

2014 Mazda MX-5



mazda

*It takes conviction to stand up to the naysayers.
A creative fire that's unafraid of the blank page.
And the courage to flip conventional wisdom on its head.
Because this is the only way to change the game.
And the only way to build cars worth driving.*

Today, Mazda is changing the game.

*With innovative thinking and technologies.
Head-turning designs.
And performance that never compromises.
Making every Mazda more exhilarating to drive.*

*These are actions, not words. Proof, not theories.
Making the impossible possible. This is the Mazda Way.*

ZOOM-ZOOM

**ENGINEER WITH COURAGE, CREATIVITY AND CONVICTION
AND YOU GET THE WORLD'S BEST-SELLING ROADSTER.**

For more than two decades, Mazda engineers have never relented in their goal of defining and re-defining what a roadster is meant to be. Daring, nimble and precisely balanced, the MX-5 is an automotive icon and an engineering marvel that's built to dominate the open road, master every curve and effortlessly transform instinct into action. Committed to true sports car authenticity, the MX-5 has always been - and will always be - the track-proven real deal. But to truly understand why it's the best-selling roadster of all time, you need to be in the driver's seat.





SPEED IS NOTHING WITHOUT CONTROL.

At the heart of the MX-5's legendary handling is its near 50:50 front-to-rear weight distribution - enabling you to take S-curves on the open road with remarkable control and grace. Helping to keep the MX-5 firmly anchored to the pavement is a track-tuned suspension that offers up exhilarating handling while enhancing directional stability by combining a sophisticated double-wishbone layout up front with an advanced multi-link set-up in the rear. A hollow front stabilizer bar is partnered with four gas-charged shock absorbers and a solid rear stabilizer bar to minimize body roll and maximize cornering grip. 6-speed manual transmission models come equipped with a torque-sensing Limited-Slip Differential, and all models come equipped with Dynamic Stability Control* with integrated Traction Control that optimizes both traction and handling in less than ideal road conditions. The result: handling that borders on telepathic.

*Dynamic Stability Control is not a substitute for safe driving practices.

BEING AT THE EDGE OF YOUR SEAT WAS NEVER THIS COMFORTABLE.

Every aspect of the MX-5 is engineered not just to connect you with the vehicle, but to be one with it. It's the essence of *Jinba Ittai* - "rider and horse as one" - an emotive force every Mazda engineer understands. Even the MX-5's interior enhances the thrill of superb handling on the open road by creating a desirably comfortable, sporty, and sophisticated interior. Like the available leather-trimmed, heated bucket seats* that are meticulously designed to conform to your every curve and adjust to your every driving position. And then there's the available 7-speaker premium Bose® sound system with AudioPilot®** noise compensation technology that heightens driving pleasure by cancelling out distracting ambient noise. Behind the wheel of a vehicle this well crafted you can be sure that it's not only engineered to thrill, but also designed with harmonious driving in mind.



/ ADVANCED KEYLESS ENTRY SYSTEM /

Even before you enter, the MX-5 is already anticipating your arrival. At the touch of a button, the available Advanced Keyless Entry System* (keyless entry, trunk release and start) recognizes you and comes to life before your eyes. It remotely unlocks the doors and trunk - all without having to take the keyless entry fob out of your pocket.

/ AUDIO SYSTEM /

A standard auxiliary audio input jack with MP3 compatibility, CD player and available SiriusXM® Satellite Radio* are all part of an available premium 7-speaker Bose® sound system with AudioPilot®** noise compensation technology that cancels out distracting ambient road noise.

/ AUTOMATIC CLIMATE CONTROL /

Keep yourself and your passenger comfortable by customizing the environment with the available automatic climate control system.†

/ BLUETOOTH® HANDS-FREE PHONE /

Keeping your eyes on the road and hands on the wheel has never been easier. With voice commands, making and receiving calls with Bluetooth® hands-free phone integration* is as easy as pushing a button and saying hello.



/ LEATHER SEATS /

Available heated leather-trimmed bucket seats* with five customizable settings are a race-inspired delight crafted right down to the last stitch to hug and support your body for maximum comfort.



JINBA ITTAI, OR "RIDER AND HORSE AS ONE", WAS OUR GUIDING PRINCIPLE DURING THE MX-5'S DEVELOPMENT. THE RESULT IS A CAR SO NIMBLE, WELL BALANCED AND FUN TO DRIVE THAT THE DRIVER AND CAR ACHIEVE TRUE UNITY. Takao Kijima, Program Manager (1995-2007), Mazda MX-5



*Standard on the GT model.
†Standard on the GS and GT models.

TRUE RED

METEOR GREY MICA

CRYSTAL WHITE PEARL

JET BLACK MICA

ZEAL RED MICA

ALUMINUM METALLIC MICA

BRILLIANT BLACK

MX-5 COLOUR COMBINATIONS

PAINT COLOURS	GX		GS		GT	
	BLACK CLOTH	BLACK CLOTH WITH RED STITCHING	BLACK LEATHER	TAN LEATHER		
Zeal Red Mica	•		•			
Meteor Grey Mica	•		•			
Crystal White Pearl	•		•			
Jet Black Mica	•		•			•
Aluminum Metallic Mica	•		•			
Brilliant Black		•				
True Red/Brilliant Black*		•				
Crystal White Pearl/Brilliant Black*		•				
Aluminum Metallic Mica/Brilliant Black*		•				

• = Available

*Brilliant black on door mirrors and Power Retractable Hardtop.

MX-5 WHEEL OPTIONS

16" aluminum alloy wheels (GX)



17" dark gunmetal alloy wheels (GS)



17" aluminum alloy wheels (GT)



UPHOLSTERY

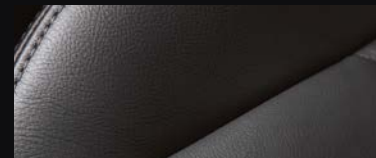
Black Cloth (GX)



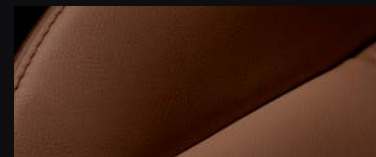
Black Cloth with Red Stitching (GS)



Black Leather (GT)



Tan Leather (GT)



MX-5 SPECIFICATIONS AND FEATURES

ENGINE & TRANSMISSION	GX	GS	GT
2.0 L DOHC 16-valve 4-cylinder engine with VVT (MZR)	S	S	S
167 horsepower @ 7,000 rpm (MT); 140 lb. ft. of torque @ 5,000 rpm	S	S	S
158 horsepower @ 6,700 rpm (AT); 140 lb. ft. of torque @ 5,000 rpm	0	0	0
5-speed manual transmission	S	-	-
6-speed manual transmission	-	S	S
6-speed SPORT mode automatic transmission with overdrive	0	-	-
6-speed SPORT mode automatic transmission with overdrive and paddle shifters (deletes Bilstein® shocks and Limited Slip Differential)	-	0	0
SUSPENSION & BRAKES			
Rack-and-pinion steering with engine-rpm-sensing variable power assist	S	S	S
Power-assisted ventilated front disc and rear solid disc brakes	S	S	S
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)	S	S	S
Front independent double-wishbone suspension with aluminum arms and mono-tube dampers	S	S	S
Rear independent multi-link suspension with aluminum bearing support and mono-tube dampers	S	S	S
Front and rear stabilizer bars	S	S	S
Front strut tower bar	-	S	S
Dynamic Stability Control (DSC)	S	S	S
Traction Control System (TCS)	S	S	S
Limited-Slip Differential (LSD) [†]	-	S	S
Sport suspension with Bilstein® Shocks [†]	-	S	S
SAFETY & SECURITY			
Anti-theft alarm system	S	S	S
Engine immobilizer theft-deterrent system	S	S	S
Dual front air bags and dual side air bags	S	S	S
Side-door impact-protection beams	S	S	S
Driver's and passenger's seat-belt pretensioners with force limiters	S	S	S
EXTERIOR			
Glossy dark grey seatback style bars	S	S	-
Silver seatback style bars	-	-	S
Black cloth convertible top	S	-	-
Brilliant black Power Retractable Hardtop (PRHT)	-	S	-
Body-coloured Power Retractable Hardtop (PRHT)	-	-	S
Bright silver finish on headlight bezel	S	-	S
Black finish on headlight bezel	-	S	-
Body-coloured door handles	S	S	-
Chrome finish on door handles	-	-	S
Intermittent windshield wipers	S	S	S
Solar-controlled windshield with green tint	S	S	S
Rear glass window with electric defroster	S	S	S
Exterior MX-5 graphics	-	S	-
Body-coloured power-operated door mirrors	S	-	S
Brilliant black power-operated door mirrors	-	S	-
Halogen headlights	S	S	-
Xenon HID headlights	-	-	S
Fog lights	S	S	S
Mesh front grille	S	S	S
Dual exhaust outlets with silver finish on tips	S	S	S
WHEELS & TIRES			
16" aluminum alloy wheels with 205/50R16 performance radial tires	S	-	-
17" dark gunmetal alloy wheels with 205/45R17 performance radial tires	-	S	-
17" aluminum alloy wheels with 205/45R17 performance radial tires	-	-	S
COMFORT & CONVENIENCE			
Air conditioning with manual controls	0	-	-
Air conditioning with automatic climate controls	-	S	S
Heater/defroster with multiple-speed fan	S	S	S

COMFORT & CONVENIENCE (cont'd)	GX	GS	GT
Steering-wheel-mounted cruise controls	S	S	S
Tilt-adjustable steering wheel	S	S	S
Power door locks	S	S	S
Remote keyless entry system with retractable key and panic alarm (includes two transmitters)	S	S	-
Advanced Keyless Entry System (keyless entry, trunk release and start)	-	-	S
Power windows with one-touch down feature	S	S	S
Day/night rearview mirror	S	S	-
Auto-dimming rearview mirror with HomeLink®	-	-	S
Courtesy light on windshield header	S	S	S
Driver's and passenger's sunvisors with vanity mirrors	S	S	S
Windblocker mesh aero board	S	S	S
Dual cup holders	S	S	S
12-volt power outlet	S	S	S
SEAT & TRIM			
Bucket seats with reclining and forward/backward sliding functions	S	S	S
Integrated headrests	S	S	S
Adjustable driver's seat lifter	-	S	S
Heated seats	-	-	S
Interior trim with silver finish on air-vent bezels, inner door handles and shift-plate bezel	S	S	S
Glossy dark grey trim on gauge rings and steering-wheel bezel	S	S	S
Glossy dark grey dash trim	S	-	S
Body-coloured dash trim with MX-5 graphics	-	S	-
Soft centre arm rest	S	S	-
Cloth upholstery	S	S	-
Leather-trimmed upholstery	-	-	S
Leather-wrapped 3-spoke steering wheel and shift knob	S	S	S
Leather-wrapped parking brake handle	-	-	S
Leather-like door panel trim	-	-	S
INSTRUMENT PANEL & STORAGE			
Black gauges with white lettering and red nighttime illumination	S	S	S
Exterior temperature gauge	-	S	S
Tachometer and twin trip odometers	S	S	S
Trip computer	-	S	S
Driver's side seatback pocket	S	S	S
In-board command buttons, indicator lights, safety sensors for PRHT	-	S	S
Rear centre storage compartment	S	S	S
Leather-like centre armrest and console lid	-	-	S
Lockable glove compartment with 5.7 L capacity	S	S	S
AUDIO			
AM/FM CD player with 4 speakers and 2 tweeters	S	S	-
7-speaker premium Bose® audio system with AM/FM CD player and AudioPilot® noise compensation technology	-	-	S
MP3 and WMA functionality on CD player	S	S	S
SiriusXM® Satellite Radio (free 6-month subscription)	-	-	S
Bluetooth® hands-free phone capability	-	-	S
Auxiliary audio input	S	S	S
Steering-wheel-mounted audio controls	S	S	S

S = Standard O = Optional - = Not available

ZERO TO HARDTOP IN 12.0 SECONDS.

The MX-5's quick and easy-to-use soft top isn't the only way to embrace the wind. Standard on the GS and GT models is a Power Retractable Hardtop. Precisely designed to take up zero trunk space, the MX-5's ultra-light 36 kg (80 lb) hardtop stores neatly behind the seats under a special tonneau cover. Weather-tight and complete with a solid glass rear window with defroster, the MX-5's roofline is aerodynamic yet elegant. It may be one of the most iconic convertibles in the world, but at the push of a button, it takes a mere 12 seconds to transform the thrill of a convertible into the security and practicality of a hardtop.



GS model with brilliant black on door mirrors and Power Retractable Hardtop.

[†]Available with 6-speed manual transmission only.

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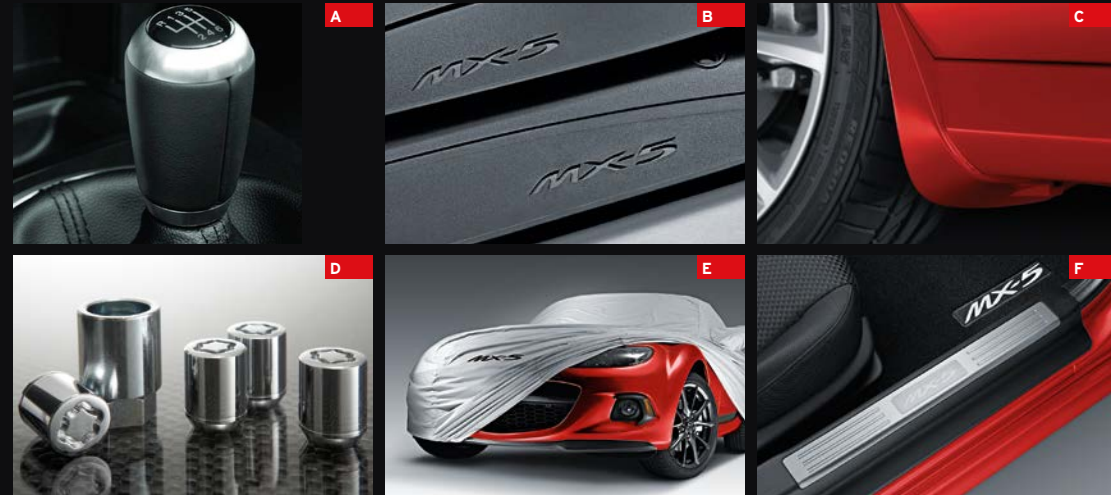
MAZDA FULL LINE



EVERY MODEL IN THE MAZDA LINE-UP WAS BUILT BY A BUNCH OF CAR-CRAZED CRAFTSMEN. WHO LOVE TO DRIVE. FOR PEOPLE WHO LOVE TO DRIVE. SO FROM THE MAZDA2 TO THE CX-9, A MAZDA IS ALWAYS A MAZDA. THIS IS THE MAZDA WAY.

MX-5 ACCESSORIES. IT'S YOUR MAZDA - MAKE IT YOUR OWN.

Customize your new MX-5 with Genuine Mazda Accessories. When installed by your Mazda Dealer prior to or at initial vehicle retail delivery, Genuine Mazda Accessories carry the same new-vehicle limited warranty as your new Mazda. Ask your dealer for details.



A Gearshift Knob. Add a splash of sophistication to your MX-5's interior with a silver-accented gearshift knob. **B All-Weather Floor Mats.** Replace your standard carpet mats with these all-weather floor mats to provide your MX-5's carpet with heavy-duty protection. **C Splash Guards.** Protect your paint's finish from rocks and other road debris. Available in all MX-5 colours. **D Wheel Locks.** Protect your alloy wheels and rims from theft with unique wheel locks on your MX-5. **E Car Cover.** Extend the life of your MX-5's finish. Our custom-fitted car cover has outside-mirror pockets, the MX-5 logo and a matching storage bag. Available in indoor and all-weather (includes rear licence-plate window). **F Doorsill Trim Plates.** Every time you step in or out of your MX-5, let our Doorsill Trim Plates add a stylish touch.

ADDITIONAL ACCESSORIES:

- Air Vent Bezels
- Alloy Wheels
- Apple iPod Integration System
- Ashtray
- Cargo Net
- Carpet Floor Mats
- Door Handle Cover
- First Aid Kit
- Fuel Door
- In-Dash 6-Disc CD/MP3 Changer
- Instrument Panel Decorative Trim
- Licence Plate Frame
- Paint Protection
- Parking Brake Handle
- Perimeter Alarm System
- Rear Lip Spoiler for PRHT only
- Rear Under Skirt
- Roadside Assistance Kit
- Seatback Bar Covers
- SiriusXM® Satellite Radio
- Touch-Up Paint

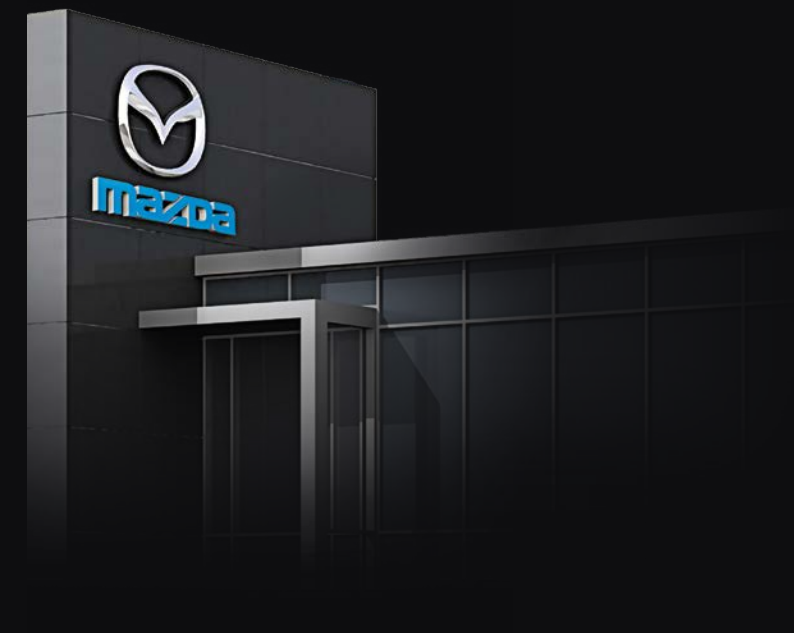
OUR PROMISE.

At Mazda, we're passionate about what we do. We pay attention to the details, and we take an unconventional approach. You can see it in our designs, feel it in how our cars drive, and experience it in the way we treat you as a customer. Our dealerships are here to help you make the right choice, so everything we do is focused on ensuring that you get exactly what you want - surpassing your expectations. Mazda doesn't settle, and neither should you. Let our Mazda Dealers:

- / Provide you with a comfortable environment
- / Earn your trust
- / Respect and value your time
- / Give you useful information and advice
- / Help you make the best decision

Getting the personalized experience you deserve at your Mazda Dealer.

This is the Mazda Way.



THIS IS THE 2014 MAZDA MX-5.

ZOOM-ZOOM



MAZDA WARRANTY The basic warranty on MX-5 covers all parts found to be factory defective for 3 years or 80,000 km, whichever comes first. Additional warranties cover powertrain components for a period of 5 years or 100,000 km, whichever comes first, body sheet metal perforation for 8 years and unlimited mileage and specific emission control components for up to 8 years or 128,000 km. Exclusions from coverage are limited to maintenance items or adjustments (repairs not requiring parts replacement) on vehicles over 12 months old and repairs due to normal wear and tear. Ask your Mazda Dealer for additional information.

ROADSIDE ASSISTANCE PROGRAM As part of our commitment to your total satisfaction, 2014 MX-5 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your MX-5 for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Dealer.

MAZDA MOBILITY ASSISTANCE PROGRAM Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Dealer.

MAZDA TEST-DRIVE EXPERIENCE Exhilaration begins with the Mazda Test-Drive Experience – a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers. And rediscovering that fun, connected-to-the-road feeling we call Zoom-Zoom.

READY TO ROLL Our pre-delivery commitment means every new Mazda is inspected, gassed up and fitted with floor mats.

FINANCING WITHOUT THE FUSS Whether you're buying or leasing a new Mazda, or a used vehicle, Mazda Financial Services can help make the financing process more convenient and satisfying. Mazda Financial Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Dealer, or visit mazda.ca.



For peace-of-mind motoring, we've created the Mazda Added Protection Plan (M.A.P.). M.A.P. complements your Mazda Limited Warranty for up to 7 years or 160,000 km, and protects you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Premium Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Premium Roadside Assistance extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Premium Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Dealer Locator. Should you ever decide to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.



Ask your dealer about Mazda's competitive program for recent university and college graduates.

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 and accessories 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. E. & O. E.

Find out more on:



Get more detailed information on your MX-5. Check out our website at mazda.ca for specifications and features, option packages, pricing, financing, to get a quote and find a dealer near you.

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