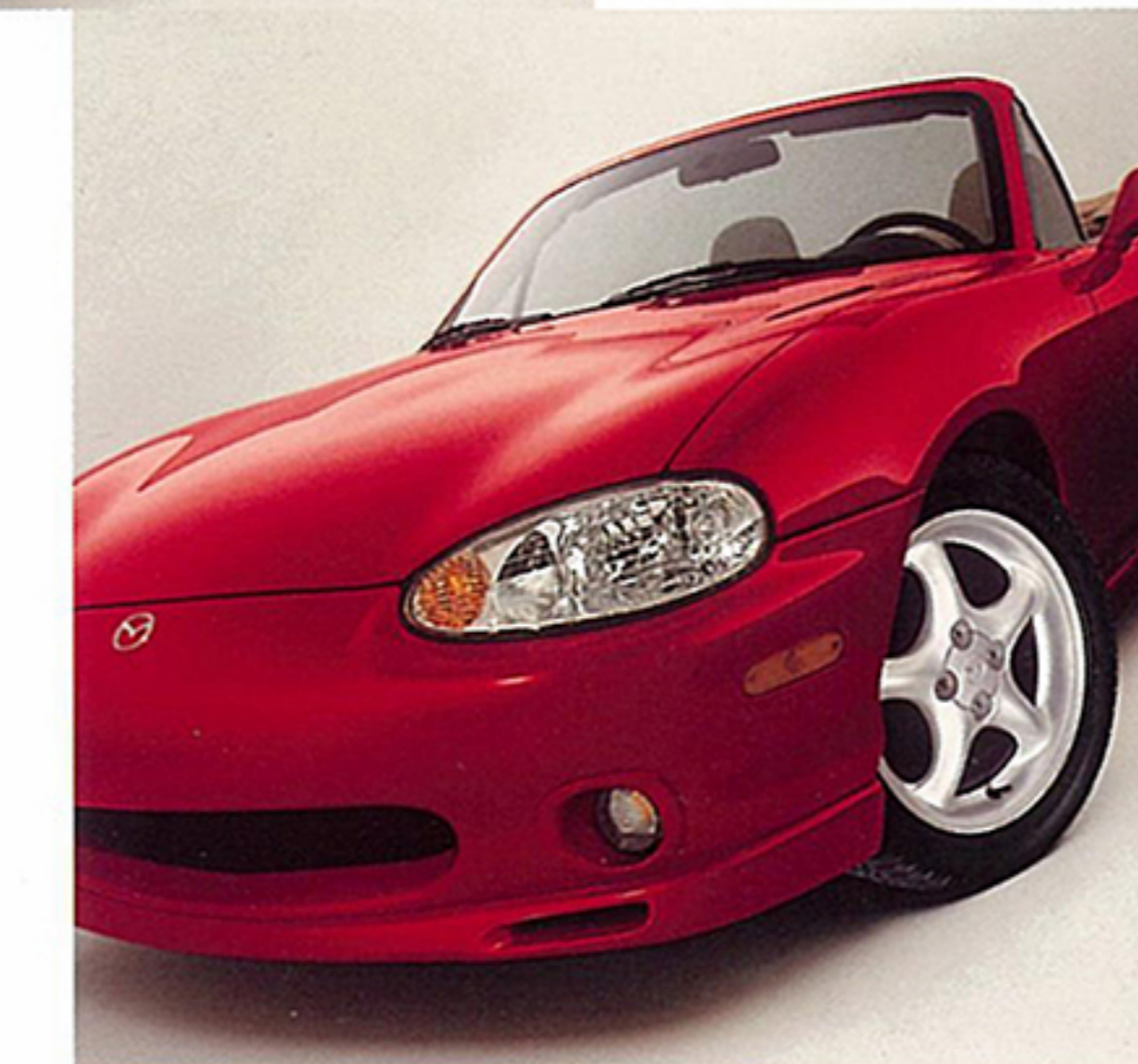
Emerald Mica



Twilight Blue Mica



White



Classic Red

COLOR COMBINATIONS

EXTERIOR COLOR	INTERIOR COLOR	
	Miata cloth	Miata LS leather
Classic Red	black	tan
Brilliant Black	black	tan
White	black	tan
Emerald Mica	black	tan
Highlight Silver Metallic	black	tan
Evolution Orange Mica	black	tan
Twilight Blue Mica	black	tan

STYLING

PERFORMANCE

INTERIOR

SAFETY

TECHNOLOGY

FEATURES

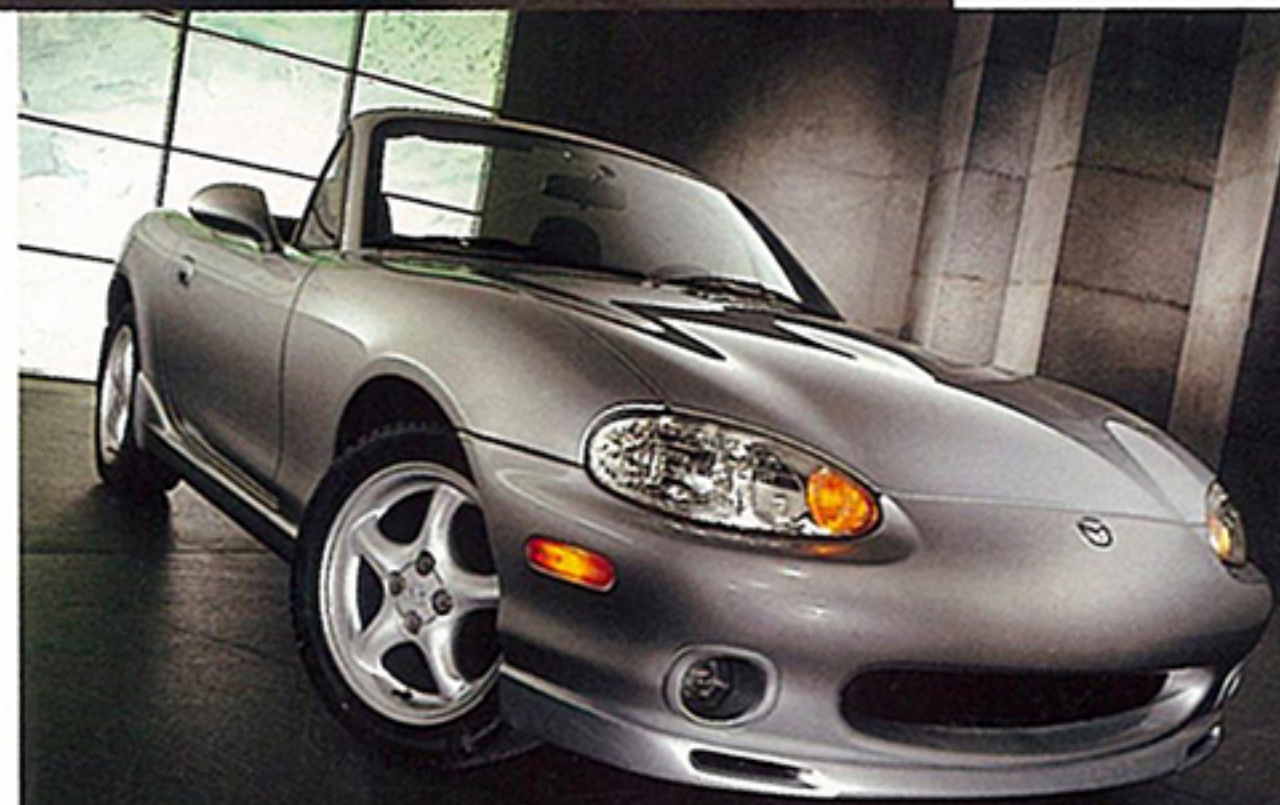


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MPV



B-SERIES



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 included on all new 2000 Mazda vehicles sold and serviced in the United States.

Complement the limited warranty on your new vehicle with the Mazda Extended Protection Plan, the only service agreement backed by Mazda.

See your Mazda Dealer for details.



MIATA



EMERGENCY ROADSIDE ASSISTANCE

As part of our commitment to your total satisfaction, Mazda owners are automatically enrolled in our Emergency Roadside Assistance Service Program for the duration of the 36-month/50,000-mile limited warranty. Dead battery? Locked out? When the unexpected happens, this 24-hour service will provide just about any assistance necessary to get your car back on the road and minimize any inconvenience. For complete details, see your Mazda Dealer.

PROTEGÉ

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MILLENNIA

Explore the different ways to configure your Miata, then get pricing and financing info and find a dealer near you. It's all as close as a click of your mouse at www.mazdausa.com.

