



2008 CX-7



2008 CX-9



2008 TRIBUTE



2007 MAZDA5



2008 MAZDA3



2008 MAZDA3 SPORT



2008 MAZDA6



2008 MAZDA6 SPORT HATCHBACK



2008 MX-5 MIATA



2008 RX-8



2008 B-SERIES



2008 MAZDASPEED3

ALWAYS THE SOUL OF A SPORTS CAR.



ZOOM-ZOOM

08

MAZDA MX-5 MIATA

DESIGNED AND ENGINEERED THE ZOOM-ZOOM WAY.



Get more detailed information on your Mazda MX-5 Miata. Check out our website at [www.mazda.ca](http://www.mazda.ca) for specifications and features, option packages, pricing, financing, to book a test-drive and find a dealer near you.  
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REDISCOVER THE EMOTION OF MOTION.

ZOOM-ZOOM

All children instinctively know it. A few adults still remember it. One unique car company refuses to outgrow it. In grown-up language, it means the exhilaration and liberation that come from experiencing sheer motion. But as usual, children put it much better. And simply call it "zoom-zoom". We practice it every day. It's why we build the kind of cars we do. Mazda. Always the soul of a sports car.

THINK PURE THOUGHTS.

ZOOM-ZOOM

Power-assisted four-wheel disc brakes, including massive 11.4-inch ventilated front discs, are standard. As are an Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD) and even braided high-performance brake hoses. The end result is an MX-5 Miata with remarkably responsive, linear and fade-resistant stopping power.





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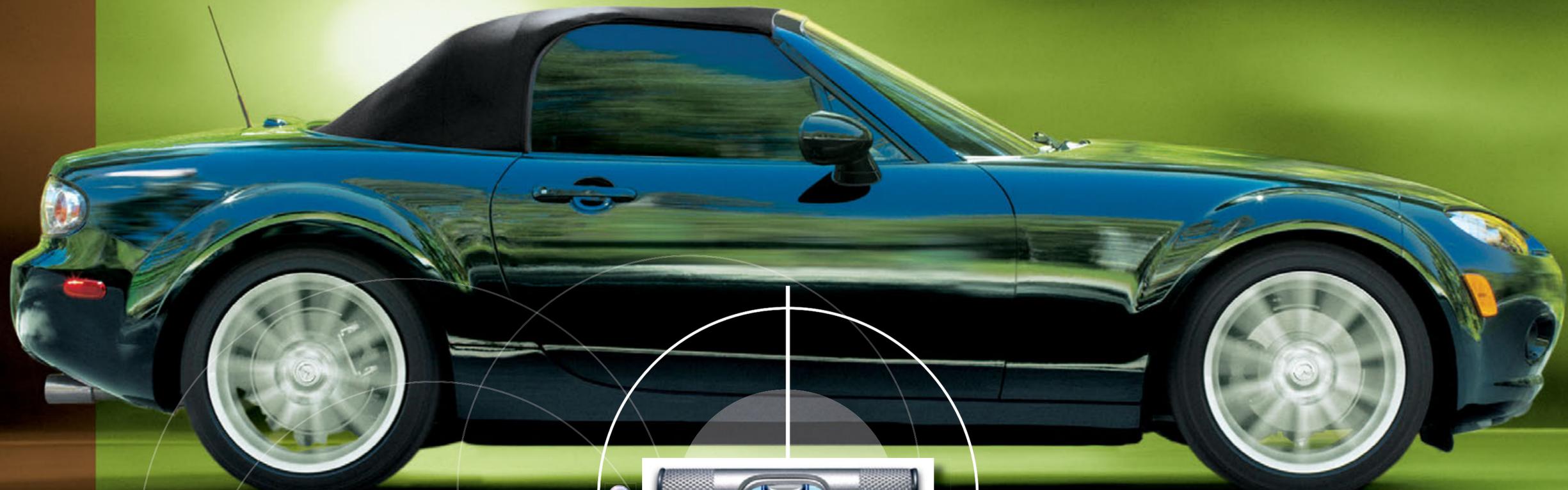
To ensure that MX-5 Miata was exceptionally nimble and ultra-responsive to changes in direction, Mazda engineers designed it to have a "low yaw-inertia moment." This was accomplished by positioning much of the car's weight – including powertrain, fuel tank and battery – as close to its centre as possible.

3

True four-wheel independent suspension system helps keep MX-5 Miata glued to your favourite patch of pavement. To optimize rear-wheel traction, especially when cornering, the rear suspension employs a sophisticated multi-link design. Up front, an advanced double-wishbone layout with aluminum alloy control arms all contribute to this sports car's legendary handling and directional stability.

4

A hollow front stabilizer bar helps reduce unsprung weight and minimize body roll. It also enhances directional stability and traction during cornering. Dynamically complementing this crucial component are four gas-charged shock absorbers and a rear stabilizer bar.



5

MX-5 Miata's nearly perfect 50:50 weight distribution – front to rear (including driver) – pays off in an exceptionally well-balanced sports car that offers remarkable agility, superb directional response and uniformly tenacious handling.



Mazda MX-5 Miata is 100% pure sports car. The genuine article. The real deal. An authentic lightweight, purpose-built, two-seat roadster. As such, MX-5 Miata's legendary pedigree – and 18 years of painstaking refinement – are impossible to ignore. Its advanced engine and track-proven gearbox are perfectly matched. Its precise rack-and-pinion steering system is astonishingly quick. Its front midship-engine layout promotes superb balance and responsive directional control. While its track-refined four-wheel independent suspension system and 16- or 17-inch alloy wheels endow this roadster with nearly telepathic reflexes, inspired agility and tenacious handling. As a result, what MX-5 Miata offers is an undiluted sports car experience. One that transforms equal measures of mechanical magic, adrenaline and exhilaration into an endless supply of smile-inducing freedom.



Variable valve timing, in conjunction with variable induction, is employed by MX-5 Miata's advanced MZR engine to maximize both low-end torque and high-rpm power.



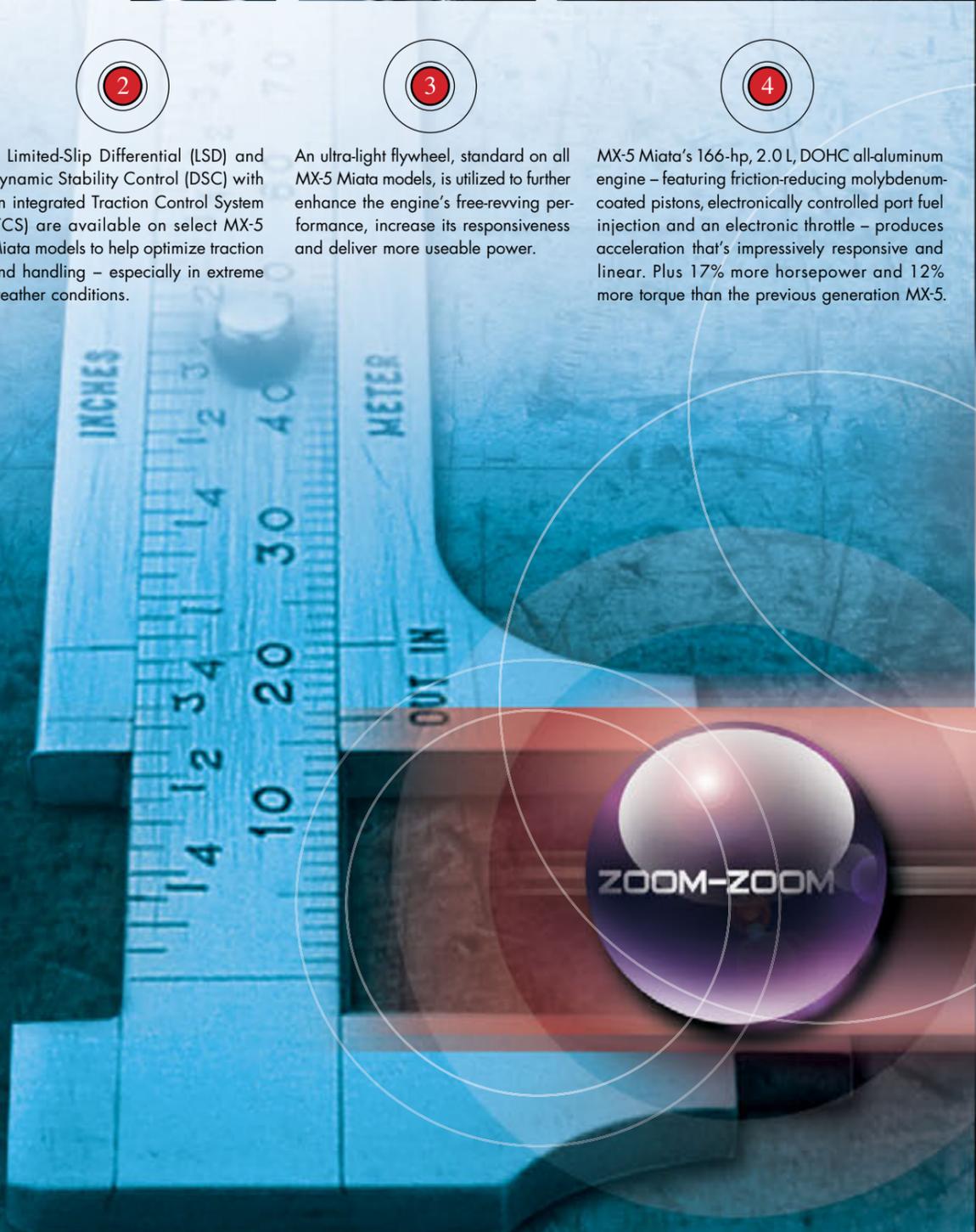
A Limited-Slip Differential (LSD) and Dynamic Stability Control (DSC) with an integrated Traction Control System (TCS) are available on select MX-5 Miata models to help optimize traction and handling – especially in extreme weather conditions.



An ultra-light flywheel, standard on all MX-5 Miata models, is utilized to further enhance the engine's free-revving performance, increase its responsiveness and deliver more useable power.



MX-5 Miata's 166-hp, 2.0 L, DOHC all-aluminum engine – featuring friction-reducing molybdenum-coated pistons, electronically controlled port fuel injection and an electronic throttle – produces acceleration that's impressively responsive and linear. Plus 17% more horsepower and 12% more torque than the previous generation MX-5.



### DISCOVER PRECISELY WHY "LESS IS MORE."

Weight is the common enemy of all true sports cars. Because extra weight can dramatically degrade everything from acceleration and balance to agility and braking. Taking this fact to heart, the MX-5 Miata design team embarked upon a passionate weight-saving "gram strategy." All told, 573 innovative weight-saving ideas were generated. Which is why you'll find such generous use of aluminum in everything from MX-5 Miata's sleek hood and trunk lid to its spirited 166-hp engine. And why lightweight, high-tension steel is an essential part of its ultra-rigid body structure. A weight-saving welding process was also developed and patented by Mazda to more efficiently marry aluminum and steel parts. Even the rearview mirror was redesigned – saving a precious 84 grams in the process. The inspiring results: Roadster performance in its purest form. And, perhaps most impressive of all, an indescribable feeling of oneness between car and driver.



## ONE OF OUR TOP CHOICES IS SURE TO BE YOURS.

How do you enhance the best-selling two-seat roadster of all-time? By taking it from the top. Two ingeniously engineered tops, to be precise. Standard on every MX-5 Miata is one of the most user-friendly convertible soft tops on the planet. With a centralized latching system, spring-assisted frame and space-saving "Z-fold" design that enable you to easily lower or raise it with a single hand. Right from the driver's seat. Also available is a Power Retractable Hardtop (PRHT) that can be lowered or raised at the touch of a button in a class-leading 12 seconds.\* It gracefully stores itself behind the seats – under a hard tonneau cover – without stealing a single inch of trunk space. Trunk space that measures up to a generous 150 L. And the lightweight design of the top (36 kg) even helps preserve MX-5 Miata's agile driving dynamics. Whichever top you choose, you'll enjoy a durable glass rear window, a rear-window defroster plus a handsomely integrated roofline. Not to mention true roadster performance – from the pavement up.

\*Once latch is disengaged or engaged. Based upon published times. Parking brake must be set.



1

1

2



2

MX-5 Miata's available Power Retractable Hardtop (PRHT) can be lowered or raised in a class-leading 12 seconds.\* When lowered, the top stores itself neatly behind the seats under a solid, stylish tonneau cover. And all without stealing even a single inch of precious trunk space.

In true Mazda fashion, operating the available Power Retractable Hardtop (PRHT) is easy and intuitive. One button lowers the top. Another raises it. And a single, central latch locks everything securely in place. All of which can be accomplished from MX-5 Miata's cockpit.



3

Convenient steering-wheel-mounted control buttons for the audio system and cruise control allow you to engage and control both features without taking your hands off the wheel.

2

The steering wheel and manual gearshift are located precisely to promote a feeling of oneness between car and driver. Mazda engineers used multiple biosensors to study driver interaction with these crucial contact points to minimize muscle stress and unnecessary movement.

4

The high-bolstered driver's seat is engineered to provide superb body support. Working in concert with the tilt-adjustable steering wheel, the seat's wide range of adjustments help to make this MX-5 Miata the most accommodating roadster Mazda has ever made.

1

A close-ratio 5-speed manual gearbox comes standard. Also available on certain models are a short-throw, 6-speed manual and a 6-speed **Sport** mode automatic transmission. On the GT, the **Sport** mode automatic transmission allows you to manually shift gears via the steering-wheel-mounted paddles or the console-mounted shifter.

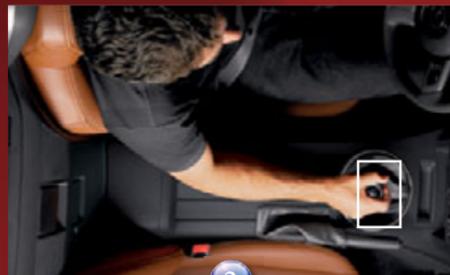
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Mazda's intelligent key system (available on the MX-5 Miata GT model) eliminates the need for a traditional key to unlock the doors and trunk or even start the engine.



1

### JUST WAIT UNTIL YOU GET YOUR HANDS ON ONE.



2



3



4



5

Virtually every element of MX-5 Miata's cockpit is dedicated to transforming your input into meaningful motion. It's a precision-crafted environment. Which is why the entire cabin has such a custom-tailored feel. Beyond the abundance of rich textures and quality materials, you'll appreciate the details. Like the lockable rear console storage compartment. The clear line of sight provided by the instrument panel and gauge cluster. The purposefully sculpted shift knob. And how the perfectly positioned foot pedals enable smoother and quicker heel-and-toe downshifts. For added luxury, GT drivers will find comfort in heated leather seats, a Bose® sound system with 6-disc CD changer and AudioPilot® noise compensation technology, Xenon headlights (HID) and side air bags. Air conditioning is also standard on this model, keeping you refreshed when the top is up.

ACCESSORIES



Pictured above from left to right: Chrome fuel-filler door, rear lip spoiler, aluminum pedals.

- 6-disc in-dash CD/MP3 changer
- Cargo net
- Engine start switch
- Front air dam
- Front mask
- Gear shift knob – Wood
- iPod® adapter
- Mud guards (front and rear)
- Parking-brake handle – Wood
- Scuff plates – Chrome
- Side sill extensions
- Wheel locks – Chrome (set of four)

For further information, please refer to the Mazda MX-5 Miata Accessories Brochure. Mazda notes that all Genuine Mazda Accessories, if installed by your Mazda Dealer prior to or at an initial vehicle retail delivery, carry the same new-vehicle basic warranty as the Mazda MX-5 Miata.

EXTERIOR COLOURS



STORMY BLUE MICA



SUNLIGHT SILVER METALLIC



BRILLIANT BLACK



GALAXY GREY MICA



COPPER RED MICA



MARBLE WHITE



TRUE RED



HIGHLAND GREEN MICA

**MAZDA WARRANTY** The basic warranty on the Mazda MX-5 Miata 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 5 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, 2008 Mazda MX-5 Miata owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your Mazda MX-5 Miata 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 checked out, gassed up and fitted with floor mats.

INTERIOR COLOURS



BLACK CLOTH



SADDLE BROWN LEATHER



BLACK LEATHER

COLOUR COMBINATIONS

EXTERIOR	INTERIOR	
	GX & GS (CLOTH)	GT (LEATHER)
Brilliant Black	Black	Saddle Brown
Copper Red Mica	Black	Black
Galaxy Grey Mica	Black	Saddle Brown
Marble White*	Black	Black
Stormy Blue Mica	Black	Black
Sunlight Silver Metallic	Black	Black
True Red	Black	Black
Highland Green Mica	Black	Saddle Brown

\*Not available with Power Retractable Hardtop

MAZDA MX-5 MIATA WHEELS



16" alloy wheels



17" alloy wheels



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, which 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.

ENGINE				
Type	2.0 L DOHC 16-valve 4-cylinder engine with VVT (MZR)			
Displacement	1,999 cc	Compression ratio	10.8:1	
Horsepower SAE net	166 @ 6,700 rpm (158 AT)	Fuel system	Multi-port Electronic Fuel Injection (EFI)	
Torque SAE net lb. ft.	140 @ 5,000 rpm	Recommended fuel	Premium	
DRIVETRAIN				
Type	Front engine/rear-wheel drive			
Transmission	5-speed manual (GX model); 6-speed manual (GS and GT models) Optional: 6-speed electronically controlled Sport mode automatic with overdrive and lock-up torque converter (GX and GT models) and paddle shifters (GT model)			
CHASSIS				
Frame	Unit body (Monocoque), Power Plant Frame (PPF)			
Front suspension	Independent double-wishbone with coil springs and stabilizer bar			
Rear suspension	Independent multi-link with coil springs and stabilizer bar			
Steering	Rack-and-pinion with engine-rpm-sensing variable power assist			
Minimum turning circle	9.4 m (curb-to-curb)			
Brakes	Power-assisted 4-wheel disc brakes Front: 290 mm Rear: 280 mm Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)			
Curb weight† (kg)	5MT	6MT	6AT Sport	
	Without A/C	1,113	1,123	1,137
	With A/C	1,128	1,138	1,152

†Power Retractable Hardtop package adds 36 kg to curb weight.

2008 MAZDA MX-5 MIATA FEATURES

ENGINEERING FEATURES	GX	GS	GT
2.0 L DOHC 16-valve 4-cylinder engine with VVT (MZR)	S	S	S
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	–	–	0
Power-assisted 4-wheel disc brakes	S	S	S
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)	S	S	S
Dynamic Stability Control (DSC)	–	S	PP
Traction Control System (TCS)	–	S	PP
Limited-Slip Differential (LSD)	–	S	PP
Strut tower bar	–	S	S
Sport suspension including Bilstein® Shocks	–	S	PP
Front and rear stabilizer bars	S	S	S
WHEELS AND TIRES			
16" aluminum alloy wheels	S	–	–
17" aluminum alloy wheels	–	S	S
205/50R16 performance radial tires	S	–	–
205/45R17 performance radial tires	–	S	S
EXTERIOR FEATURES			
Black vinyl soft-folding convertible top	S	S	–
Saddle brown or black cloth convertible top (to match leather interior colour)	–	–	S
Power Retractable Hardtop (PRHT)	PRHT	PRHT	PRHT
Chrome finish on headlamp bezel, front-grille surround and outer door handles	PRHT	PRHT	PRHT
Rear glass window with electric defogger	S	S	S
Body-coloured power-operated door mirrors	S	S	S
2-speed fixed intermittent wipers	S	S	S
Headlights – Halogen	S	S	–
Headlights – Xenon (HID)	–	–	S
Fog lights	S	S	S
Dual exhaust outlets with chrome tips	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 6-disc in-dash CD changer	–	–	S
AudioPilot® noise compensation technology	–	–	S
Steering-wheel-mounted audio controls	S	S	S
COMFORT AND CONVENIENCE			
Air conditioning	0	0	S
Windblocker™ mesh aero board	S	S	S
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 (includes two transmitters)	S	S	–
Intelligent key system (keyless entry and start)	–	–	S
Internal trunk and fuel door releases	S	S	S
Power windows with one-touch down feature	S	S	S
Heater/defroster with multiple-speed fan	S	S	S

CAPACITIES			
Seating	2 persons	Coolant capacity (L)	7.5
Fuel tank (L)	48	Engine oil (L)	4.6
Washer fluid tank (L)	3.5		
EXTERNAL DIMENSIONS (mm)			
Wheelbase	2,330	Overall width	1,720
Track (fr/rr)	1,490/1,495	Overall height	1,245
Overall length	3,990	Ground clearance	118 (laden)
INTERNAL DIMENSIONS			
Headroom (mm)	950 (940 PRHT)	Hiproom (mm)	1,286
Legroom (mm)	1,096	Cargo volume (L)	150
Shoulder room (mm)	1,352		
FUEL ECONOMY RATINGS†† (L/100 km)			
	5MT	6MT	6AT Sport
City	9.5	9.8	10.5
Highway	7.3	7.4	7.2

††Estimated fuel economy. Your actual fuel consumption may vary.

ESTIMATED PERFORMANCE DATA			
Acceleration (0 – 100 km/h; sec)	5MT: 8.0	6MT: 7.5	
Top speed (km/h)	5MT: 205	6MT: 206	6AT Sport: 191
Weight distribution (% fr/rr)	52/48		

COMFORT AND CONVENIENCE (cont'd)	GX	GS	GT
Driver's and passenger's sunvisors with vanity mirrors	S	S	S
Courtesy light on windshield header	S	S	S
Trunk lamp	S	S	S
Dual cup holders	S	S	S
SEAT AND TRIM			
Bucket seats with reclining and forward/back slide feature	S	S	S
Integrated headrests	S	S	S
Cloth upholstery	S	S	–
Leather-trimmed upholstery	–	–	S
Heated seats	–	–	S
Black seat-back style bars	S	–	–
Silver seat-back style bars	–	S	S
Leather-wrapped 3-spoke steering wheel	S	S	S
Leather-wrapped shift knob	S	S	S
Silver-finish interior trim including gauge rings, air-vent bezels, inner door handles, shift-plate bezel and steering wheel	S	S	S
INSTRUMENT PANEL AND STORAGE			
Black gauges with white lettering and red night-time illumination coated with low reflection film	S	S	S
Tachometer	S	S	S
12-volt power outlet	S	S	S
Trunk storage box	S	S	S
Lockable glove compartment with 5.7 L capacity	S	S	S
Passenger floor tunnel net pocket	–	S	S
Side-door bottle holders	S	S	S
Rear centre-storage compartment	S	S	S
Map pocket on driver's side seatback	S	S	S
Back trim storage recess behind each seat	S	S	S
Coin holder	S	S	S
SAFETY AND SECURITY			
Dual front air bags	S	S	S
Dual side air bags	–	–	S
Side-door impact-protection beams	S	S	S
Engine immobilizer theft-deterrent system	S	S	S
Anti-theft alarm system	–	–	S
Driver's and passenger's safety-belt pretensioners and load limiters	S	S	S
ISOFIX child safety-seat anchors	S	S	S
Tire puncture repair kit	S	S	S
In-board command buttons, indicator light and safety sensors for Power Retractable Hardtop	PRHT	PRHT	PRHT

S = Standard 0 = Optional – = Not available PP = Performance Package PRHT = Power Retractable Hardtop

Performance Package: Limited-Slip Differential (LSD), Dynamic Stability Control (DSC), Traction Control System (TCS) and sport suspension with Bilstein® shocks. (Available on MX-5 GT 6-speed manual transmission.)

Power Retractable Hardtop (PRHT): Includes in-board command buttons, indicator light, safety sensors, chrome finish on headlamp bezel, front-grille surround and outer door handles.

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