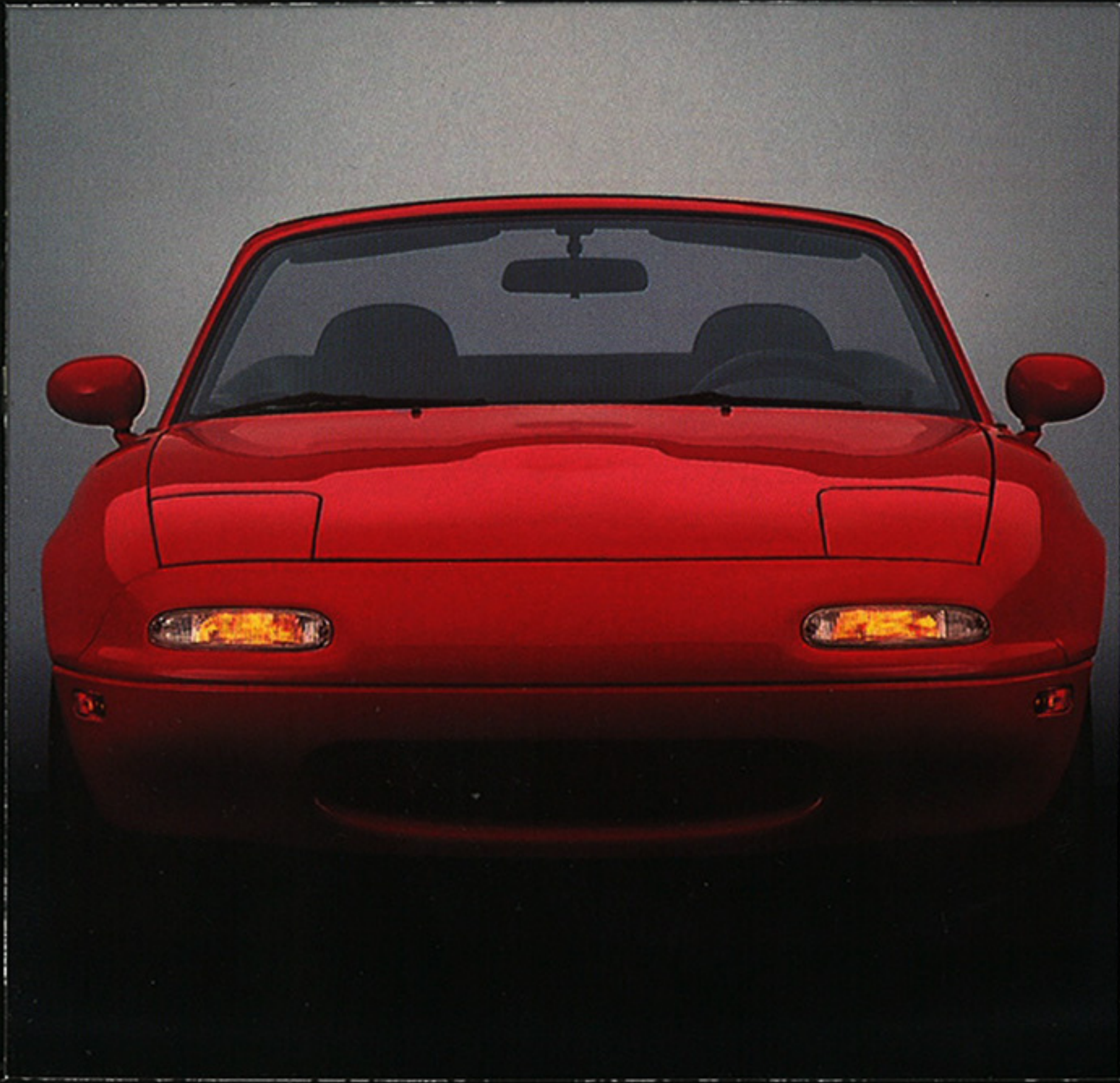


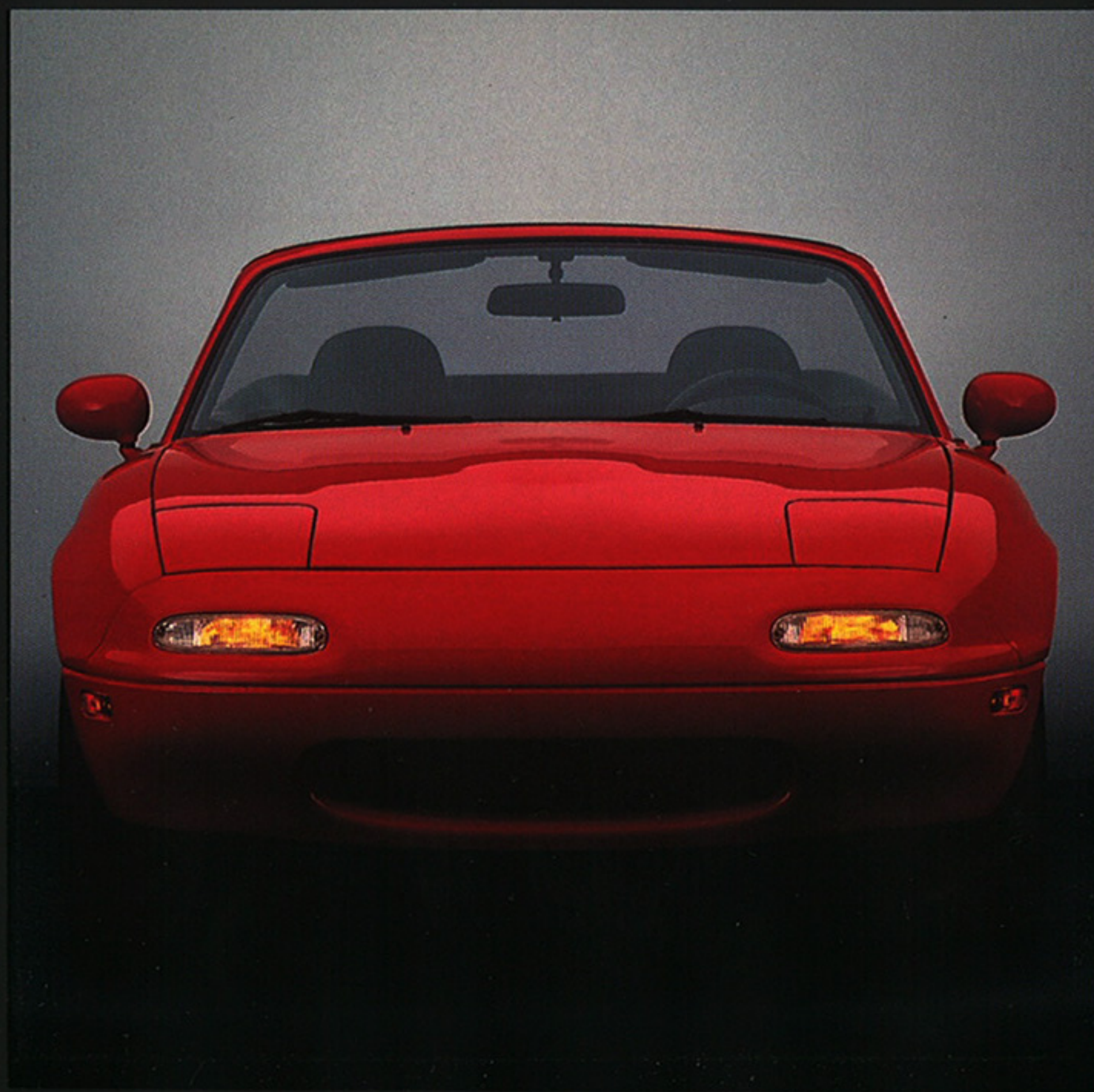
Coming: July 1989




The enthusiast's dream
come true—again.

MAZDA

MAZDA



MIATA



A unique new sports car for the '90s, born of traditional sports car values.

Driving enthusiasts have long cherished those classic sports cars of yesteryear, dedicated to the pure fun and excitement of driving. They could kindle emotions in your heart that made them a very special breed.

Now comes Mazda MX-5 "Miata"—a new classic for the '90s. A synthesis of contemporary automotive advances and traditional sports car qualities.

Miata is a convertible for two. Lightweight. Quick. Nimble. Beautifully balanced in performance. Incredible fun to drive—for that is its only purpose for being. Yet within the range of the average price paid for a car in America today.

Miata—an enthusiast's dream come true, right down to the rich, throaty notes of its exhaust.

Mazda Miata: a jewel of "Kansei Engineering"

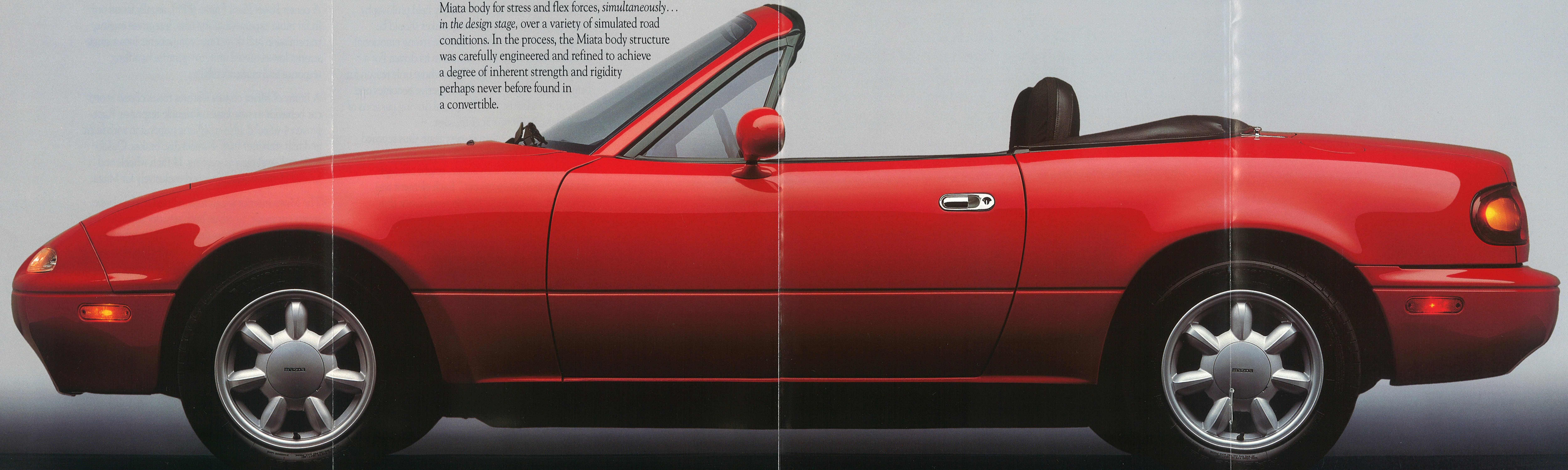
"Kansei Engineering" is our deeply held philosophy that every car and truck Mazda makes should be designed and engineered to provide strong emotional as well as functional satisfactions to its driver. For a unique new sports car like Miata, whose only reason for being is pure driving fun, that objective becomes one of stirring and satisfying the special driving passions of the American sports car enthusiast.

The Mazda Miata project team thus scorned "packaging" and "off-the-shelf" componentry per se. They began instead with a pure, bright concept of "America's ideal sports car." Each element was developed and integrated solely to enhance that concept. Specifically...

- A front-engine/rear-drive configuration preserves that toss-about "sports car feel" on the road—and helps achieve near-perfect weight balance.
- The 16-valve 116-hp DOHC engine is fuel-injected, with lively performance throughout its broad torque range; a short-throw 5-speed overdrive manual transmission helps make 0-to-60 exhilarating.
- A center Power Plant Frame (PPF), usually found only in far more expensive sports cars, integrates engine, transmission and drive train components into a single strong, low-centered unit, to optimize handling response and maneuverability.
- A litany of Miata chassis features raises classic sports car behavior to new levels of nimble response: Race-proven 4-wheel double-wishbone suspension with front and rear stabilizer bars. 4-wheel disc brakes. Quick-ratio rack-and-pinion steering. 14-inch wheels and special H-rated tires developed exclusively for Miata.
- The Miata interior is carefully refined in the classic sports car mode, to create both sensory stimulus and ergonomic synergy between driver and machine. Driving control seems second nature. The steering wheel is air-bag equipped for added restraint.
- An easy-action one-piece soft top is quickly and manually operated from the driver's seat.
- Mazda Miata—a totally unique concept dedicated to the pure fun and passions of sports car driving.

Its sensuously sculpted lines mask a body of extraordinary strength.

Advanced Dynamic Modal Analysis—a computer simulation program developed by Mazda—enabled our engineers to evaluate 8900 separate points on the Miata body for stress and flex forces, *simultaneously*... *in the design stage*, over a variety of simulated road conditions. In the process, the Miata body structure was carefully engineered and refined to achieve a degree of inherent strength and rigidity perhaps never before found in a convertible.



The Mazda Way

AN INTENSE COMMITMENT TO CREATING
UNITY BETWEEN DRIVER AND MACHINE.

Early in the development of the original RX-7, Mazda made a bold commitment to technical innovation and a pioneering product concept—one which would excite new levels of driving satisfaction in a modern-day sports car. The synergy between RX-7 and driver which emerged, and the instant success it produced, proved the validity of the concept—and it became an essential part of the goals for every Mazda since.

“Kansei Engineering” then raised the next generation RX-7 of 1987 to new plateaus of world-class performance and driver satisfaction.

From this heritage comes Mazda Miata: A back-to-basics sports car in the classic tradition. Yet richly endowed with innovative technology to create a whole new experience, raising your driving sensations to levels you’ve never known—and will never forget.

Mazda MX-5 “Miata” is new evidence of what “Kansei Engineering” can accomplish—now and in the future.

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Miata
Mazda MX-5

The enthusiast's dream come true—again.