



mazda



**2014 PARIS
MOTOR SHOW**
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MX-5

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1 INTRODUCTION

INNOVATING TO PRESERVE

Upholding the Mazda MX-5's popularity over such a long time has been all about balance. About maintaining the equilibrium between the lightweight sports car tradition on which the iconic roadster is based, but at the same time keeping up with times and expectations. That Mazda has now unveiled an all-new generation of its MX-5 is in itself a testimony to how well the unconventional carmaker has mastered this tightrope walk.

Especially considering that back in 1989, when it was first launched, nobody expected that the MX-5 would become such a smashing - and lasting - success. After all, it was competing in a segment that had declined to a point where it was virtually non-existent. Back then, sceptics gave the model a few years at best.

Now, 25 years and three generations later, production is approaching the magical 1-million-unit mark. The MX-5 holds the Guinness World Record as the bestselling two-seater sports car of all time. It's a record that is going to be tough to beat, too, because Mazda is far from finished with its legendary little roadster.

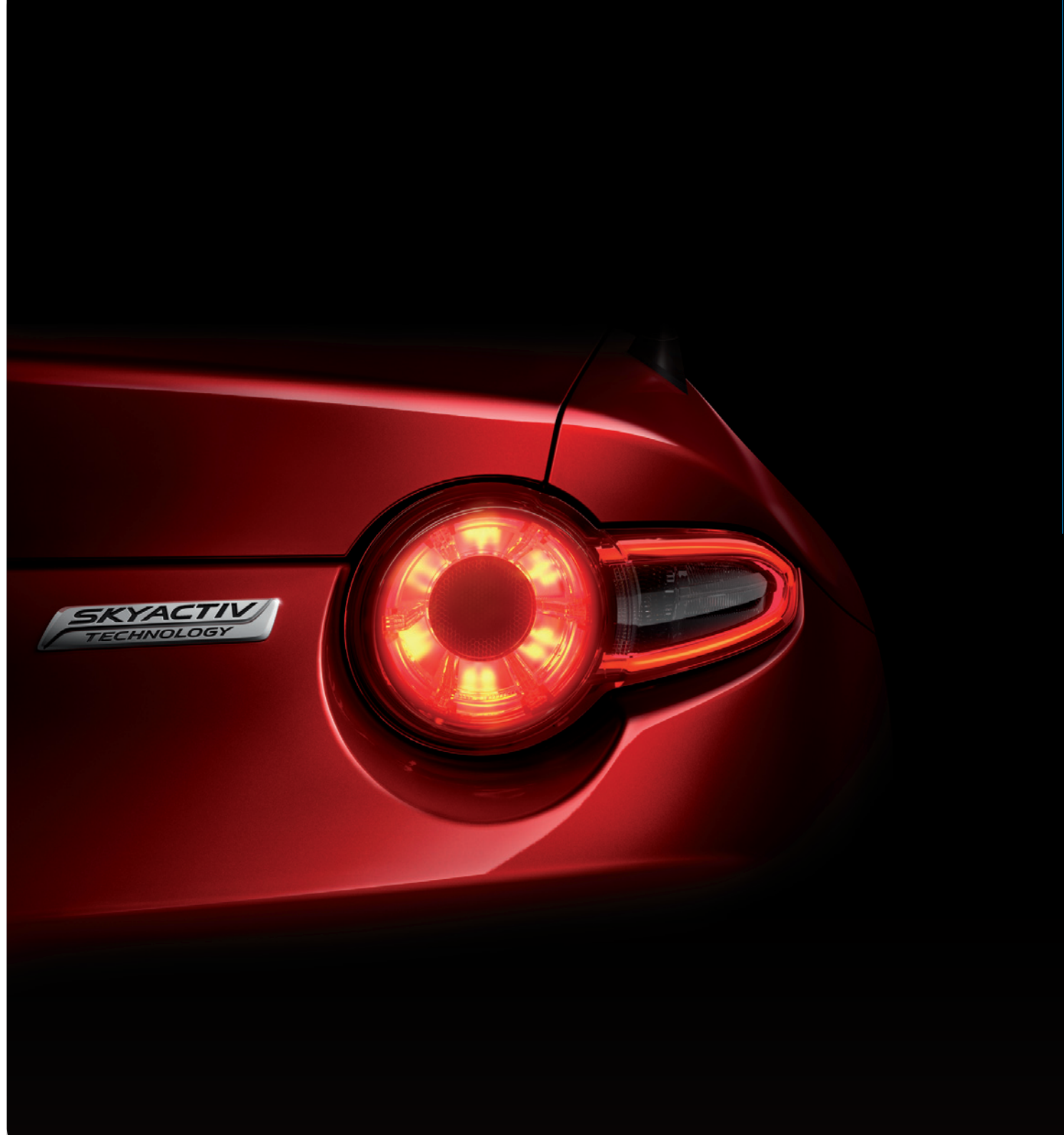
Built for the love of sports cars, the fourth-generation Mazda MX-5 retains those elements that have made this car so iconic. Like the *Jinba Ittai* "rider-and-horse-as one" experience, which emphasises the communication between the driver and the car. Or the lightweight, compact design, the front-midship engine, rear-wheel drive layout with perfect front-rear weight distribution, the direct responsiveness and outstanding agility, and the short, crisp gearshift stroke. All, of course, at an affordable price.

A 25TH ANNIVERSARY RESOLUTION

Directly influencing a whole generation of cars, these are exactly the characteristics that are now going into every vehicle that Mazda builds. The MX-5's driving behaviour served as a benchmark for SKYACTIV Technology, for example. And now these innovations come full circle on the all-new Mazda MX-5.

That is why, in the face of ever more stringent requirements for safety and emissions, Mazda still managed to reduce the weight by more than 100kg relative to the outgoing model. But with more driving fun than ever thanks to a lightweight SKYACTIV-G 1.5 powertrain along with a SKYACTIV Chassis giving it the lowest centre of gravity to date. Add in the unique ultra-sporty rendition of Mazda's award-winning KODO - Soul of Motion design and an interior built for driving - especially with the top down - and you have a car with no compromises.

At first sight, the all-new MX-5 was made to appeal to the senses and emotions of all kinds of drivers around the world. The next quarter century has started off well, and it's going to be more fun than ever.





THE ALL-NEW MAZDA MX-5

THE LEGEND LIVES ON -
WITH A PASSION



Fun, freedom and extraordinary appeal. This is what the Mazda MX-5 stood for 25 years ago and has ever since - no small task in an ultra-competitive global car market. Over three model generations, the MX-5 has never surrendered its crown as the uncontested leader of the segment it revived following its launch in 1989.

To keep it that way, developers of the fourth-generation MX-5 performed a delicate balancing act between adapting the little roadster to the times while maintaining its charm and the *Jinba Ittai* driver-and-car-as-one dynamics that have underpinned every Mazda MX-5 ever built.

Evolving the legend, Mazda focused on three key elements: a design that gets the heart pounding, a more captivating driving experience than ever, and a top-down feeling that is pure roadster pleasure. All while meeting the expectations of a modern car in terms of safety and

convenience, and without detracting from the MX-5's patented fun. In short, simply at its best.

Always up to a challenge, Mazda set out to improve on what was already exceptional in the first place. And the all-new MX-5 is indeed made to please right from the moment one lays eyes on it. Whether it's responding with precision to the driver on a winding country road or turning a routine trip to the supermarket into an electrifying experience, it passionately carries on the MX-5's essence and its rich tradition.





People tend to remember the first time they saw an MX-5. With this in mind, designers of the all-new roadster knew it would have to light a fire of excitement in people's hearts. So they went for a pulse-quickening adaptation of Mazda's award-winning KODO - Soul of Motion design. One look makes the beholder want to get in, put the top down and drive away. And it's a look that's designed to endure.

UNFORGETTABLE STYLE

Conceived to convey agility, KODO is tailor-made for every aspect of the MX-5. In perhaps its most profound manifestation yet, the all-new model richly expresses the Soul of Motion contrast between stillness and movement seen on other new-generation Mazdas. Embodying KODO's solid stance and stable footprint, the all-new MX-5 even looks like it can turn on small coin.

Reflections on the body surfaces change with the angle of the light, making the car actually look alive. The lines impart a sense of motion, even at a standstill, as they stretch back from the headlamps, peaking at the front fenders and converging in front of the rear tires before sweeping upwards over the rear fenders.

The cabin has moved slightly towards the rear and the hip-point of the seats lowered. Together this augments the dynamic look. The body panels, meanwhile, wrap around into the door trim, dissolving the boundaries between the inside and outside of the car.

Inside, the cabin remains snug - another of the MX-5's *Jinba Ittai* trademarks - but with a symmetry that lets the driver focus. From behind the wheel, for example, a powerful line extends from the upper part of the door trim to the top of each front fender. The tachometer is positioned in

the middle of the small-diameter steering wheel in sync with the other gauges and climate control louvers to the left and right. This serves to establish a single axis throughout the cockpit, conveying a pleasantly secure feeling and with it a perfect atmosphere for driving. And that is really what the all-new MX-5 is about.

Because in a word, the driving experience is captivating. Not because of sheer horsepower, which is something the MX-5 has never been about. Like past generations, the all-new MX-5 delivers sufficient output for its size. But the key sensation is how all performance-related elements - like power, torque, steering response and gearshifting - interact.

PURE, DYNAMIC RESPONSIVENESS

Here it reaps the fruits of Mazda's labours developing SKYACTIV Technology and honing these innovative engines, transmissions, chassis and bodies on Mazda's other new-generation models. The MX-5 gets SKYACTIV Technology for the first

time. On the all-new roadster, it brings a new meaning to the expression "faithfully responsive", taking the joy of driving to another level.

Under the bonnet, power is generated by direct-injection SKYACTIV-G 1.5 engines, which feature ultra-high compression, and transferred to the rear wheels by crisp transmissions including a six-speed SKYACTIV-MT manual*. All available drivetrains have been specially tuned for the all-new MX-5.

The fourth-generation roadster also benefits from Mazda's "gram strategy", as the company was able to reduce weight by more than 100kg vis-à-vis the outgoing model. And that in spite of a range of modern conveniences like Mazda's most advanced human-machine interface (HMI) yet and MZD Connect**, its next-generation in-car connectivity. How? Using aluminium for the bonnet and boot lid, front fender and front and rear bumper reinforcements, for example. Even the soft top is lighter than before.



* Automatic transmission also available

** Known as Mazda Connect in Japan and North America



MODERN AND TRADITIONAL

Of course, the front-midship engine, rear-wheel drive configuration (a first for SKYACTIV Technology) hasn't changed. And neither has the near-perfect 50:50 front-rear weight distribution, with the maximum amount of weight concentrated as close as possible to the lower centre of gravity. The new lightweight yet highly rigid suspension utilises a double-wishbone at the front and a multi-link set-up in the rear. The brake system, meanwhile, has been optimised for maximum controllability and effectiveness, enabling the driver to maintain posture even when braking hard. And the brakes react the driver's will as if they were an extension of his or her own body.

A sporty run along winding roads will soon beckon, and when it does, the driver will find pedals, controls, gauges and other equipment in the optimum positions for maintaining a straight, comfortable posture. Careful attention was also paid to the shape of the door trim and the smaller quarter windows. The goal here was to actively control the flow of air for just the right amount of wind when going "topless".

A UNIQUE TOP-DOWN FEELING

The A-pillars and a windshield header have been moved towards the rear, which together with the lower bonnet offer the driver greater front and peripheral

visibility. Add in the Mazda Proactive Safety philosophy, which includes the company's cutting-edge range of the i-ACTIVSENSE active safety technology, and the all-new Mazda MX-5 is safer than ever, heightening peace of mind and with it the joy of driving.

The MX-5 has found almost 1 million homes over the past 25 years, and the

roadster experience was a key component to these purchasing decisions. The newest generation only heightens this spirit-lifting experience with a soft top that is easy to operate, even when seated. Together with an improved interior, advanced wind control and new headrest speakers, open-top driving promises to be a blast. Prepare for some very enjoyable time behind the wheel.





SELECTED SPECIFICATIONS*

THE ALL-NEW MAZDA MX-5

DISPLAY MODEL

Body type	2-door soft-top convertible
Seating capacity	2
Overall length without license plate holder	3,915 mm
Overall width	1,730 mm
Overall height	1,245 mm
Wheelbase	2,315 mm
Engine	SKYACTIV-G 1.5 direct-injection petrol engine
Transmissions	SKYACTIV-MT six-speed manual
Front suspension	Double wishbone
Rear suspension	Multi-link
Steering	Electric power assisted rack & pinion
Brakes (front / rear)	Ventilated discs / solid discs
Tires	205/45 R17

