

Mazda MX-5

*Miata*

10th Anniversary Model



mazda



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To build the sports car they'd like to drive themselves—that was the dream of the Mazda engineers, and it resulted in the Miata. After ten years of delivering pure driving pleasure, this classic lightweight sports car still sets the hearts of enthusiasts racing. And now, to commemorate its 10th anniversary, Mazda is proud to unveil a special limited edition model featuring a unified global specification as a tribute to all the people who have shared our dream for the past decade. It's the embodiment of our unchanging devotion to the pure, lightweight sports car.

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[ A limited edition of only 7500 units worldwide ]

# A decade of dreams

Miata 10th Anniversary Model





## The renaissance of the lightweight sports car

Before the Miata, classic lightweight sports cars were considered a minority interest,

suitable only for diehard enthusiasts. Yet the idea of “oneness” with a car and the

exhilaration of open-air driving are feelings that everyone can appreciate. And so Mazda engineers

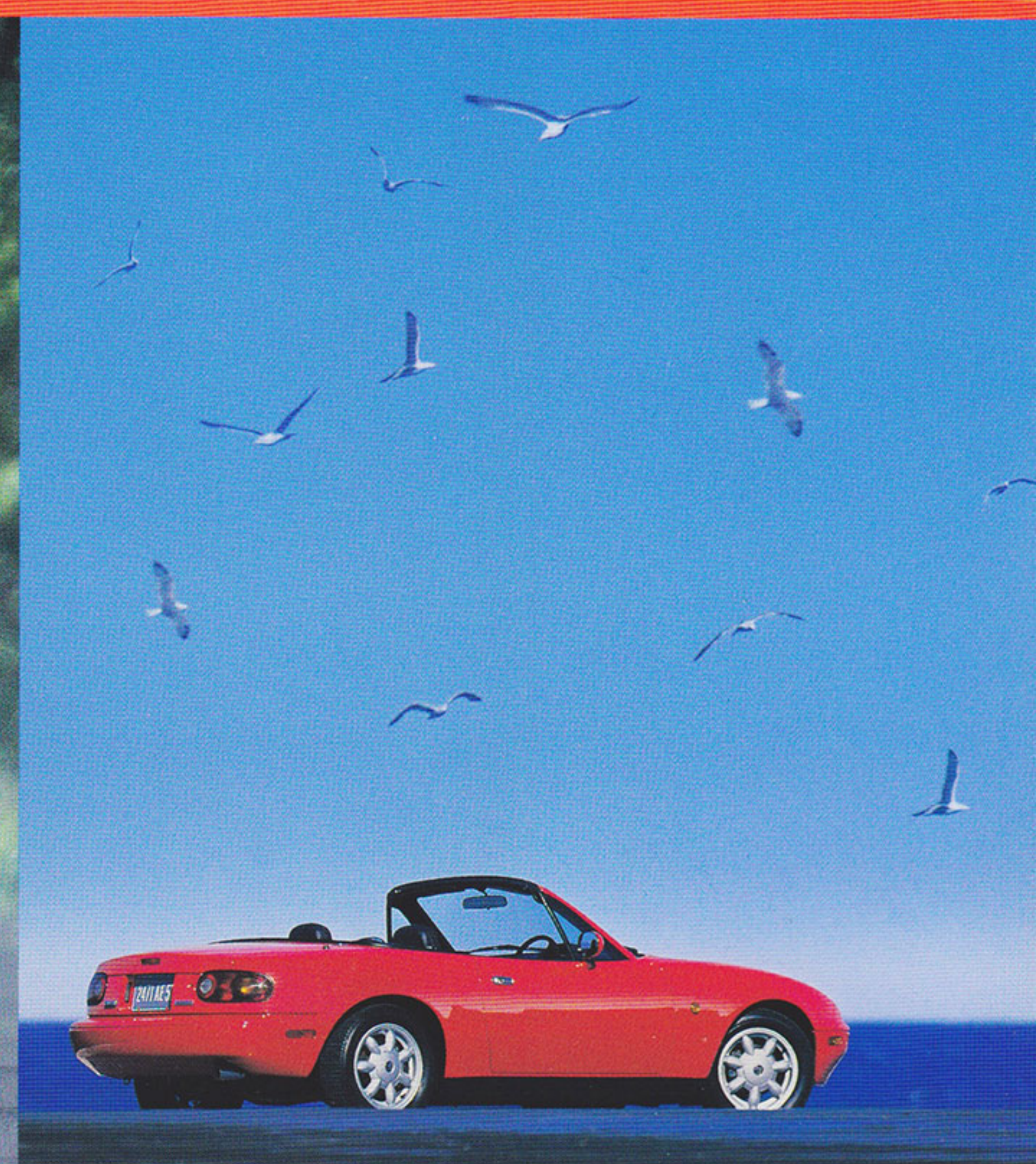
# 10

SINCE 1989

decided that if the car you want to drive doesn't exist, you should build it yourself.

This was the birth of the Miata—the result of a dream to allow anybody to enjoy the sheer

pleasure of an authentic sports car—and marked the beginning of the renaissance.



Since the Miata's debut, over 450,000 have hit the streets worldwide, bringing unparalleled driving pleasure to countless people and sparking a sports car renaissance. With modern technology in an authentic lightweight sports car, the sheer joy of open-air motoring is now available to all. This perfect reflection of the passion and enthusiasm that marked the car's

development right from the very beginning. And now, 10 years further down the road, Mazda is still just as committed to the concept of a compact, lightweight, open 2-seater with a front-engine rear-wheel drive layout—the essence of a true sports car. The Miata evolution continues, bringing greater motoring fulfillment to drivers all over the world.



# 10 years of exhilaration

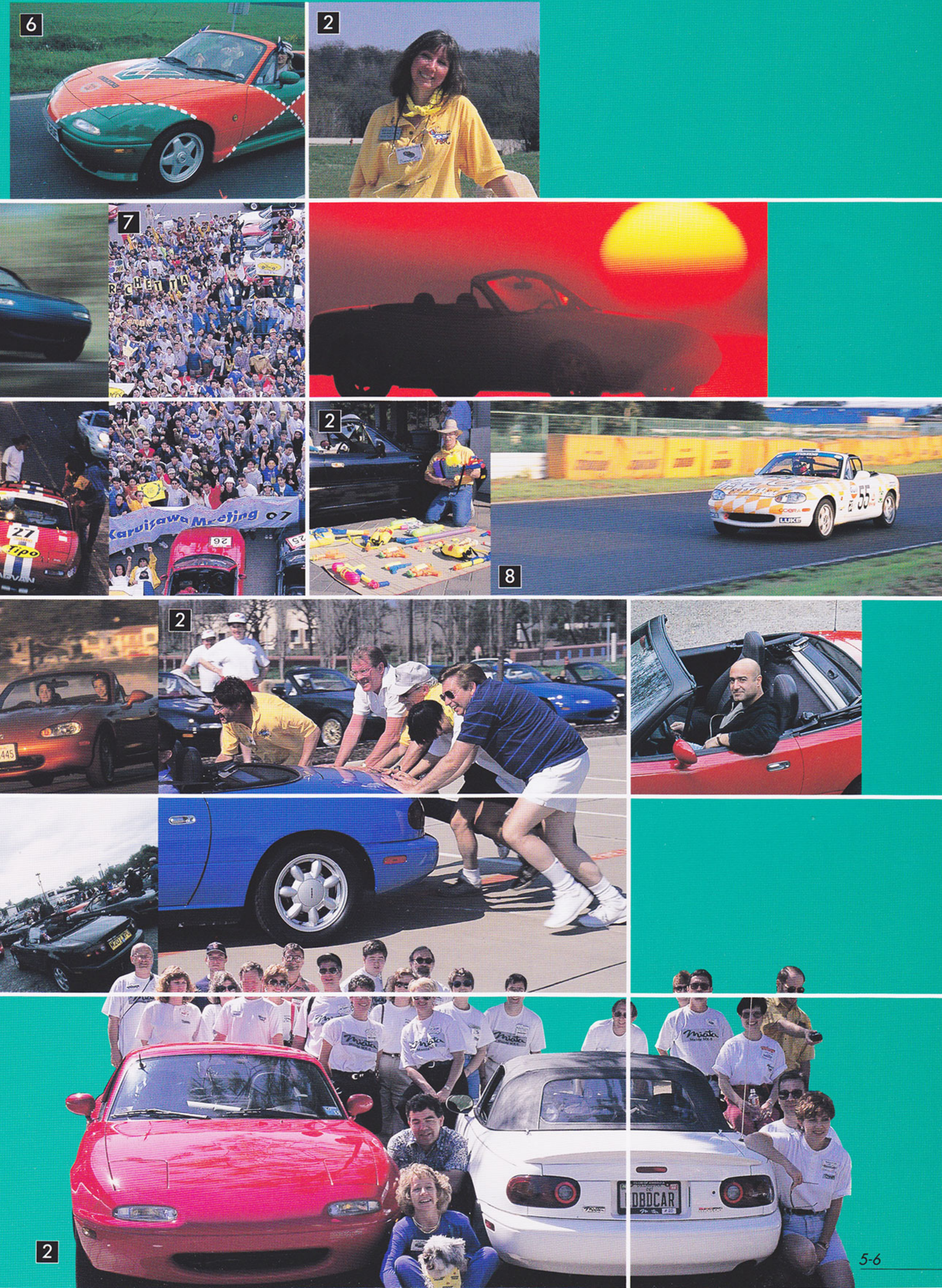


The Miata struck a chord deep within sports-car lovers everywhere. And for ten years now, it has continued to deliver all the freedom and enjoyment of open-air driving, with added exhilaration from its taut and responsive handling. The Miata generates such enthusiasm that all over the world, its owners have organized Miata clubs that sponsor a variety of races and events, as well as providing forums where members share their joy in this special machine. Wherever there's a Miata, there's a person who truly loves the liberation and exhilaration that only an open-air sports car can give.

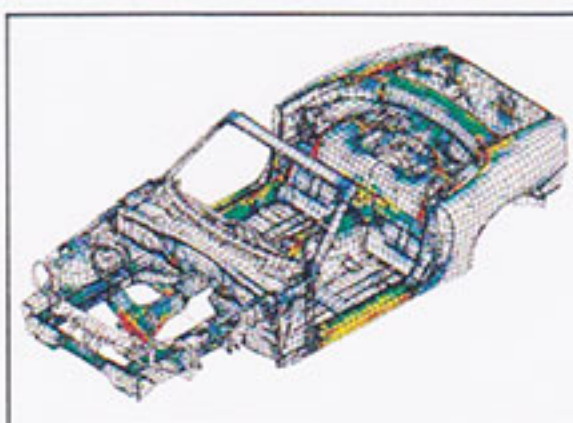


Commemorative emblem displayed by participants in the "MX-5 International Meeting"

1. April 10-12, 1992 / In Eastern Creek, Australia, an MX-5 takes a trip round the circuit before the start of the seventh leg of the 1992 Australian Motorcycle Grand Prix.
2. March 17-19, 1995 / "Concours d'Fun" Miata Club meeting held in Dallas, Texas.
3. July 29, 1995 / The 6th "Motoring Journalist's Roadster 4-hour Endurance Race" held at the Tsukuba Circuit, Japan.
4. M Speedster (1995 Concept Car)
5. The annual "Gold Rush Meeting", the biggest event in America, held in Sacramento, California.
6. May 1998 / "MX-5 International Meeting" held in Paris attracted 400 participants in 200 MX-5s from 18 countries including Europe, America and Canada.
7. May 1997 / RCN Karuizawa Meeting '97 in Japan.
8. September 13, 1998 / The 9th "Motoring Journalist's Roadster 4-hour Endurance Race" held at the Tsukuba Circuit, Japan.







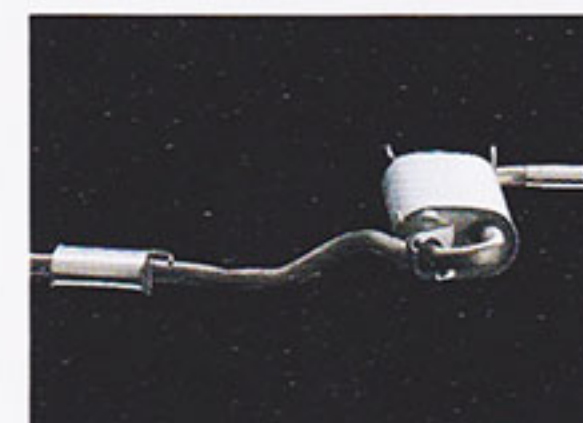
To lighten the car as much as possible, engineers referred to the methods used to reduce weight in aircraft.



British craftsmen were called in to design the soft top's lightweight, easy-operation framework.



The tuned, 4-wheel double wishbone suspension resulted from testing many different combinations of handmade parts.



Enough trial silencers to fill a truck were produced in the process of tuning the exhaust note.



Countless test drives were held at Nurburgring and other race tracks to refine the handling.



As one measure to reduce weight, we tested a battery based on a motorcycle's.

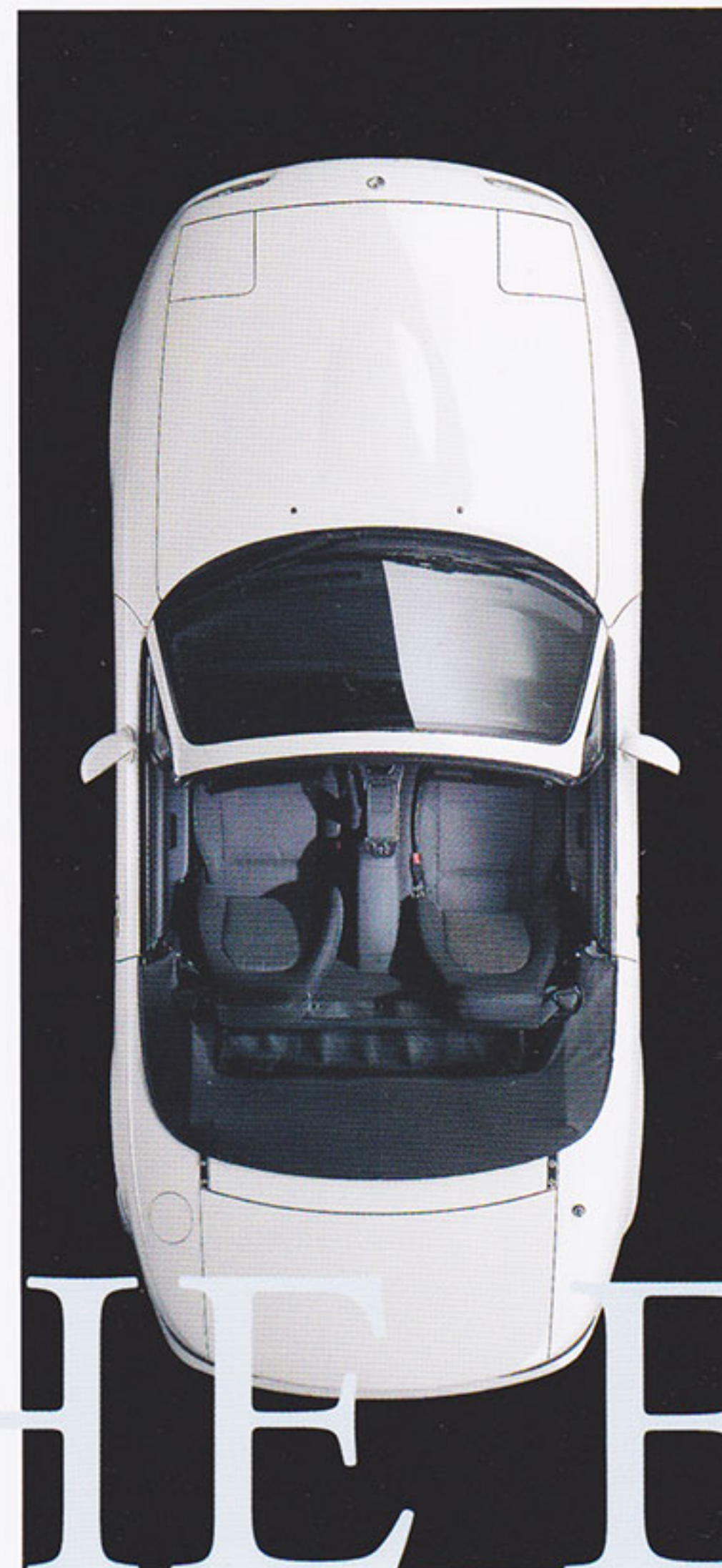


Photo:  
First-generation Mazda MX-5 Miata for Japan  
(1989-1997)

Nobody on the development team ever dreamed that over 450,000 units of our open 2-seater Miata would be shipped worldwide. We were really just setting out to build the car we ourselves wanted to drive. Of course, it's easy to see how a team of engineers who all love sports cars would come up with a vast number of ideas at the planning stage: Open or coupe? Front-engine, rear-wheel drive? Front-engine, front drive? Mid-engine, rear-drive? For the final decision, the over-

yaw-inertia moment low and deliver dynamic, positive handling. Safety, too, was a paramount concern, especially in view of the need to keep weight as low as possible. Overall weight was critical to achieving our goal, and we actually worked at the gram level to shave weight wherever possible, from the hood to even the smallest parts. We have maintained this level of commitment to the ideal over the past 10 years. The guiding light of the Miata's evolution has been to



Photo:  
Current Mazda MX-5 Miata for Japan  
(1998-)

# THE ENGINEERS' SPIRIT

riding consideration was to create a "oneness" between car and driver (jimba-ittai in Japanese), a concept that means intuitive handling—as if the vehicle were a direct extension of the driver. To achieve this, the body had to be compact and light, with ideal weight distribution and a front-engine, rear-drive layout to allow steering with the throttle. And to please the romantic in us all, we chose a convertible body for the tremendous pleasure of open-air driving. Once we'd decided on our basic concept, we worked further on the "oneness". Rather than go for sheer brute power, we aimed for precise, linear response to throttle input. We also went for 50:50 front-rear weight distribution to keep the

refine the best aspects of a lightweight sports car, while meeting ever-higher demands for safety. We are extremely happy and proud that our love of sports cars has been appreciated by the many people who made our Miata such a huge success. Now it gives us even greater pleasure to unveil our special 10th Anniversary Model. Unlike almost any other car, this limited edition boasts a unified global spec because we wanted Miata-lovers around the world to enjoy the same expression of our passion for this car. We invite you to try it for yourself—we're sure you'll love it as we do—and we invite you to watch us for further developments in the future.



TAKAO KIJIMA

Miata Program Manager. A true Mazda sports-car aficionado, he was also Program Manager for the RX-7.

A new design was developed for the Windblocker™ to keep wind out the cabin when driving with the top down.



Shift knob underwent many revisions to a clay model through testing on the track.



Engineered from the ground up to excite and inspire





Mazda MX-5 Miata  
10th Anniversary Model





The world's best stick shift now has 6 speeds

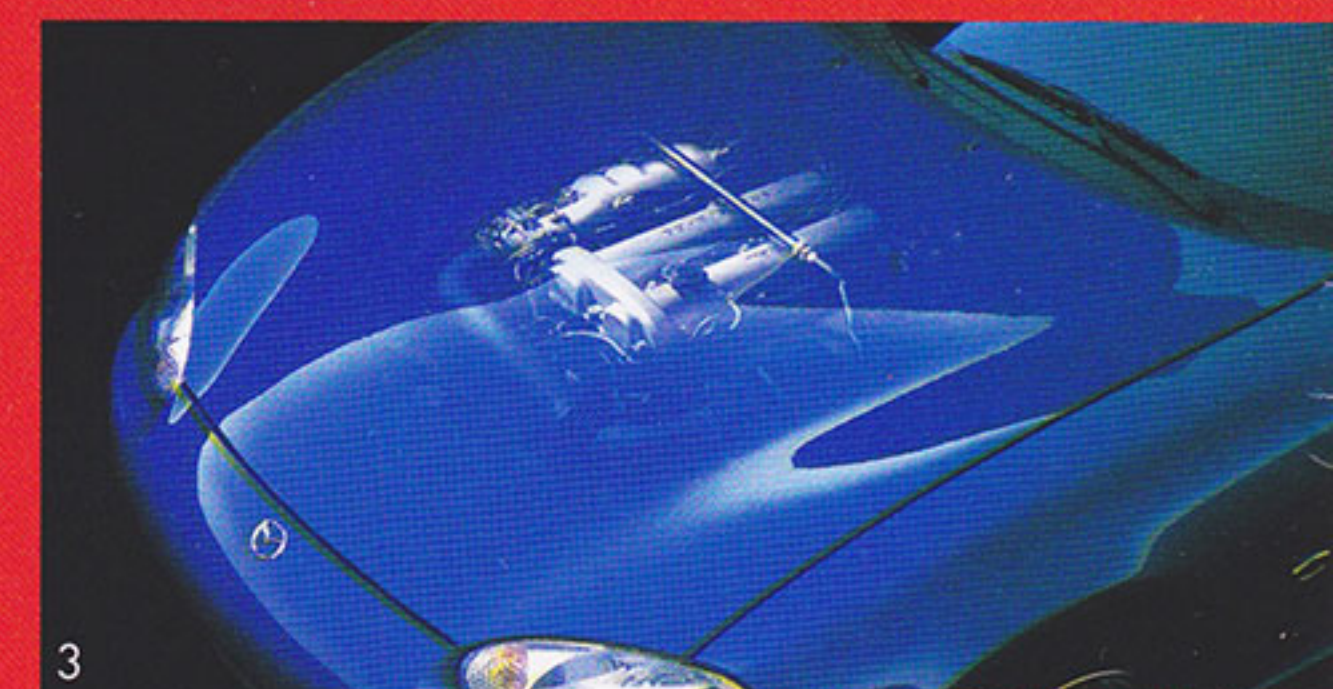
Just a glance is enough to take in the special exterior of the 10th Anniversary Model. But it's in the drive train that drivers find something truly special—a close-ratio 6-speed transmission, the further refinement of the Miata's already legendary gearbox. The short-throw gear lever requires just a flick of the wrist to shift up or down. Plus the carefully chosen gear ratios mean there's minimal drop in revs when shifting up, keeping the 1.8ℓ 16-valve DOHC power plant firmly within its optimum torque range to deliver scintillating performance. What's more, a Torsen limited-slip differential is fitted as standard equipment. The hand-tuned 4-wheel double-wishbone suspension features Bilstein shock absorbers for sharper, more linear handling, and a front strut tower brace increases body stiffness, further improving handling. Finally, the 15-inch polished alloy wheels, designed exclusively for the 10th Anniversary Model, come with 195/50R15 82V Michelin Pilot SX GT tires. From a performance standpoint, this 10th Anniversary Model is the ultimate realization of the Miata's sparkling potential.



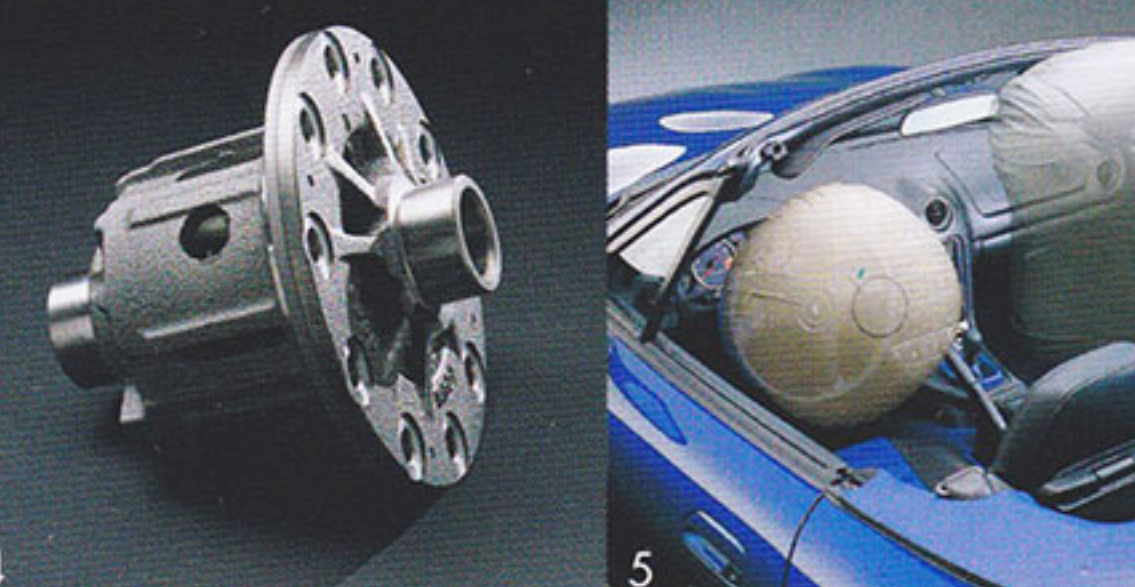
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#### The Limited Edition:

- 1 15-inch polished alloy wheels
- 2 Bilstein® shock absorbers
- 3 Front Strut tower brace

#### Standard Miata equipment:

- 4 Torsen® limited slip differential
- 5 Driver's and passenger's air bags







## A unique and memorable color

### Co-ordinated blue features:

- ① Synthetic suede and leather seats\*
- ② NARDI® leather-wrapped steering wheel
- ③ NARDI® leather-wrapped shift knob, Shift lever boot
- ④ Convertible top
- ⑤ Carpets

\*Seats upholstered in leather except for vinyl on rear side of seatback and other minor areas.

### Other Limited Edition features:



- Bright gauge rings
- Carbon grained center console panel
- 10th Anniversary badging with sequence number
- 10th Anniversary unique key

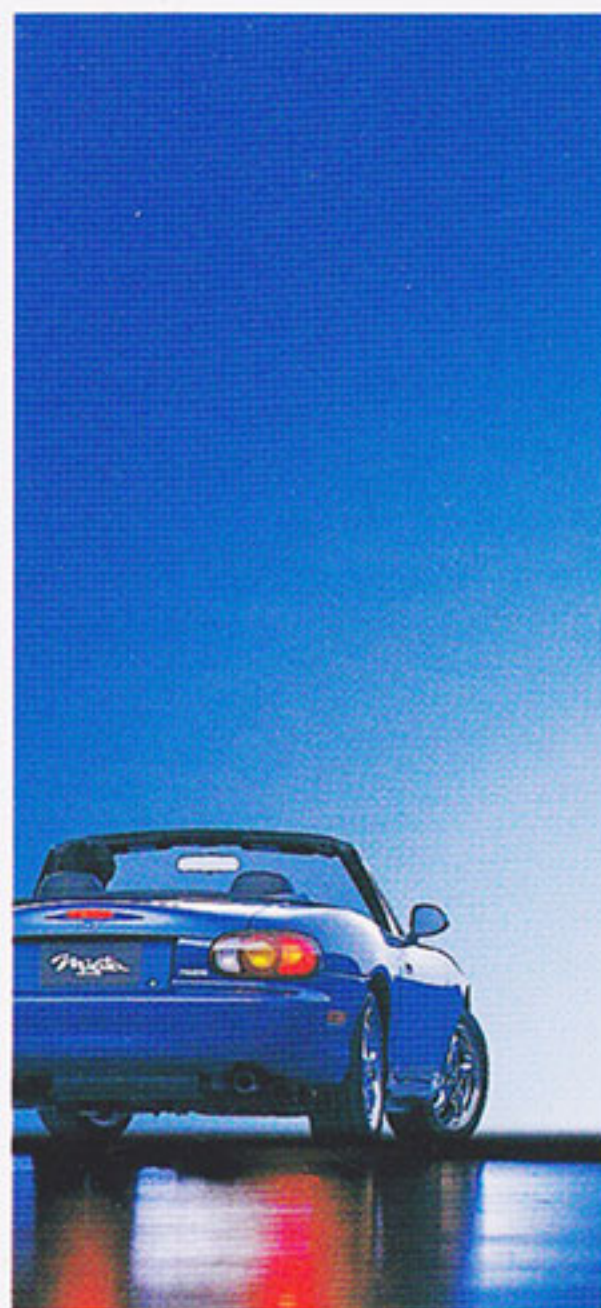
The 10th Anniversary Model marks the first time Sapphire Blue Mica has ever been used on a car. In combination with the blue convertible top, the total color scheme breathes sporty sophistication. The key color also accents the 2-seat cabin to give it an even more comfortable and personal feel. Seats are two tone black and blue, featuring slip-resistant blue synthetic suede and luxurious black leather\*. The sporty NARDI steering wheel and shift knob feature black and blue leather covering to match the upholstery, and the shift lever boot is blue leather. Deep-pile carpeting is blue throughout. The co-ordinated blue

interior is accented by other special fittings such as bright rings around the gauges and a carbon-grained center console panel to round out the cockpit of this superb, limited-edition model. What's more, the ignition key features a special 10th anniversary design, and a badge on the body shows each unit's place in the production run (1/7,500–7,500/7,500) clearly demonstrating that it's part of a unique limited edition, and allowing the owner to show participation in the Miata ethos cultivated over 10 years. It's also a statement of Mazda's commitment to bringing the pleasure of sports car motoring to all.





# Miata 10th Anniversary Model



## ENGINE

Type	In-line 4-cylinder
Displacement	1.8 L / 1839cc / 112 cubic inches
Construction	Iron block / light-alloy cylinder head
Valve gear	Belt-driven dual overhead camshafts 4 valves per cylinder
Bore and stroke	3.27x3.35 inches
Compression ratio	9.5:1
Horsepower, SAE net @ rpm	Fed:140 @ 6500 NLEV:*1 138 @ 6500
Ignition system	Distributorless electronic
Torque, SAE net lb-ft @ rpm	Fed:119 @ 5500 NLEV:*1 117 @ 5000
Maximum permissible engine speed	7000 rpm
Fuel system	Multiport electronic fuel injection
Recommended fuel	Unleaded regular gasoline
EPA estimated fuel economy MPG(US only)	City:24 Hwy:29
Transport Canada estimated fuel economy	City:10.1 L/100km (28 MPG) Hwy:7.6 L/100km (37 MPG)

## TRANSMISSION

Type	6-speed manual
Control	manual
Gear ratios 1st	3.760
2nd	2.269
3rd	1.645
4th	1.257
5th	1.000
6th	0.843
Final Drive	3.909

## CHASSIS

Frame	Unit body with Power Plant Frame (PPF)
Suspension	Fully independent, double-wishbone with coil springs, gas-filled shock absorbers, and front & rear stabilizer bars
Steering	Rack-and-pinion; engine-speed-sensing variable power assist
Ratio	15:1
Turns, lock-to-lock	2.7
Turning circle dia.	30.2 feet (9.2 m)
Brakes	Power-assisted 4 wheel disc with dual diagonal hydraulic circuits
Front	10.0-inch ventilated rotors
Rear	9.9-inch solid rotors
	Anti-lock Brake System (ABS)*2
Tires	195/50R15 all season radials

## DIMENSIONS / CAPACITIES (inches/mm)

Wheelbase	89.2/2265
Length	155.3/3945
Width	66.0/1676
Height	48.4/1228
Track Front	55.7/1415
Rear	56.7/1440
Headroom	37.1/942
Legroom	42.8/1086
Shoulder room	49.7/1262
Cargo capacity	5.1 cubic feet/144 L
Fuel capacity	12.7 gallons(US)/48 L(Canada)
Curb weight	2299lbs(US)/1032kg(Canada)

## FUNCTIONAL FEATURES

6-speed manual transmission  
Torsen® limited slip differential  
Sport suspension with Bilstein® shock absorbers  
Power-assisted steering  
Cruise control  
Power windows and mirrors  
Power door locks

## EXTERIOR FEATURES

Sapphire Blue Mica unique exterior color  
10th Anniversary badging with sequence number  
Front strut tower brace  
15-inch polished alloy wheels with 195/50R15 radial tires  
Blue convertible top with glass window  
Blue convertible top cover  
Power antenna  
Fog lights#1  
Appearance Package(1)#1

## INTERIOR FEATURES

Two tone black/blue NARDI®  
3-spoke leather-wrapped steering wheel  
Two tone black/blue NARDI®  
leather-wrapped shift knob  
Two tone black leather (side)/  
blue synthetic suede (center) seats #2  
Blue shift lever boot  
Blue carpet  
Bose® audio system with door mounted tweeters  
Windblocker™ antidraft panel  
Unique red needle meter set  
Bright gauge rings for  
speedometer and tachometer  
Carbon grained center console panel  
Stainless steel scuff plates  
10th Anniversary floor mats #1  
10th Anniversary unique key  
10th Anniversary gift set(2)

## SAFETY FEATURES

Dual air bag Supplemental Restraint System#3  
with passenger-side deactivation switch  
Three-point safety belts  
Rear window defogger  
Anti-lock Brake System (ABS)\*2  
Energy-absorbing "crumple zones"  
Side-impact beams  
Dual-circuit 4-wheel disc brakes  
Energy-absorbing steering column &  
instrument panel  
Center high-mount stop lamp  
Breakaway inside rearview mirror  
Clutch interlock

## OPTIONAL FEATURES

Anti-lock Brake System (ABS)\*2  
Detachable body-color hardtop  
Air conditioning #1

\*1 Applies to CA / NY / CT / MA / RI

\*2 Optional in USA, standard in Canada

(1) Appearance Package: Front air dam, side sill extensions, and rear mud guards (includes rear spoiler, but not mud guards in Canada)

(2) 10th Anniversary gift set:

- 1:43 Miata scale die cast model in display case
- 10th Anniversary key ring
- 10th Anniversary Seiko watches (men's and ladies')
- Certificate of Authenticity

#1: Port Installed(Fog lights and air conditioning are dealer installed accessories in Canada)

#2: Seats upholstered in leather except for vinyl on rear side of seatback and other minor areas

#3: Special precautions must be taken when using a rear-facing child-restraint in this vehicle. Please review the owner's manual for specific instructions.

Information and illustrations in this brochure are based on the latest competitive and Mazda product information available at the time of publication. Some equipment shown is available at additional cost; specific options may be available only in specific markets; colors in the illustrations may vary from actual upholstery or paint colors due to reproduction and printing processes. Mazda reserves the right to make changes without notice in product content and price at any time.

See your Mazda dealer for warranty information.

Canadian vehicles are equipped with metric speedometers.

Canadian vehicles are not exactly as shown.

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**mazda**

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