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.
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.
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.

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. As simple as lifting, flipping, spring-loaded frame and ingenious "Z-fold" design that makes it easy for you to change the tone of the top in seconds. All at the touch of a single latch. One makes it a soft top. The other adds a solid tonneau cover—without taking a single inch of trunk space. All of which enhance the MX-5 Miata's agility and preserved 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.

ONE OF OUR TOP CHOICES IS SURE TO BE YOURS.

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

Power-assisted 4-wheel disc brakes, including massive, 11.4-inch ventilated front discs, are standard. So is 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.

ACCEPT NO SUBSTITUTES.
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 most of the car's weight—including powertrain, fuel tank and battery—as close to its center as possible.

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.

A hollow front stabilizer bar helps reduce unsprung weight and improves ride comfort. 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.

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

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

The Mazda MX-5 Miata is two-for-two, earning J.D. Power and Associates Initial Quality™ 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.

THINK TWICE BEFORE YOU SETTLE FOR ANYTHING LESS.

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 Study™. 2007 study based on responses from 62,381 new-vehicle owners, measuring 250 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of customers 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. An ultralight flywheel, standard on all MX-5 Miata models, is utilized to further enhance the engine’s free-revving performance, improve its responsiveness, and deliver more usable power.

The MX-5 Miata’s 1.6-liter DOHC Freeway 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 205 lb-ft 22 mpg city/27 mpg highway† when equipped with the standard 5-speed manual gearbox.

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.

The MX-5 Miata’s 166-hp 2.0-liter DOHC Freeway 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 205 lb-ft 22 mpg city/27 mpg highway† when equipped with the standard 5-speed manual gearbox.

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—and 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 aptly named 166 lb-ft 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.

DISCOVER PRECISELY WHY “LESS IS MORE.”

* 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.
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.

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.

The MX-5 Miata’s high-bolstered driver’s seat is purposefully engineered to provide both an ideal seating position and superior body support. The seat’s wide range of adjustments, a tilt-adjustable steering wheel and a three-position lumbar support let you create the layout, most comfortable MX-5 Miata cabin ever crafted.

A short-throw, close-ratio, 5-speed manual gearbox (standard on the MX-5 Miata) also available in a short-throw, 6-speed manual and a 6-speed Sport AT automatic. 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.

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.

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 outselling 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 invades 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 Miatas owners. Mazda: Race-engineered the Zoom-Zoom Way.
"...the Mazda MX-5’s refined nature makes it the indisputable king of the $25K drop tops."

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

6-speed Sport AT automatic (Sport, Touring, Grand Touring) 20 city/27 hwy*

6-speed manual (Touring, Grand Touring) 21 city/28 hwy*

5-speed manual (SV, Sport) 22 city/27 hwy*

Headroom/legroom/shoulder room (in) 37.4/43.1/53.2

Track, front/rear (in) 58.7/58.9

Brakes 11.4-inch ventilated front discs; 11.4-inch rear discs

Rack-and-pinion steering with engine-rpm-sensing variable assist

Aluminum Power Plant Frame (PPF)

Suspension & Brakes

Engine & Transmission

Interior Dimensions

FUEL ECONOMY

Final drive 4.100

5th gear 0.814

4th gear 1.000

2nd gear 1.888

Glass rear window with defogger

Black-vinyl “Z-fold” convertible top with central release latch

Power door locks P

Passenger one-touch-down window feature P

Door-mounted bottle holders S

CFC-free air conditioning (except SV model) S

Heater/defroster with multispeed blower and side-window demisters

Power door locks

Power windows

Power side-view mirrors

Steering-wheel-mounted audio controls

AM/FM/CD stereo with 4 speakers and digital clock

Rear open storage compartments (behind seats) S

Black or Tan Leather

Tan Leather

Tan Leather Saddle Brown Leather

16-Inch Alloy

17-Inch Alloy

18-Inch Alloy

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Engine-immobilizer antitheft system S

Tire-Pressure Monitoring System (TPMS) S

Dual front air bags† with passenger-side deactivation switch S

Side-impact air bags† S

DSC with Traction-Control System (TCS)

Engine Immobilizer Antitheft System

Tire-Pressure Monitoring System

Dual Front Air Bags†

Side-Impact Air Bags†

Dynamic Stability Control (DSC) with Traction-Control System (TCS)

Premium Package #1:

Premium Package #2:

Appearance Package:

Appearance Package (Included with – O

FRHT Sport) (Standard on – O

MX-5 Miata)

Hardtop

Prerunner

Sports Car

Sports Car (Available except Sport)

Sports Car (Available except SV)

Sports Car (Available except Sport)

Sports Car (Available except SV)
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.

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. 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.

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 color options. Also shown, a fuel filler door adds the race-inspired look to your MX-5 Miata with a satin finish (shown) or chrome finish (black). Also shown, a fuel filler door adds the race-inspired look to your MX-5 Miata with a satin finish (shown) or chrome finish (black).

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