

Feel the drive

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MX5-16P-231115-1

ALL NEW MAZDA MX-5

mazda

ZOOM-ZOOM

THE ICONIC, BESTSELLING ROADSTER - BUILT FOR PURE DRIVING PLEASURE

For a quarter century plus, Mazda MX-5 has been a worldwide icon, not only of the lightweight sports car, but also of Mazda's unique *Jinba-ittai* driving pleasure. In developing this, the all-new fourth generation MX-5, Mazda adopted an 'innovate in order to preserve' stance aimed at maintaining and enhancing MX-5's sheer driving pleasure while meeting the highest standards of fuel efficiency and safety. Key to this is the latest evolution of SKYACTIV TECHNOLOGY which continues to set new benchmarks in automotive engineering. And MX-5's breathtaking styling is a masterful expression of Mazda's KODO – Soul of Motion design philosophy. The result is a car lighter and more compact than its predecessor, yet with even more of the fun-to-drive characteristics that have made MX-5 a legend in its own time.



魂動

KODO : SOUL of MOTION





One glance and the pulse begins to race. And from behind the wheel, the whole world just looks better. Take the top down. Go for a drive. Feel the smile spread across your face. And you won't be alone – everyone who sees MX-5's athletic styling with its beautiful, sensuous lines and well-planted stance immediately feels the attraction, falling in love at first sight. The more time you spend with MX-5, the more it becomes a cherished part of your life.

reddot design award
best of the best 2015

Red Dot Award

Mazda MX-5 is the proud winner of the 2015 'Red Dot: Best of the Best' product design award from one of the world's largest and most prestigious product competitions.







The cockpit immediately tells you all you need to know: this is the essence of pure fun-to-drive. Body panels wrap over into the door trim, dissolving the interior/exterior boundaries and heightening the pleasure of open-top driving. And all interior details are tailored to appeal to sports-car enthusiasts in look and function, and also in operating feel. Grip the steering wheel, let your hand fall naturally to the gear shift lever, reach for the engine start button — it's a ritual that always sets the heart racing.



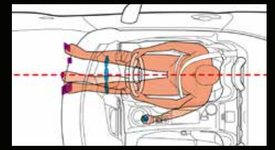
THE REDEFINITION OF DRIVING PLEASURE

First and foremost, development focused on creating a driving experience only the all-new MX-5 could offer, through response and handling that precisely match the driver's intentions. The aim was simple: to make MX-5 feel like a natural extension of your body. Enhancing Mazda's trademark *Jinba-ittai* – the feeling of being one with car – and fun-to-drive characteristics were the watchwords, even as MX-5 met the challenge of satisfying ever-higher demands for comfort, safety and environmental friendliness. Of course, weight was kept as low as possible, while the latest advances in SKYACTIV TECHNOLOGY keep the suspension, body and powertrain acting in perfect harmony. Taken together, it all adds up to a total redefinition of sports car driving pleasure.

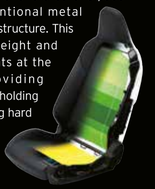
Refining the classic lightweight sports car



From the very first generation, Mazda MX-5 has always featured a compact, open-top two-seater body, a Front-midship engine/Rear-wheel drive (FR) configuration, and 50:50 front/rear weight distribution – the classic layout of a lightweight sports car. The all-new fourth generation carries on the tradition, but with the engine moved rearward and an aluminium bonnet and boot lid to achieve a lowered yaw inertia moment. Combined with a lower centre of gravity realized by lowering the engine's mounting position and the seats, this results in the kind of response and handling drivers dream about. Another key element adding to MX-5's commanding feeling of control is the driving position: the driver is placed closer to the car's centre line, while the pedals, controls, meters and displays are optimally located to allow the driver to maintain good posture and drive comfortably. Additionally, the low nose, rearward position of the A-pillars and thinner front header afford a panoramic view for easier confirmation



of the surroundings and the car's behaviour. The seats themselves feature Mazda's innovative and ergonomic S-fit Structure, employing a newly developed net material and urethane pads in place of the conventional metal springs/urethane pad structure. This reduces both the weight and thickness of the seats at the same time as providing superior support and holding capability when driving hard through the curves.



Saving weight, adding performance



SKYACTIV TECHNOLOGY, long years of experience and Mazda's proven 'Gram strategy' allowed as much as a 100kg* weight reduction for the all-new MX-5. Optimal distribution of functions, introduction of compact components, structural innovations, and wider use of aluminium and other lightweight materials resulted from Mazda's pursuit of the ideal structure for the body, chassis and engine. And by further advancing the SKYACTIV-BODY concept of a continuous framework, this reduced weight even resulted in greater rigidity. Measures taken included optimizing the framework, larger cross-sections and straighter lines for the high-mount backbone frame, and more extensive use of high-tensile sheet steel, as well as integrating the chassis and the body.

*Comparison between 2.0-litre engine, manual transmission models.

SKYACTIV TECHNOLOGY

SKYACTIV-G 2.0



Max. power:
118kW/6,000rpm
Max. torque:
200Nm/4,600rpm



4-2-1 exhaust system



Cavity piston

The high-efficiency SKYACTIV-G 2.0 direct-injection gasoline engine is your passport to a world of driving that is both exciting and eco-friendly. This engine does more than just set new standards for fuel efficiency and emissions control, it also actively enhances the Zoom-Zoom performance that sets Mazda apart. To accomplish this, Mazda engineers achieved a whole series of technical breakthroughs that include a 4-2-1 exhaust system, high tumble ports, cavity pistons, and multi-hole injectors to deliver an extraordinary compression ratio of 13.0:1 while suppressing the knock usually caused by such high compression. Perfectly realizing these key technologies to prepare SKYACTIV-G 2.0 for longitudinal-mounting in an FR sports car required a total revision of the engine's design, as well as its intake and exhaust systems. Taken together, the technical breakthroughs embodied in this engine achieve significant weight reductions along with an astonishing increase in fuel efficiency. To the driver, this translates into linear response and lively performance across a broad torque range, as well as satisfying everyday driving thanks to the ample torque available at low- to mid-engine speeds and even the pleasing engine note.

SKYACTIV-CHASSIS



Engineered to deliver even more of Mazda's famous oneness between car and driver, the SKYACTIV-CHASSIS was born from a comprehensive revision of the basics of suspension and steering systems, achieving both weight reduction and excellent rigidity. And while the new MX-5 continues to use the same double-wishbone front suspension and multilink rear suspension configuration as the previous model, they are entirely redesigned to match the SKYACTIV-CHASSIS to optimize the geometry and create a suspension system offering enhanced stability and greater control when cornering. In addition, the new Electric Power Assist Steering (Dual Pinion) system has extremely rigid steering characteristics and delivers direct feedback from the road surface.

SKYACTIV-BODY



The goal was lower weight with better safety performance and greater rigidity, achieved by clever engineering to optimize structures and make effective use of materials. And through applying all the knowledge acquired in developing SKYACTIV TECHNOLOGY to date, Mazda engineers created a new SKYACTIV-BODY specifically tailored to an open-top lightweight sports car. The basic concept was to use straight beams and a continuous framework wherever possible to create a structure whose individual sections functioned in perfect harmony. In addition, widespread use of aluminium and high-tensile steel realizes both safety and extreme rigidity, resulting in a lightweight open-top body ideally prepared to respond to the driver's every intention.

OTHER ADVANCED TECHNOLOGIES

SIX-SPEED AUTOMATIC TRANSMISSION



This six-speed automatic transmission is engineered to provide a direct shift feel and superior fuel economy thanks to a new torque converter with wider slip control and lock-up range. A newly adopted throttle blip function automatically revs the engine when downshifting to give quicker shifts and enhanced deceleration response. Another newly adopted function is Drive Selection which allows switching between Normal and Sport/Manual drive modes for a sportier, more satisfying driving experience.

i-STOP



Mazda's i-stop idling stop system automatically shuts the engine down when you come to a complete halt after braking, saving the fuel wasted when stopped in traffic or at a signal to improve fuel economy by as much as 5%. Release the brake pedal and fuel is injected directly into the cylinder ready for an almost instantaneous restart: just 0.35 seconds with the automatic transmission. What's more, because i-stop uses combustion energy rather than the starter motor, restarts are both quicker and smoother.

i-ELOOP



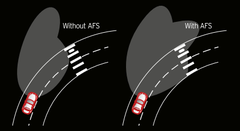
Regenerative braking is a process in which the car's kinetic energy during deceleration is used to generate electricity. To make this process most efficient, Mazda developed the i-ELOOP regenerative braking system that contributes to reducing electricity generation by the alternator, therefore minimizing fuel consumption. i-ELOOP captures the energy lost during deceleration, and saves it as electrical power in a revolutionary high-capacity Electric Double Layer Capacitor (EDLC). The moment you step off the accelerator, Mazda MX-5's forward momentum drives the alternator and starts charging the EDLC which reaches full charge in just 7-10 seconds. Then when you step on the accelerator again, the stored electricity is used to power the car's electrical equipment. It's virtually free energy! The EDLC can stand an almost unlimited number of charge-discharge cycles, and combined with i-stop can improve fuel economy by up to 10% according to Mazda measurements.

PERFORMANCE CAR, PERFORMANCE SAFETY

Mazda's safety philosophy, which guides the research and development of all our safety technologies, is based on understanding, respecting and trusting the driver. To drive safely it's essential to recognize potential hazards, exercise good judgement and operate the car in an appropriate fashion. Mazda aims to support these essential functions so that drivers can drive safely and with peace of mind, despite changing driving conditions. Active safety measures include Mazda's i-ACTIVSENSE suite of advanced safety technologies to help identify and assess potential hazards early on and reduce the risk of damage or injury. Passive safety features include a version of Mazda's high-strength SKYACTIV-BODY newly developed for an FR open-top car.

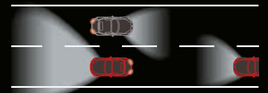
i-ACTIVSENSE

Adaptive Front Lighting System (AFS)



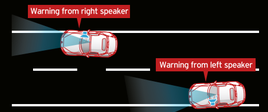
As you turn into a corner, the headlights move up to 15° in the direction of your turn, improving visibility and allowing you to spot potential hazards and dangers ahead.

High Beam Control System (HBC)

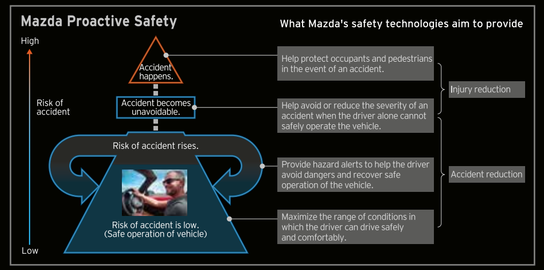


HBC automatically switches between high and low beams to maximize the use of high beams and so enable drivers to quickly spot potential hazards on the road at night. A camera detects the presence of preceding or oncoming vehicles for auto switching, reducing or eliminating the burden of having to manually switch between high and low beams.

Lane Departure Warning System (LDWS)



LDWS senses lane markings on the road surface. When the system predicts departure from the lane it issues an audible warning similar to the noise a car makes when it runs onto a rumble strip to prompt timely steering corrections. The system assesses driver inputs such as use of the turn signals to weed out false alarms.



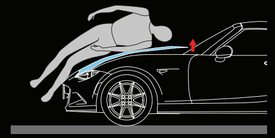
OTHER FEATURES

SRS airbags



All grades feature front airbags as standard equipment for both seats. Side airbags with a head-protecting cell help safeguard occupants' heads from injury inflicted by walls or poles in a collision, even when the top is down.

Pedestrian protection



The Active Bonnet design releases the bonnet instantly whenever impact with a pedestrian is anticipated, to quickly secure a safety space between the bonnet and rigid parts in the engine compartment. At the same time, the bonnet's inner structure effectively absorbs impact energy.

KEEPING YOU FOCUSED AND IN THE PICTURE

All driving demands concentration. Sports driving even more so. And it's hard to maintain concentration in modern cars because they constantly supply you with information: route guidance from the navigation system, hazard warnings, audio entertainment from a wide range of sources... the list just goes on. The key is *how* information is presented. That's why Mazda developed its unique Human-Machine Interface (HMI) design, and engineered MX-5's cockpit from the ground up to give you information in a way that lets you stay focused on the road and on safe driving.

The leading edge of HMI design

The amount of information presented to you when driving continues its increase. For example, i-ACTIVSENSE detects traffic conditions around the vehicle and provides warnings, while MZD CONNECT, the new in-vehicle connectivity system, offers the latest Internet-connected services via your smartphone. So to present this rising tide of information without compromising safety, Mazda engineered the cockpit with a new HMI design to prevent confusion in decision-making, minimize driver eye movements, and reduce physical stress.
The cockpit itself is divided into two zones, one focused on driving and the other focused on infotainment, and each zone has information displays and controls according to its purpose. Physically separating these interfaces promotes easier recognition and smoother operation.
Frequently used operations are controlled by steering-wheel mounted switches without taking the hands off the steering wheel.
Information for MZD CONNECT's audio, communication and navigation functions is displayed on a seven-inch centre display featuring graphics designed for instant legibility. Multi-stage operations of MZD CONNECT are quickly and accurately controlled by a commander control located on the floor console where the driver's hand naturally falls.



MZD CONNECT, the benchmark in-vehicle connectivity system

Internet connectivity has become an essential part of daily life, even while travelling in a car. So Mazda developed MZD CONNECT to provide versatile connectivity while further enhancing safety. MZD CONNECT offers a huge range of infotainment options from the Internet through Aha™ by HARMAN when connected to a smartphone via Bluetooth®.
The system's Audio feature allows selection of various music sources including AM/FM radio, CDs and mobile audio players, and Aha Internet Radio. The Communication feature reads SMS messages aloud, as well as other Internet social networking services (Twitter and Facebook for example) available via Aha. And the Navigation* feature shows your current position on a map along with a route to the specified destination. System software is easily updated, providing ongoing access to the latest services without swapping out any hardware.





*Mazda genuine accessory

Note: Available functions of MZD CONNECT may vary according to the type of connected smartphone and its operating environment.

COMFORT AND UTILITY



Four-lamp LED headlights, standard on all grades, highlight the Mazda brand presence on the road, day or night. Their eye-like design gives the MX-5 a look of vitality and power waiting to be unleashed.



The iconic design of the U-shaped rear combination lamps and round tail lights is a tribute to the rear view of previous generations of the MX-5.



Newly designed 17-inch allloy wheels are manufactured with a cold casting technique to strengthen the material and achieve both weight reduction and functional beauty.



The large analogue tachometer and speedometer feature needles with a vertical zero position to emphasize the contrast between action and inaction, suggesting the image of a Japanese sword master poised to strike.



The exclusive Bose® premium sound system features nine speakers including a pair of speakers in both the driver's and passenger's headrests, to deliver superior sound quality even when driving with the top down.



The climate-control unit offers further enhanced performance, although it's lighter and more compact. The full-auto air conditioner adjusts airflow volume and climate-control mode automatically to allow all-season open-top comfort.



The two Detachable Cup Holders can be mounted at either the front of the floor console (passenger's side) or in one of two locations at the rear, allowing you to position them to match your needs without interfering with shift operations.



Despite the short rear overhang, the boot is both longer and wider so the space is truly practical to use. This versatile luggage compartment can easily accommodate a pair of hard-type carry-on bags, each sized 54cm x 40cm x 20cm.



The soft top is both lighter and more efficient at reducing noise and vibration. In addition, opening and closing the top while seated requires less effort, allowing carefree enjoyment of open-air driving.



Comprehensive airflow control measures minimize unpleasant drafts while guiding just a refreshing breeze to the occupant's arms and chest to assure the full pleasure of driving with the top down.

All-New Mazda MX-5			2.0 S
Engine			
Type			SKYACTIV-G 2.0, 4-cylinder DOHC, 16-valve
Displacement		cc	1,998
Bore x stroke		mm	83.5 x 91.2
Compression ratio			13.0:1
Maximum output	EEC	PS (kW)/rpm	160 (118)/6,000
Maximum torque	EEC	Nm/rpm	200/4,600
Fuel injection type			Electrically controlled fuel direct injection
Recommended fuel type	Octane number 95		Unleaded Gasoline / Gasohol E10 and E20
Fuel tank capacity		L	45
Drivetrain			
Transmission type			6-speed Automatic with manual mode (Activematic)
Gear ratios	1st		3.538
	2nd		2.060
	3rd		1.404
	4th		1.000
	5th		0.713
	6th		0.582
	Reverse		3.168
Final gear ratio			3.454
Steering			
Type			Rack and pinion
Power steering type			Electric Power Assist Steering (Dual Pinion)
Suspension			
Type	Front		Double-wishbone
	Rear		Multi-link
Brakes			
Type	Front		Ventilated discs
	Rear		Solid discs
Diameter	Front	mm	280
	Rear	mm	280
Dimensions & Weights			
Overall length (without number-plate holder)		mm	3,915
Overall width (without wheel arch mouldings)		mm	1,735
Overall height		mm	1,230
Wheelbase		mm	2,310
Tread	Front	mm	1,495
	Rear	mm	1,505
Overhang	Front (without number-plate holder)	mm	760
	Rear	mm	845
Ground clearance (between axles, laden)		mm	135
Minimum turning radius (kerb-to-kerb)		m	4.7
Max. curb weight		kg	1,080
Technology	SKYACTIV-G, SKYACTIV-BODY, SKYACTIV-CHASSIS, i-Stop (Idling stop system), i-ELOOP (Mazda regenerative braking system)		
Exterior	Tires (205/45 R17), Wheels (17 x 7J alloy wheels, Gun metallic color), Smart keyless entry, Front wipers (Intermittent, timing adjustable, Rain sensor), Windscreen glass (Noise cut), Headlamps (LED, with automatic levelling, Automatic on/off function), Daytime running lamps (LED), Outer mirrors (Piano black, with convex lenz on driver's side), Seatback bars (Piano black), Aero board, Convertible soft top, Suspension strut bar		
Interior	Push start button, Auto rear view mirror, Drive selection switch, Cruise control, Steering wheel (Leather, Audio control switches, Bluetooth® switches, Paddle shift switches, Shift knob & parking brake knob (Leather), Air conditioner (Full-automatic), Instrument panel lower part (Leather), Side door trim (Upper panel: body colour, Lower panel: Leather), Door inner handle finish (Bright), Side door lock one-touch release (Driver's side only), Cup holder (2 Points), Rear console lid (Leather)		
Seats	Upholstery (Leather with double red stitch), Integral head restraints (Both sides), Tilt mechanism (Driver's side), Heater (Both sides)		
Audio system	AM/FM radio, CD player (MP3 compatible), 7-inch centre display, commander control, Bose® premium sound system with 9 speakers, Bluetooth® hands-free system, Voice command, AUX jack, 2 x USB port, SD-card port (for navigation system)*		
Safety & Security	Burglar alarm, Immobilizer, Auto door lock, Airbags (Front, Side), Rear parking sensors (4 Sensors), 4W-ABS with EBD, Active Adaptive Shift (AAS), Dynamic Stability Control (DSC), Traction Control System (TCS), High Beam Control System (HBC), Adaptive Front-lighting System (AFS), Lane Departure Warning System (LDWS), Seat belts (ELR 3 Points x 2, Retractor and Pretensioner), Front and rear beam impacts, High mount stop lamp		

* Mazda genuine accessory

EXTERIOR AND INTERIOR COLOURS



Soul Red Metallic (41V)



Ceramic Metallic (47A)



Blue Reflex Mica (42B)



Jet Black Mica (41W)



Meteor Grey Mica (42A)



Crystal White Pearl Mica (34K)

Leather, Black



Soul Red Metallic

The Soul Red Metallic body colour was developed as part of Mazda's unique TAKUMI-NURI (TAKUMI: master craftsman, NURI: painting) painting technology. It achieves an unprecedented combination of colour, highlights, shade and depth to emphasize the dynamic body shape of KODO design, and symbolizes Mazda's passion to embody the Zoom-Zoom driving pleasure.

Paint-coat compositions

