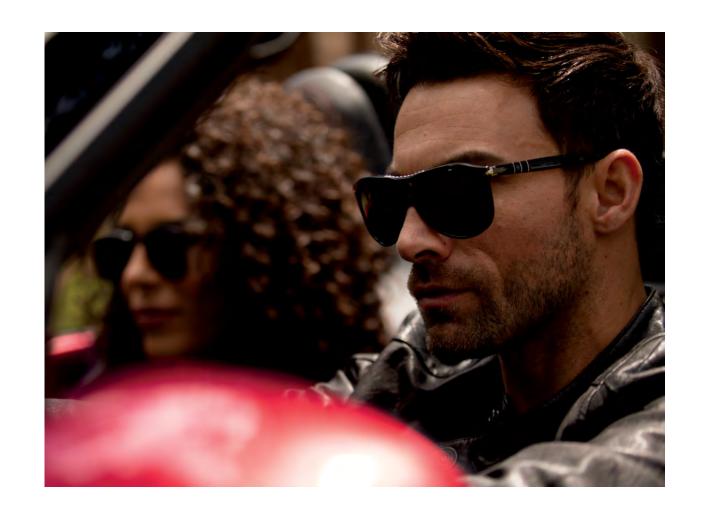


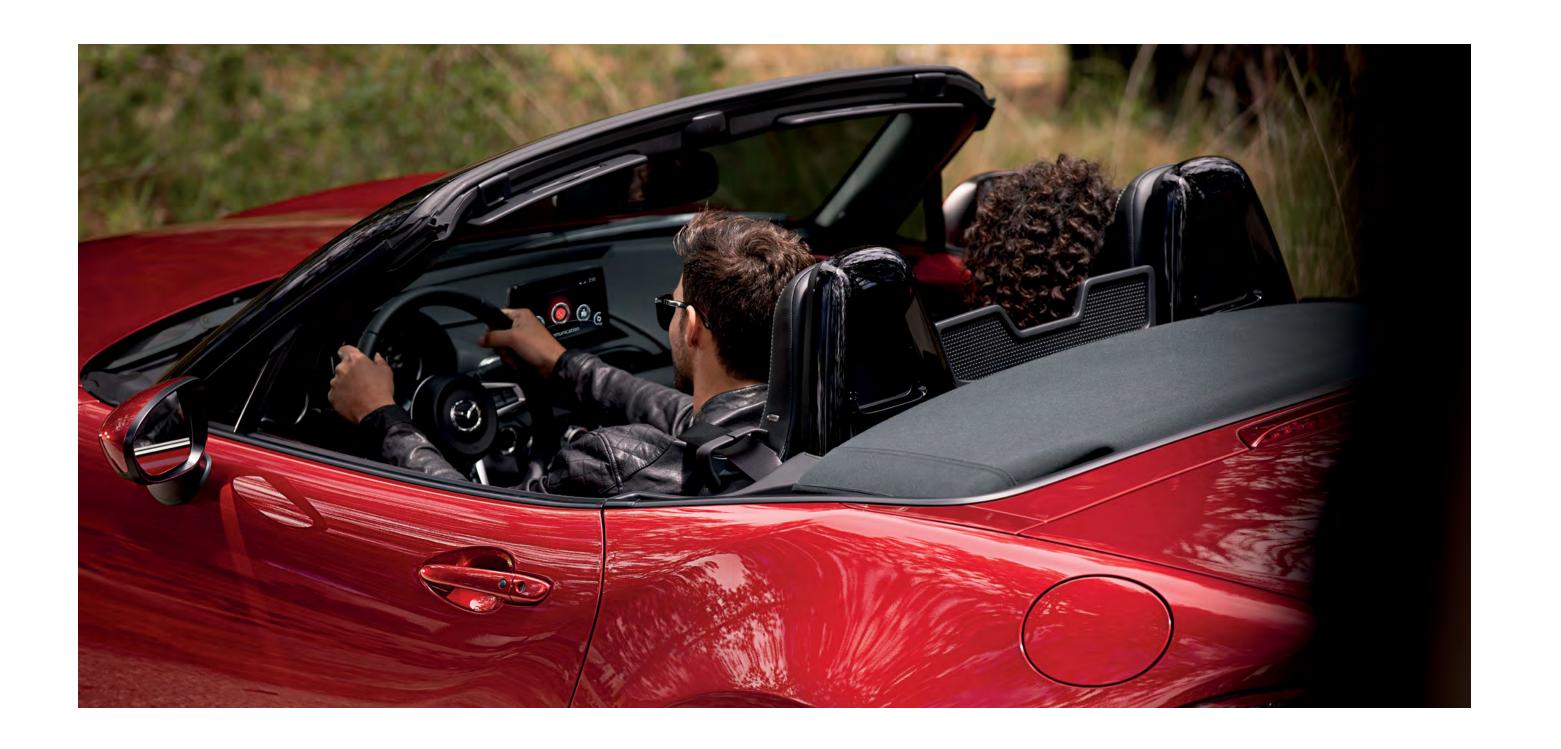
MAZDA MX-5 MIATA | RF



















I believe in the power of human potential; creativity, imagination and the amazing things we're all capable of when we're inspired.

I believe in taking the unconventional road and going the extra mile to do work that inspires, because I believe the highest purpose of being human is to uplift other humans.

I believe in artisans, designers, engineers and ambassadors who pour human energy into their work, because I believe there are things the human hand can do that can't be replicated by a machine or a computer.

I believe in the power of cars to move human emotions.

To awaken senses, heighten reflexes, make pulses race.

To be more than a cold machine designed to take you from here to there.

I believe the joy of being alive comes from what we discover on our journey, and the inspiration we find in every mile.

MAZDA. FEEL ALIVE®





KODO: "SOUL OF MOTION"

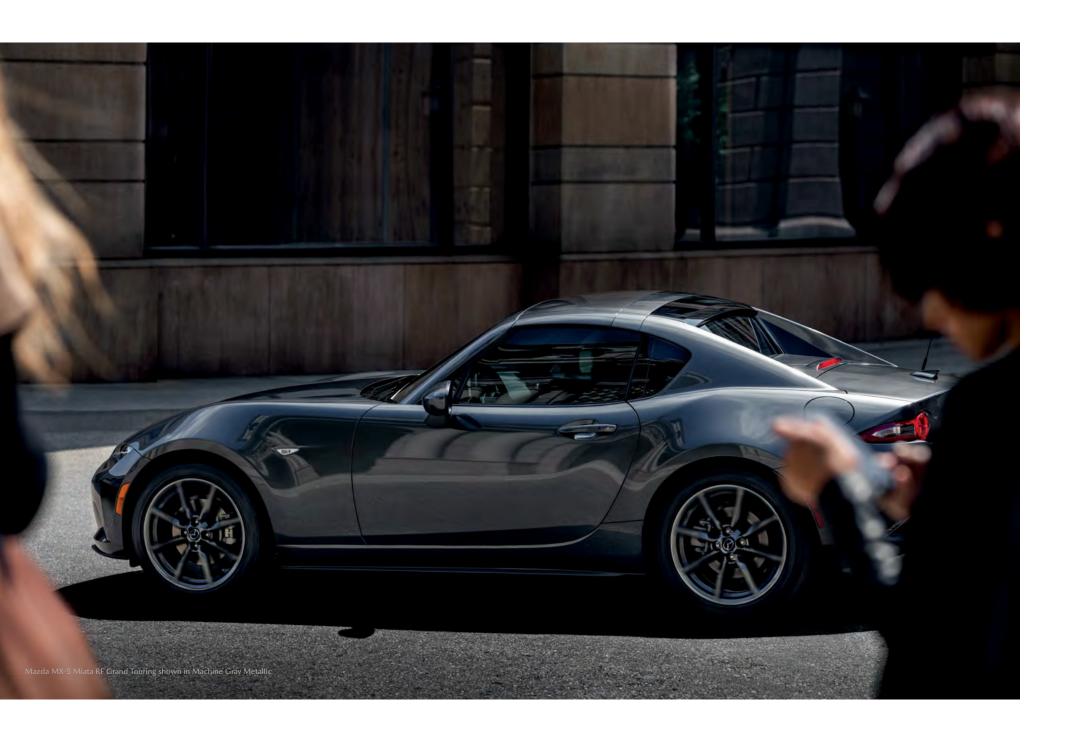
Our design philosophy is simple yet highly challenging to accomplish: capture energy in motion, even at a standstill. With curves and angles so striking, they command your attention through a mere glance. Eliciting this kind of instant emotional response requires a human touch. Hands on clay, shaping form with warmth and precision. Eliminating all that is unnecessary, leaving only what is beautiful. We call this Kodo: "Soul of Motion" design. A dynamic sense of motion created for humans, by humans. This is the inspiration behind the Mazda MX-5 Miata.



MAZDA MX-5 MIATA

From its inception, the Mazda MX-5 Miata was designed to capture the pure exhilaration of driving. For over three decades, our engineers and designers have never stopped challenging themselves to improve upon its legendary handling and performance, collecting countless awards and distinctions along the way. Today's MX-5 Miata is a technologically smarter car that remains lightweight, nimble and incredibly responsive to any driver who gets behind the wheel. Like the very first MX-5 Miata to hit the streets over 30 years ago, it continues to be beloved by drivers the world over.







MAZDA MX-5 MIATA RF

"How much joy can a car bring?" This is one of the thousands of questions Mazda engineers asked themselves when developing the MX-5 Miata RF.

Asking these questions is what led to the creation of a sports car that is just as much in its element on a night out in the city as it is on a winding country road. The fastback styling of the MX-5 Miata RF combines the comfort and peace of mind of a hardtop with the spontaneity and unparalleled driving exhilaration of the legendary MX-5 Miata roadster. In approximately 13 seconds, its retractable roof slips away, revealing the open sky and all its possibilities.

THE ART OF SEDUCTION

One of the first things you'll notice with any Mazda is its color. The glossiness. The luster. The depth and translucency. It's far beyond what you'd expect from a production car. Each MX-5 Miata color is created by a master painter and color designer who work as a team to illuminate the curves and characteristics of our Kodo design. Our daring array of radiant finishes may be the final touch on the MX-5 Miata, but it's the first thing that will catch your eye—and continue to draw your gaze, time and time again.



Visit MazdaUSA.com to see all the vibrant color choices available.



Images for illustrative purposes only

THE HUMAN TOUCH

The Mazda Takumi are the artisans and craftsmen who hone their skills for years, even decades, to achieve mastery. From their first sketch to the final stitch, their passion, patience and persistence are poured into every car. Utilizing their sense of touch as much as sight, the Takumi masters gracefully carve a block of clay into a work of art. With an innate sense of composition, they ensure that every curve is perfectly proportioned to their final vision. This hand-sculpted creation ultimately enriches the emotional bond between you and your MX-5 Miata.



REDEFINING REFINEMENT

Our Takumi set out to create beauty through shape, texture and color. Every stitch, every inch of our carefully constructed cabin, is designed to engage you with a tactile and visual experience. Expert fabricators craft a range of distinct and expressive designs using soft textures and premium stitching. And our perforated Red Nappa leather upholstery with Light Gray stitching, now available in select 2020 Grand Touring models, adds a dynamic energy to each drive.





ONENESS BETWEEN DRIVER, SKY AND MACHINE.

For decades, we've studied the human body—how it moves, sensations of touch, sound and sight, muscle and skeletal structure. This is the human-centric design philosophy known as Jinba Ittai—horse and rider as one. An intuitive instrument panel places gauges and displays within your line of sight to minimize distraction. And with either the short-throw 6-speed Skyactiv®-Manual Transmission or the available 6-speed automatic with steering-wheel-mounted paddle shifters, you have the freedom to shift gears in an instant. The MX-5 Miata is designed with near perfect 50/50 weight balance—the ideal distribution for optimal handling and performance. You feel as though your Mazda is an extension of your body, anticipating and answering your every command.



MAKE A SMARTER CONNECTION

Your inspiration. Your space. Your cockpit. This is the driver-centric cabin of the MX-5 Miata, where every control is situated within your reach, so you can stay focused on the road ahead. The center console and Commander control are positioned for optimal comfort for the wrist and forearm. The Mazda Connect™ Infotainment System¹ features a 7-inch full-color touch-screen display and is available with Apple CarPlay™ integration¹ for your iPhone® (shown) and Android Auto™ integration¹ Grand Touring models now feature a three year subscription to SiriusXM with Sirius Traffic and Travel Link² Communication between you and your vehicle becomes second nature—by design.





DRIVING IN ITS PUREST FORM

From the engine to the chassis to the transmission and beyond, we've designed every aspect of the MX-5 Miata to work in harmony through an approach we call Skyactiv® Technology. The MX-5 Miata's Skyactiv®-G 2.0L engine's 181 hp is engineered to flawlessly match its light yet strong chassis to create the ideal power-to-weight ratio. Add to that the nearly perfect 50/50 weight balance, and the MX-5 Miata becomes something far greater than an assembly of its parts. It becomes alive.

A COMMUNITY OF RACERS

On any given weekend, more Mazdas and Mazda-powered cars are road-raced in the U.S. than any other car. At Mazda Motorsports, it's our mission to support the thousands of racers who have chosen to race our cars in grassroots competitions. We've created a dedicated call center to answer technical questions for our community of drivers. For enthusiasts who want to test their talent at a higher level, we've developed the Battery Tender® Global MX-5 Cup. Because we want to get racers off the sidelines and behind the wheel.

Visit Mazdamotorsports.com to learn more.





A GREATER SENSE OF AWARENESS WHEREVER YOU GO

To heighten your senses, we created a few of our own. Sophisticated safety innovations that alert you to hazards and help you avoid collisions—or lessen their impact. All MX-5 Miatas are equipped with select i-Activsense® safety features including Blind Spot Monitoring,¹ Lane Departure Warning System,² Smart City Brake Support³ and Rear Cross Traffic Alert¹ to help improve your visibility and awareness of the road. These advanced systems and their alerts contribute to a more confident experience behind the wheel.

THE TWO-SEAT AMPHITHEATER

Mazda and Bose engineers worked to jointly develop an audio system designed specifically for the MX-5 Miata. Standard in the MX-5 Miata Grand Touring and Club, the Bose® audio system keeps your music crisp and clear even with the top down. Nine speakers, perfectly situated, including two positioned in each of the MX-5 Miata's headrests, create an immersive experience to invigorate all of your senses.



Every Mazda is designed to inspire.

We refine, so you can focus on the essential.

Our measurements are emotions. Our stats, stories.

Each decision is made to heighten your mood, your senses and your abilities.

Because to us, the road is a source of discovery, to which there is no end.

MAZDA. FEEL ALIVE®

SPECIFICATIONS

ENGINE

SKYACTIV®-G 2.0L DOHC 16-valve 4-cylinder engine with variable valve timing 181 hp @ 7,000 rpm
151 lb-ft of torque @ 4,000 rpm
Redline @ 7,500 rpm

TRANSMISSION

SKYACTIV®-MT 6-speed manual transmission with short-throw shifter Available 6-speed Sport automatic transmission Paddle shifters with manual shift mode and sport mode

GEAR RATIOS	SKYACTIV-MT	6-SPEED
	6-SPEED	AUTOMATIC
1st Gear	5.087	3.538
2nd Gear	2.991	2.060
3rd Gear	2.035	1.404
4th Gear	1.594	1.000
5th Gear	1.286	0.713
6th Gear	1.000	0.582
Final Drive	2.866	3.583
FUEL ECONOMY ¹		
EPA-estimated MPG (city/highway)	MT	AT
	26/34	26/35
FUEL TANK CAPACITY	11.89 U.S. gallons	
CURB WEIGHTS	MT	AT
MX-5	2,341 pounds	2,403 pounds
MX-5 RF	2,452 pounds	2,496 pounds
MA-3 KF	2,432 pounds	2,490 poullus
TRUNK CAPACITY		
MX-5	4.59 cubic feet	
MX-5 RF	4.48 cubic feet	

1 EPA-estimated mileage. Actual results will vary.

	INTERIOR		EXTERIOR AND MECHANICAL	SAFETY AND SECURITY	PACKAGES
MAZDA MX-5 MIATA SPORT Includes the following features:	Air conditioning Black cloth sport seats Power door locks Mazda Advanced Keyless Entry System Push Button Start Power windows with driver and passenger one-touch-down feature Leather-wrapped steering wheel with steering- wheel-mounted audio and cruise controls Tilt and telescopic steering column 6 speakers, including driver's headrest speakers Bluetooth® hands-free phone and audio streaming Dual USB audio input ports	Mazda Connect™ Infotainment System ⁶ with: 7-inch full-color touch-screen display, Multifunction Commander control, HD Radio,™ Infotainment system voice command, Aha,™ Pandora® and Stitcher™ internet radio integration, Radio Broadcast Data System program information, SMS text message audio delivery and reply and Mobile 911 automatic emergency notification¹² Rearview camera® Mesh aero board wind blocker	Aluminum Power Plant Frame Rack-and-pinion steering with double pinion electric power assist Double-wishbone front suspension with aluminum control arms Independent multi-link rear suspension with aluminum bearing support Front and rear stabilizer bars; gas-charged shock absorbers 16-inch aluminum alloy wheels with Metallic Black finish 195/50 R16 High-performance tires LED headlights and taillights Daytime running lights Black painted power side mirrors Black cloth convertible top with glass rear window	Dual front air bags and side-impact air bags ⁹ Dynamic Stability Control ¹⁰ Traction Control System Smart City Brake Support ³ Blind Spot Monitoring ⁴ Rear Cross Traffic Alert ⁴ Lane Departure Warning System ⁵ Anti-theft Engine Immobilizer Tire Pressure Monitoring System	
MAZDA MX-5 MIATA CLUB Includes the following features in addition to or in place of Mazda MX-5 Miata Sport:	Apple CarPlay™ integration ¹¹ Android Auto™ integration ¹¹ Black cloth seats with Light Gray accent stitching Heated seats with three settings Piano Black seat back bar trim	SiriusXM® Satellite Radio with 3-month trial subscription to the Sirius All Access package² Bose® audio system with AudioPilot® 9 speakers, including subwoofer and driver's and passenger's headrest-mounted speakers	17-inch aluminum alloy wheels with Metallic Black finish 205/45 R17 High-performance tires LED daytime running lights Front shock tower brace (MT models only) Sport-tuned suspension with Bilstein® shock absorbers (MT models only) Limited-slip differential (MT models only) Black painted front air dam and rear lip spoiler		AVAILABLE BREMBO®/BBS/RECARO® SEATS PACKAGE Includes Brembo® front ventilated disc brakes with red front and rear calipers, BBS forged 17-inch alloy wheels with Dark Gunmetal finish, heated RECARO® sport seats and black painted side sill extensions and rear bumper skirt (MT models only)
MAZDA MX-5 MIATA GRAND TOURING Includes the following features in addition to or in place of Mazda MX-5 Miata Club:	Leather-trimmed seats Available Red Nappa and Sport Tan leather- trimmed seats (with select exterior colors) Bright metallic interior accents Automatic climate control Convertible top Black cloth liner	Auto-dimming rearview mirror with HomeLink® Mazda Navigation System SiriusXM® Traffic and Travel Link® Services? 3-year service includes: Traffic, Weather, Sports scores, Fuel prices and nearby or destination parking	17-inch aluminum alloy wheels with Dark Silver finish Auto on/off headlights Body-colored heated power side mirrors Auto-dimming driver's side mirror Adaptive Front-lighting System Rain-sensing windshield wipers Doorsill trim plates	High Beam Control Traffic Sign Recognition System ⁷	

Available Gray cloth roof (on select exterior colors)
Without black painted front air dam and rear lip spoiler

8 Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. 9 Always wear your seat belt and ensure that the passenger air bag deactivation light is illuminated when using a child- or infant-restraint system. Please see your Owner's Manual for further details. 10 Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your Owner's Manual for further details. 11 Requires compatible phone and standard text and data rates apply. Third-party terms and privacy statements apply. Don't drive while distracted or while using a hand-held device. Android and Android Auto are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Household Education and Android Auto are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Household Education and Android Auto are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Household Education and Android Auto are trademarks of Household Education and Android Auto are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Household Education and Android Auto are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Household Education and Android Auto are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Household Education and Android Auto are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Household Education and Android Auto are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of House

² SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew therdard then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees about 2 and 18 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details. 5 Lane Departure Warning System operates under certain conditions above approximately 44 mph. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. 6 Don't drive while distracted. Even with voice commands, only use Mazda Connect**/other devices when safe. Some features may require cellular or Wi-Fi service; some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and attentive driving. Factors including weather and condition of the traffic sign can impact recognition or display of the sign. Always check traffic signs visually while driving. Please see your Owner's Manual for further details.

INTERIOR

MAZDA MX-5 MIATA RF CLUB

Includes the following features:

Air conditioning
Black cloth seats with Light Gray accent stitching
Heated seats with three settings

Power door locks Mazda Advanced Keyless Entry System Push Button Start

Power windows with driver and passenger one-touch-down feature

Leather-wrapped steering wheel with steeringwheel-mounted audio and cruise controls Leather-wrapped shift knob and parking brake handle

Bright metallic interior accents
Tilt and telescopic steering column
Piano Black seat back bar trim

Transparent wind blocker
Bluetooth® hands-free phone and audio streaming
Dual USB audio input ports

Apple CarPlay[™] integration¹¹
Android Auto[™] integration¹¹

Mazda Connect™ Infotainment System⁶ with:
7-inch full-color touch-screen display, Multifunction

Commander control, HD Radio,[™] Infotainment system voice command, Aha,[™] Pandora[®] and Stitcher[™] internet radio integration, Radio Broadcast Data System program information, SMS text message audio delivery and reply and Mobile 911 automatic emergency notification¹²

SiriusXM® Satellite Radio with 3-month trial subscription to the Sirius All Access package² Bose® audio system with AudioPilot®

9 speakers, including driver's and passenger's headrest-mounted speakers with subwoofer Rearview camera⁸

EXTERIOR AND MECHANICAL

Aluminum Power Plant Frame

Rack-and-pinion steering with double pinion electric power assist

Double-wishbone front suspension with aluminum control arms

Independent multi-link rear suspension with aluminum bearing support

Front and rear stabilizer bars; gas-charged shock absorbers 17-inch aluminum alloy wheels with

Metallic Black finish

205/45 R17 High-performance tires LED headlights and taillights

LED daytime running lights
Black painted power side mirrors

Black painted front air dam and rear lip spoiler

Power retractable fastback roof

Front shock tower brace (MT models only)

Sport-tuned suspension with Bilstein® shock absorbers and limited-slip differential (MT models only)

SAFETY AND SECURITY

Dual front air bags and side-impact air bags⁹ Dynamic Stability Control¹⁰ Traction Control System Smart City Brake Support³ Blind Spot Monitoring⁴ Rear Cross Traffic Alert⁴ Lane Departure Warning System⁵ Anti-theft Engine Immobilizer Tire Pressure Monitoring System

PACKAGES

AVAILABLE BREMBO®/BBS/RECARO® SEATS PACKAGE Includes Brembo® front ventilated disc brakes with red front and rear calipers, BBS forged 17-inch alloy wheels with Dark Gunmetal finish, heated RECARO® sport seats and black painted side sill extensions, rear bumper skirt and roof panel (MT models only)

MAZDA MX-5 MIATA RF GRAND TOURING

Includes the following features in addition to or in place of Mazda MX-5 Miata RF Club:

Leather-trimmed seats
Available Red Nappa and Tan leather-trimmed seats (with select exterior colors)
Automatic climate control
SiriusXM® Traffic and Travel Link® Services: 3-year service includes: Traffic, Weather, Sports scores, Fuel prices and nearby or destination parking
Mazda Navigation System

Auto-dimming rearview mirror with HomeLink®

17-inch aluminum alloy wheels with Dark Silver finish Body-colored heated power side mirrors
Auto on/off headlights
Adaptive Front-lighting System
Rain-sensing windshield wipers
Doorsill trim plates
Without black painted front air dam and rear lip spoiler

High Beam Control Traffic Sign Recognition System⁷

2 SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Current information and features may not be available in all locations. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. 3 Smart City Brake Support operates under certain low-speed conditions between about 2 and 18 mph. It is not a substitute for safe and attentive driving. Factors including movement and shape of the object in front of the vehicle, weather and road conditions can all impact automatic brake control and collision warning. Please see your Owner's Manual for further details. 4 Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. 5 Lane Departure Warning System operates under certain conditions above approximately 44 mph. It is not a substitute for safe and attentive driving. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details. 6 Don't drive while distracted. Even with voice commands, out while you see Mazada Connect¹⁸. Other devices when safe. So one features may apply. 7 Traffic Sign Recognition System is not a substitute for safe and attentive driving. Factors including weather and

condition of the traffic sign can impact recognition or display of the sign. Always check traffic signs visually while driving. Please see your Owner's Manual for further details. 8 Rearview camera does not provide a comprehensive view of the entire rear area of this vehicle. Always check your surroundings. 9 Always wear your seat belt and ensure that the passenger air bag deactivation light is illuminated when using a child- or infant-restraint system. Please see your Owner's Manual for further details. 10 Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your Owner's Manual for further details. 11 Requires compatible phone and standard text and data rates apply. Third-party interface providers are solely responsible for their product functionality and third-party terms and privacy statements apply. Don't drive while distracted or while using a hand-held device. Android and Android Auto are trademarks of Google LLC. Apple CarPlay, iPhone and Siri are trademarks of Apple Inc. 12 Mobile 911 automatically calls 911 from a paired hands-free device when a moderate to severe collision is detected. Specific phone settings are required. There are limitations to the system. Please see your Owner's Manual for further details. PRODUCT CHANGES AND OPTIONS AVAILABILITY: Following publication of this brothune, 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.



BEAUTIFULLY ACCESSORIZED

Satin Chrome Air Vent Bezel

Tunnel Under Bars



THE ESSENCE COLLECTION

nspired by the precision of Japanese tailoring. Brought to life with a balance of exceptional materials, finishes and graphics that nod to the energy, intuition and ability of the human spirit. This is the Essence line. A collection of inspired clothing and ifestyle accessories that pays tribute to Mazda's deeply held philosophy that drives

Visit MazdaCollection.com to view the entire line of apparel and lifestyle accessories.





MAZDA MOTOR CORPORATION