

2015 MAZDA MX-5



MAZDA

A red Mazda MX-5 is driving on a city street. In the background, there is a modern white bridge with a curved staircase. Two women are walking on the stairs, and a man is walking up the stairs. The car is in the foreground, and the bridge is in the background. The scene is set in a city environment with greenery and a clear sky.

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. 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. 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.



**A CAR SHOULD BE AN EXTENSION OF YOUR BODY.
DRIVING SHOULD BE AN EXTENSION OF YOUR SOUL.**

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. 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.



/ AUTOMATIC CLIMATE CONTROL /

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



/ SHIFT KNOB /

A precise and ultra-responsive short-throw, close-ratio 6-speed manual gearbox is standard on both the GS and GT models, while a 5-speed manual is standard on the GX. And a 6-speed automatic is optional on all models. No matter which you choose, each of the MX-5's smooth, sport-shifting gearboxes becomes an extension of your arm, transforming anticipation into exhilaration.



/ 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.



/ ALUMINUM POWER PLANT /

Drivetrain twist wastes power and produces acceleration lag. To help eliminate this, Mazda engineers gave the MX-5 a solid structural "backbone" - an ingenious aluminum Power Plant Frame that unites engine, transmission and differential into a single rigid unit.

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



**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.

01 // 17" GLOSS BLACK WHEELS /

Bring out the MX-5's dark side with these 17-inch Dark Alloy Wheels.



02 // CAR COVER /

Sleep easy knowing your MX-5's finish is protected with our custom-fitted Car Cover, featuring side-mirror pockets, rear licence plate window and weather-resistant fabric. Includes custom bag for easy storage.



03 // CARGO NET /

Never hear the sound of stuff rolling around in your trunk again. Use our Cargo Net* to secure your groceries, sports equipment and other loose items while keeping them handy for easy access.



04 // DOORSILL TRIM PLATES /

Every time you step in or out of your MX-5, let our Doorsill Trim Plates add a stylish touch.



05 // ALL-WEATHER FLOOR MATS /

Help keep the great outdoors in its place. Custom-fitted to your MX-5, these All-Weather Floor Mats guard against mud, sand and whatever else comes through the door.



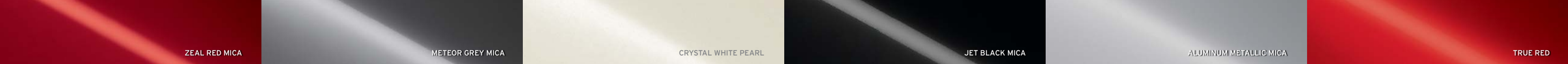
06 // MUD GUARDS /

Protect your paint's finish from rocks and other road debris.



Visit mazda.ca for Accessory options.

*Please remember to properly secure all cargo.



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	•		•	•
True Red	•			
True Red/Brilliant Black*		•		
Crystal White Pearl/Brilliant Black*		•		
Aluminum Metallic Mica/Brilliant Black*		•		
• = Available †Special Order Only *Brilliant black on door mirrors and Power Retractable Hardtop.				

MX-5 WHEEL OPTIONS



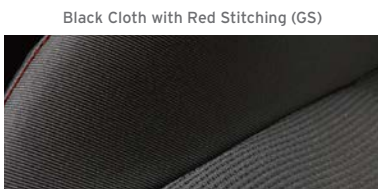
ZERO TO HARDTOP IN 12.0 SECONDS.

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.

UPHOLSTERY



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
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
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 0 = Optional - = Not available			

†Available with 6-speed manual transmission only.
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A first-of-its-kind warranty that lets you drive
as much as you want, as far as you want.



3-YEAR NEW VEHICLE
UNLIMITED MILEAGE WARRANTY



3-YEAR ROADSIDE ASSISTANCE
UNLIMITED MILEAGE



5-YEAR POWERTRAIN
UNLIMITED MILEAGE WARRANTY



7-YEAR ANTI-PERFORATION
UNLIMITED MILEAGE WARRANTY

NEVER STOP IMPROVING. NEVER STOP PUSHING THE LIMITS.
THIS IS THE MAZDA WAY.
AND IT'S THE PHILOSOPHY THAT GUIDES EVERYTHING WE DO,
FROM THE ENGINEERING AND DESIGN OF OUR NEW VEHICLES
TO THE KIND OF WARRANTY WE OFFER.

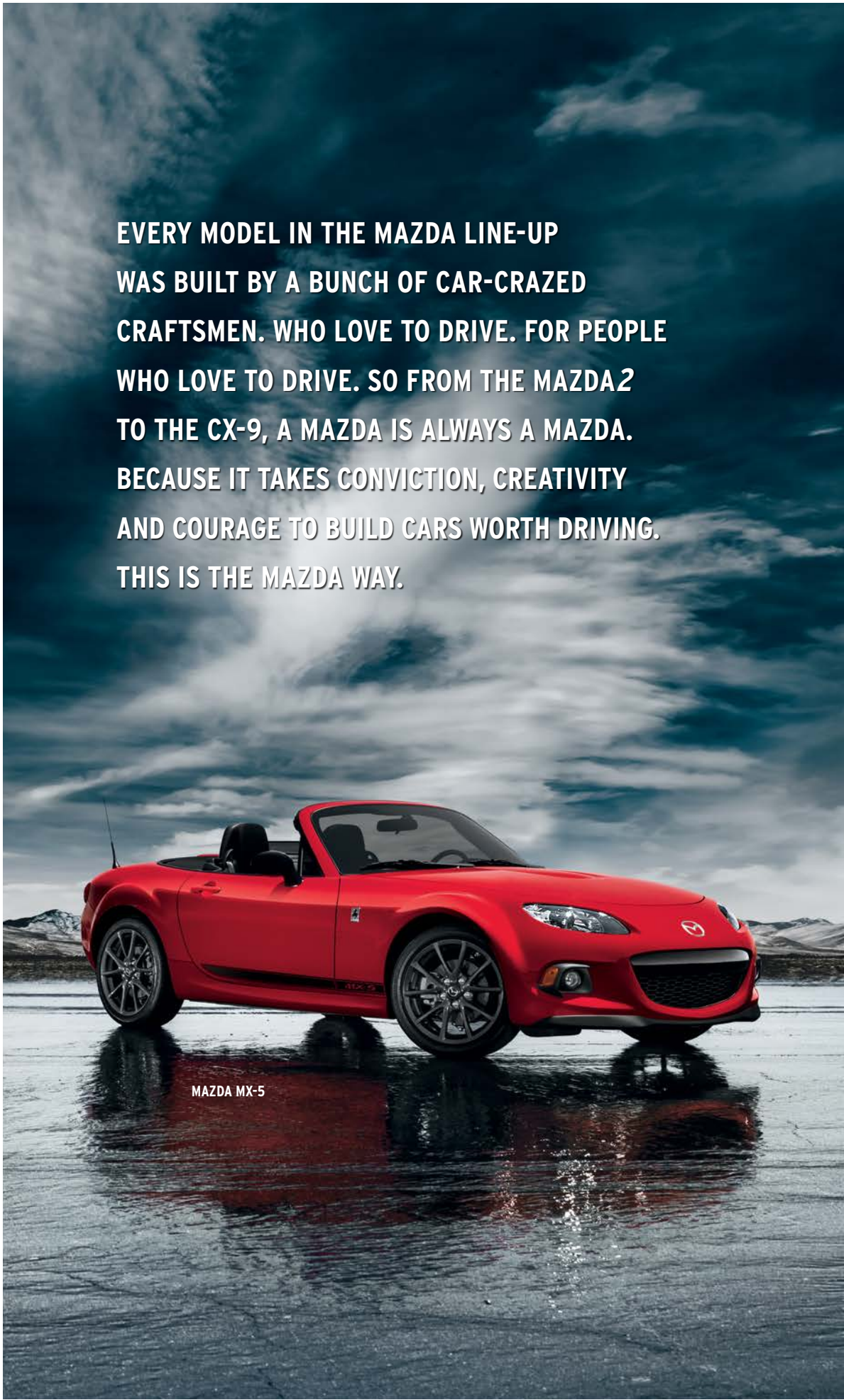
It should come as no surprise that Mazda, a car company committed to an unrivalled driving experience, would defy convention to introduce a revolutionary new warranty program that lets you keep on driving. Introducing Mazda Unlimited, a first-of-its-kind warranty that lets you drive as much as you want, as far as you want. There are no limits on how far you can go. This is the Mazda Way.

What does Mazda Unlimited mean for you?

- Added confidence in the quality of the product you are driving
- Added protection, knowing Mazda will be there, kilometre after kilometre
- Added value, knowing that if you ever sell, trade or upgrade to a new vehicle during the warranty period, **Mazda Unlimited** will be transferable to the new owner
- Added peace of mind, knowing that there are no limits to how far you can go

To learn more about the Mazda Unlimited Warranty, visit mazdaunlimited.ca.

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.
BECAUSE IT TAKES CONVICTION, CREATIVITY
AND COURAGE TO BUILD CARS WORTH DRIVING.
THIS IS THE MAZDA WAY.



MAZDA MX-5

MAZDA2



MAZDA3



MAZDA3 SPORT



MAZDA6



CX-5



CX-9

A red Mazda CX-9 SUV is shown from a front-three-quarter view, parked on a wet, reflective surface. The car's reflection is clearly visible on the ground. The background features a dramatic, cloudy sky. The Mazda logo is visible on the front grille.

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:

- Getting the personalized experience you deserve at your Mazda Dealer.

ROADSIDE ASSISTANCE PROGRAM As part of our commitment to your total satisfaction, 2015 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 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.

