

*MAZDA*

# *MX-5*

*JUBILEE MAGAZINE*



mazda



*20th  
Anniversary*



**JEFFREY H. GUYTON -**  
President & CEO,  
Mazda Motor Europe

I saw my first MX-5 in 1990 when I was a graduate student in Ann Arbor, Michigan. It rounded the corner in front of the State Theater at State Street and Liberty Street, Mariner Blue, top down, with the long dark hair of its owner following behind in the wind - and snow! In that moment, the mission of the MX-5 became clear to me.

Mazda has talked a lot over the years about how the MX-5 is part of the heart and soul of Mazda, but in my opinion these words, however meaningful, do not do our roadster justice. This little car has elicited a big emotional response in people for 20 years, and I'm one of them. While working in Hiroshima, my Roadster was British Racing Green with tan leather and a wood steering wheel. With it, I became another one of nearly a million drivers around the world who simply love this car. The impressive thing about these enthusiasts is that they can't be described by demographics like "affluent" or "female" or "American."

Mazda MX-5 has always delivered addictive sports car fun at an affordable price, which makes its fan base more diverse (and fanatically loyal) than the hand-full of other cult vehicles still being produced today. Affordability, acclaimed handling, and a design that is modern yet classic - the recipe of the Roadster's success. And this is why, after 20 years, it's still the car people first think of when they hear the word "Mazda."

*„MX-5's introduction marked a milestone in automotive history.“*

For our brand, the MX-5 was both a new beginning in 1989, and a logical next step from the company that had given the world rotary-engine sports cars. Mazda has always been willing to take a risk to provide its customers with something truly special. We did it with the Cosmo Sport, the RX-7, and again when we introduced the very first MX-5. We've built about 870,000 MX-5's, and on the first warm day of spring in Cologne, Germany, where I now live, it seems like they're all here!

MX-5's introduction marked a milestone in automotive history. For the future, its original lightweight, two-seater concept will continue to evolve to meet changing customer tastes around the world. This will include further refining the roadster with smart and simple solutions - like the 12-second retractable hard top of today's Roadster Coupe. It will include improvements in safety, fuel economy and onboard entertainment as well. But one thing will never change - driving dynamics that deliver Jinba Ittai, Japanese for "oneness between horse and rider." This will always be our focus, and will ensure that the MX-5 continues to put a smile on the face of its drivers! ■



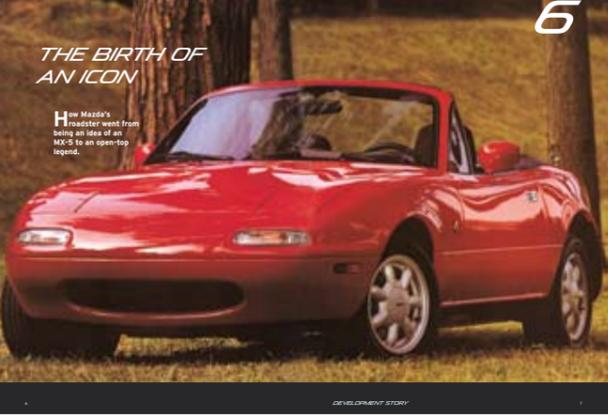
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# THE BIRTH OF AN ICON

How Mazda's Roadster went from being an idea of an open-top legend.

DEVELOPMENT STORY



"The designers and engineers were now working on an automobile that perfectly matched what they imagined to be."

DEVELOPMENT STORY



How the MX-5 was born before the first production model.

DEVELOPMENT STORY



# THREE GENERATIONS

DEVELOPMENT STORY



# A DESIGN ICON

DEVELOPMENT STORY



# A DESIGN ICON



# 26 A DESIGN ICON



"The position of the front air intake and its relationship to the headlamps is the signature of the design."

Peter Birtwhistle, Chief Designer

As the MX-5 was developed, the designers and engineers were now working on an automobile that perfectly matched what they imagined to be.



# 30

How can you recognise a Mazda MX-5?

On its simple, basic body shape with nearly parallel wheel lines, these lines do not have a sharp angle.



# 34 MX-5 CLUBS AROUND THE WORLD

How to recognise a Mazda MX-5? On its simple, basic body shape with nearly parallel wheel lines, these lines do not have a sharp angle.



# MX-5 CLUBS AROUND THE WORLD

Mazda MX-5 owners all have something in common - the love of the open road, the wind carrying their hair, one with the car sporty fun.



# 36

How to recognise a Mazda MX-5? On its simple, basic body shape with nearly parallel wheel lines, these lines do not have a sharp angle.



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# SPAIN

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# *THE BIRTH OF AN ICON*

**H**ow Mazda's roadster went from being an idea of an MX-5 to an open-top legend.





Front and rear end designs short before the pre-series model received its finishing touches at Mazda North American Operations in California.

A legend always begins with an idea. The Mazda MX-5, the most successful roadster in the world, was only a hint of an idea back in March 1979. It was mentioned almost in passing during a conversation between Mazda's head of development at the time, Kenichi Yamamoto, and the American journalist Bob Hall. At the end of their interview, Hall suggested that Mazda build a "lightweight sports car." There were really no competitors for such a car at the time. Hall, who

It would be ten years before the first production model saw global premiere, when the first Mazda MX-5 took the stage at the Chicago Auto Show. Not only was it a fantastic roadster, it was also the result of an unprecedented collaboration of engineers, designers and test-drivers from Japan and the USA. Under the code name "P729," the roadster project had been verified, sketched, tested and evaluated by what - ten years earlier - had been a small group of men. This group would eventually become a development team whose Japanese wholeheartedness combined with Japanese philosophy created a car that would re-awaken the joy of man in perfect harmony with machine. By employing the Jinba Ittai concept of "oneness between horse and rider" from traditional Japanese culture, a strong bond between driver and car could be realized. This formula is at the inner core of the Mazda MX-5. From this sprang all the attributes that would make the roadster such a success. But at the start of the 1980s, the world wasn't ready for it yet.

First there was a lot of persuading to do, and Yamamoto and Hall searched for allies - after all, their idea should become a real product. About this time, Hall attended the Pebble Beach Concours d'Elegance on the Monterey peninsula and ran into some members of the rotary sports car Mazda RX-7 development team. The men chatted amiably surrounded by expensive vintage cars, and then Shunji Tanaka said the magic words - lightweight sports car, or LWS for short. This would become the most important attribute of the still germinating Mazda roadster idea. The car

*"The designers and engineers were now working on an automobile that perfectly matched what they imagined to be."*

had driven British cars from MG, Lotus and Triumph his whole life - annoyed by their disappointing quality - sketched his idea in thick chalk lines on a blackboard. With this sketch, he warmed the hearts of several Mazda engineers, and began the complicated process an automobile manufacturer requires to turn an idea into a legend.



would have to be low weight - a central concept that Mazda is focusing on with its current line-up as well - and from this all other attributes of the car could be developed. This was also the findings of a study done by Mazda North American Operations at the time. The most important criteria of a roadster, the study said, were low weight and room for only two passengers. The engine should be at the front, drive should come from the rear axle, there should sufficient engine power and the car should be exciting to look at.

With this, the parameters were set for the R&D Centre in Irvine, California, which was established in 1981. But there would be no serious directive from Mazda headquarters in Hiroshima instructing the team to begin development until 1983. During this period Yamamoto, Tanaka and Hall continued to be excited about the roadster and to plan. The first design studies were made, but it would not be until Yamamoto was promoted to President of Mazda Motor Corporation that the project got the support it needed. He was still a staunch supporter of the idea and created a special development program to move it forward called "Offline, Go Go"..

The fact that the designers and engineers were now working on an automobile that perfectly matched what they imagined it to be, but was a niche vehicle according to market definitions, had the advantage that they were not pressed for time. Nonetheless, for Mazda managers a roadster like this must not only bring joy to customers, it should also make a profit. For this reason the decision was made - based on business necessity - to hold a

competition internally at Mazda to determine the best kind of roadster concept. Three separate sports car layouts were evaluated.

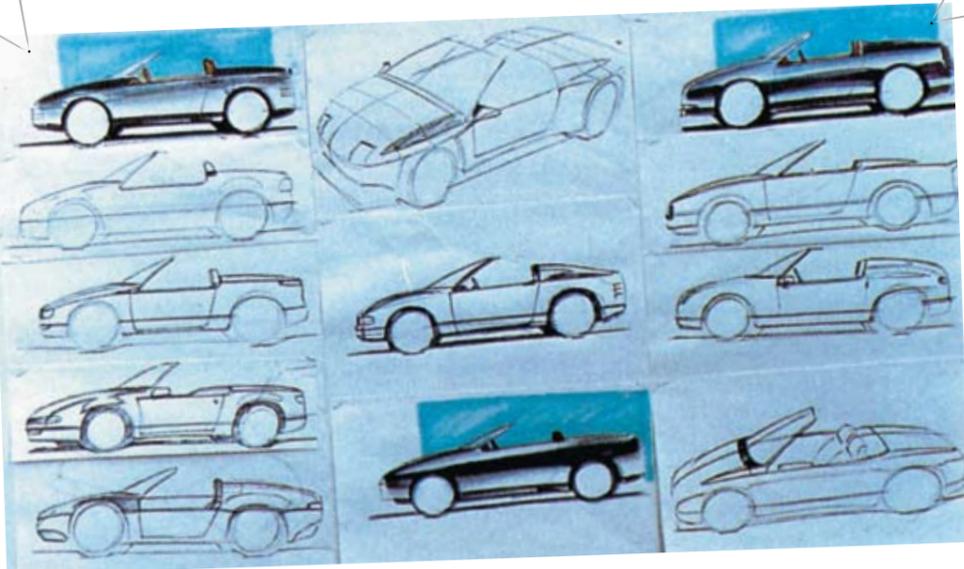
In Irvine, a classic concept with front-engine rear-wheel drive was worked on, while in Japan concepts using front-engine front-wheel drive and mid-engine rear-wheel drive layouts were explored as well. The entire P729 project was led at the time by Masakatsu Kato, who then decided to move to the Research Division at the start of 1986. His management position was taken by Toshihiko Hirai, who was relatively young for this management job by Japanese standards. But as is often the case, the process of turning a project into a successful product is dependant on the right people coming together at the right time.

No one knows what would have happened, had these successful managers and engineers working on project P729 not come together. Fact is, after initial decisions were made about the project based on the three layouts, a crack team of experts was assembled that include the head of development Hirai, Mazda's future design director Shigenori Fukuda, the progressive western-oriented Tom Matano, and the American designer Mark Jordan. Tom Matano became head of the design studio in Irvine. Inspired by his Japanese mindset and his knowledge of the American way of life, he identified those attributes that would eventually become the secret behind the appeal of Mazda's roadster. It's the hindquarters that drive a horse forward, and the rider who stabilizes it at the front, which creates a strong bond between him and the horse. This was Matano's argument for placing the engine under the front bonnet and driving the car via the rear axle. The Japanese

Wooden models were the basis for the construction of the first Mazda MX-5 prototype



MX-5 Clay Model



The Mazda North America design sketches interpret the roadster in many variations.



**Nobuhiro Yamamoto, Programme Manager, in charge of Sports Cars**

Nobuhiro Yamamoto spent most of his engineering career at Mazda in production and racing rotary engines, before joining the development team of the 2nd-generation MX-5 and eventually becoming Deputy Programme Manager of the 3rd-generation: "My best memory of Mazda, after the Le Mans 1991 victory, is the 3rd-generation MX-5 being awarded the 2005 Car of the Year in Japan."

picture of a rider that is one with his horse would become the ideal behind the development of the small roadster.

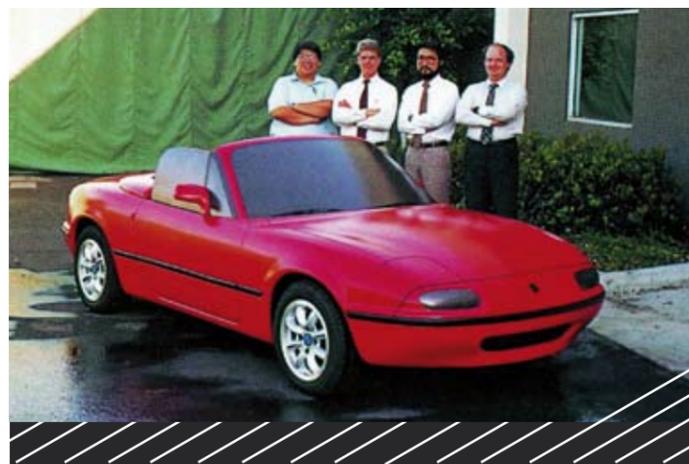
But designers did not share the same opinion when it came to the type of clothes the new roadster should wear. In fact, there were some heated discussions among the supporters of the various concepts and design directions at this point. But in August 1984, the California concept from Mark Jordan and Tom Matano finally convinced top management in Hiroshima. Not only did it have a classic front-engine rear-wheel drive layout, but also other technical specifications - like short shift travel that allows the driver to shift by using his wrist, direct steering, appropriate materials for steering wheel and shift knob, an engine with sufficient power and a sound that awakens the driver in man.

After the fundamentals were decided upon regarding production and the kind of concept that should be developed, P729 finally picked up speed. The development centre in Hiroshima took the lead, and in Mazda's portfolio components were

found that could be fine-tuned to fit the character of the new roadster. The British design studio International Automotive Design (IAD) was contracted to build the first prototypes in March and June of 1986. Not considered was a rotary engine, which would be reserved for more exclusive models. Management decided that Mazda's roadster would have to be outfitted with existing volume model components if it were to be small, light and affordable. Engineers found the right engine in the Mazda 323, a 1.6-litre four-cylinder that they then taught how to growl like the Americans wanted their roadsters to sound. A five-speed transmission from the Mazda 929 was chosen to transfer power - 85 kW/115 PS should be enough - to the rear axle, the chassis was given a four-wheel independent suspension and all wheels got disc brakes. In May 1987, the first car clinic was held with a vehicle very close to production, and the people who attended were thrilled by what they saw. The speed in developing a final production model picked up again.

In April 1988, there were already 12 prototypes of the Mazda Miata, which would be the name for the car in the US market. In July that year, American journalists test drove these cars and demanded that Mazda build it. And we all know what came out of this - a living legend. ■

From the left: Wu Huan Chin (Designer), Norman Garrett (Powertrain Engineer), Koichi Hayashi (Designer) and Bob Hall (Automotive Journalist)



Message from Kijima-san, MX-5 Programme Manager

**"HOW IT FEELS TO REACH THE 20TH ANNIVERSARY AND WHY THE MX-5 DESERVES TO BE TREASURED"**

While 20 years may not seem a long lifespan for a vehicle in Europe or the US, it is certainly long for a Japanese car, especially if one considers the bewildering rush of new cars that have been pumped out in Japan since the 1950s. One of the main reasons for the MX-5's enduring popularity is that the appeal of the current, third-generation version remains unchanged from the original model.

"I believe the key to the MX-5's longevity is the first-generation model's product concept, Jinba Ittai, which shuns the conventional trend for sports cars to seek more and more horsepower, and instead focuses on providing fun. I feel very deeply that the car's strength lies in the continuation of this concept.

When I think back to the early stages of development for the second and third-generation MX-5 models, I remember that when we asked customers and sales staff for suggestions, most requested increased engine power. Indeed, the list of sports cars throughout the world that have been continually redesigned with larger engines is almost endless.

Although I can understand this desire, I have politely yet resolutely refused to change my ideals. I have experienced especially strong opposition from America, the MX-5's largest market, where many customers simply cannot understand vehicle development that targets Jinba Ittai instead of increased power. The same objections are raised with each new version we release. It is a clash of car cultures that is very painful for me. I believe that this difference in approach is the largest barrier obstructing advancement of the MX-5 program.

The 20-year history of the MX-5 is a 20-year battle to maintain low vehicle weight, which is the root of fun-to-drive; it is a 20-year battle against the trend for more powerful sports cars; and it is a 20-year battle against the horsepower car culture and related vehicle technologies. I still believe in Mazda's unique approach to sports cars, and I remain determined that these battles will never be lost." ■



Takao Kijima MX-5 Programme Manager

**TO ALL MX-5 FANS IN EUROPE:**

"When we began development of the first generation MX-5 of 1989, we closely examined the tradition of lightweight sports cars in Europe. The most important thing we learned was that above all else, cars had to be fun to drive. We chose to embody this fun with the Jinba Ittai product concept. Jinba Ittai is the essence of horseback archery (Yabusame), a traditional Japanese Shinto ritual. At Mazda, it is a philosophy that emphasizes communication between the driver and the car.

The wholehearted support that you have shown for the Jinba Ittai concept has brought people together all over the world. In reaching its 20th birthday, the MX-5 has become more than just a car; it is a means to connect people around the world through driving enjoyment. Its influence extends far beyond our original expectations. For Mazda's engineers, there is no greater pleasure or honour.

I promise that we will always seek to fulfill our customers' expectations by ensuring the MX-5 is fun to drive forever." ■



*20 YEARS  
OF PURE  
ROADSTER  
FEELING*



### A TEAM EFFORT - the Designers of the First-Generation MX-5

The first MX-5 production car's unique and groundbreaking design did not come from the pen of one designer, but from the input of six of them. In 1986, what had formerly been an offline research project was given the go-ahead for production development, and Hirai-San was appointed Programme Manager of what would become the first MX-5. The design was created at Mazda's design centre in Irvine, California, and was led by Shinzo Kubo from Japan, and Mark Jordan in the USA. Jordan was the son of Chuck Jordan, the legendary head designer at General Motors for years.

He assembled a team that included Tom Matano - who had worked on earlier MX-5 designs and provided continuity to the team - along with Shunji Tanaka, Koichi Hayashi and Wu-Huan Chin. Jordan and Chin had been working in Germany, for BMW and Opel respectively, before being called to California. This international group worked for over a year, presenting clay models and new designs to top management. Finally in March 1987, a version with subtle changes by Shunji Tanaka was approved for the final production model, and the original MX-5 was born. ■



# FIRST- GENERATION MX-5 BIG NEWS FROM A LITTLE CAR

**Bob Hall's idea of a lightweight, two-seat roadster had miraculously survived the perception that there was no longer a market for such a car, and even sceptics within Mazda itself, to finally be produced and shown to the world at the Chicago Auto Show in February 1989.**

It possessed the extended bonnet, two-passengers back dimensions of a classic roadster, but was shorter and more compact. At just 3.984 metres long, and a mere 1.222 metres high, it must have looked very small at an American motor show in 1989. Even more radical were its smooth, rounded-off edges that seemed to purposefully reject the angular, wedge shapes of its direct competitors at the time - the Toyota MR2, the Reliant Scimitar SS1 1800ti, and the soon-to-be-discontinued Fiat X1/9 - but added square pop-up headlamps just in case anyone took offence. The car captured brilliantly the purity and simplicity of the roadster. In fact, the first-generation MX-5 was simple in every respect - simple to own, simple to drive, simple to use, and simple to love.

Overwhelmingly positive reactions in Chicago to the first-generation MX-5 proved that the look of a classic roadster was still very appealing, but true addiction was to come for owners on the road. The task of delivering this was left up to the first generation's Programme Manager, Toshihiko Hirai. Under his leadership, Mazda took the lightweight roadster concept further than anyone could have imagined. The original MX-5 was one of the first cars in history to use computer modelling for the entire design process. Focusing on reducing weight, it tipped the scales at just 955 kilograms in Chicago fulfilling the target of providing a truly lightweight sports car, while meeting all current crash safety requirements. This was even more amazing, if you consider that its front-engine / rear wheel-drive layout required a rear differential and an additional powerplant frame to stabilize the drive train.

Light weight also allowed engineers to provide sports car exhilaration from a compact 1.6-litre →

**20 YEARS  
OF HISTORY:**

**1979** February

The American journalist Bob Hall makes a suggestion to Mazda's technical director Kenichi Yamamoto: Mazda should develop a small sports car.

**1979** March

Hewlett-Packard announces release of its first personal computer.

**1981** May

Mazda opens its US Research and Development Centre in Irvine, California.

**1983** January

Bob Hall and the designers Fukuda and Yagi begin working on plans for a lightweight roadster with a classic powertrain.

**1984** January

In the USA and Japan work begins on three prototypes based on different drivetrain layouts: classic, front-wheel drive, mid-engine.



The taillights of the first generation were exhibited in the New York Museum of Modern Art (MoMA) as a design object.

engine - crucial in a car this size. The first-generation's engine came from Mazda's extremely popular compact, the 323. A special cylinder head with double-overhead camshafts, four valves per cylinder, and special sports car tuning turned it into a sporty aggregate with the ability to produce high engine speeds - too high, in fact, and electronic cut-off limited it to 7,200 rpm. Its compression ratio was increased to deliver more power at a wider engine range. A multi-point fuel injection system was introduced for efficient combustion and consumption, and a special camshaft shape that maximized engine performance at high engine speeds was employed. At launch, the first generation was not a high-performance screamer, but quick and extremely lively and fun to drive. It produced 85 kW/115 PS at 6,500 rpm (72.5 PS per litre) and maximum torque of 135 Nm at 5,500 rpm. This translated into a 0 to 100 km/h time of 8.8 seconds and top speed of 195 km/h.

Hirai-San's overall concept for MX-5 was Jinba Ittai, and the generation delivered on this by using independent double wishbones at every wheel for superior camber response in the curve, crisp response to steering wheel input and great wheel traction. The MX-5 motor was placed front mid-ship, ahead of the driver but still over the front axle. This gave an ideal 50:50 weight distribution. The lower positioning of the engine allowed for a low centre of gravity. Then a powerplant frame made of pressed and perforated aluminium was added running along the prop shaft to the rear axle - a feature found at the time only on the Corvette and the BMW Z1 - which reduced vibration associated with throttle response (in rear wheel-drive cars). Combined with lightweight crankshaft, rods and pistons, this delivered quick pedal response. A compact, manual five-speed transmission with a short, high-mounted gear shift lever and precise and short gear travel, rack and

pinion power-assisted steering, along with special super lightweight alloy wheels and tyres, ensured one-with-the-car driving at any speed.

The interior was designed to be comfortable yet snug, its original meters and air vents were round for a classic look, and its soft top could be opened and closed in a parked position very quickly. Mazda had taken the second-biggest risk in company history (after the rotary engine) and had proven in Chicago that open-top roadster fun was not a thing of the past. No one - not even its creators - could have known that a legend had been born, and people around the world would soon be clamoring to buy it. Within months, European sports car customers were importing Mazda's little roadster rather than waiting until it was launched in the UK and the Netherlands, which would come a year later.

### The first Special Edition and a minor Facelift

In August 1990, the MX-5 got its first-ever special edition model in Japan, the V-Special, in a British Racing Green colour with tan leather interior and Nardi wood shifter and steering wheel trim. New options like a four-speed automatic transmission and ABS were also added for the Japanese market. During the next three years, a series of special versions would be produced with high-tech features (at the time) like SRS airbags and

sportscar features like Bilstein shocks. Side impact bars were also added in the doors, a feature that continues to protect passengers until this day.

Then in 1994, the first and only facelift of the first MX-5 was introduced. The design was by now so popular that it was left unchanged with the exception of deeper seats, new upholstery, adjustable head restraints and new storage pockets in each door. Most of the changes were under the bonnet, including the addition of the powerful Mazda 323 F GT engine. This 1.8-litre DOHC aggregate quickly became a favourite of new customers around the world. It produced 96 kW/131 PS of lively power (+16 PS vs. the original 1.6-litre petrol) and 152 Nm of torque at a lower engine speed of 5,000 rpm (+17 Nm). The extra power was optimized by leaving the original's suspension unchanged, while increasing the car's already-high torsional rigidity. With this new engine, the first-generation facelift of 1994 was quicker off the line - it did 0 to 100 km/h in 8.2 seconds - with a slightly increased top speed of 197 km/h. The MX-5's safety package was improved with this facelift as well. Its disc brakes were now 255 mm in diameter in front and 251 mm at the back (both + 20 mm vs. original), side impact bars from the Japanese special edition integrated as standard, and ABS introduced for the first time as an option in Europe. ABS would become standard equipment with the introduction of the 90 PS 1.6-litre petrol version a year later. ■



**1984** August

Plans for the American version - front engine, rear wheel drive - are chosen over the other two alternative layouts.

**1984** September

Work on the MX-5 begins at Mazda's Development Centre in Hiroshima.

**1985** September

A British design studio hands over the MX-5 prototype, which is now ready for test drives at the MIRA proving grounds in England.

**1986** April

Masaaki Watanabe and a team of designers begin to make detailed drawings of the Mazda MX-5.

**1986** August

The final decision concerning the technical components of the Mazda MX-5 is taken. It is also decided internally that there will be no rotary engine under the bonnet.

**1987** July

According to the United Nations, the world population crosses the 5,000,000,000 mark.

# SECOND- GENERATION MX-5 MATURE AND SPORTY



## TSUTOMU "TOM" MATANO

One of Mazda's MX-5 designers was heavily involved in creating both the first and the second MX-5 generation: Tom Matano. He was born and raised in Japan. His parents owned a 1950s-era Cadillac and a neighbour a Citroen 2CV, and he grew up loving unique-looking cars. He briefly attended Seikei University in Tokyo to study Analysis Engineering, but soon moved to Los Angeles to study at the Art Centre of Design, where he took Bachelor's Degree in 1974. He immediately displayed a talent for unique forms, and at his first job at GM's design centre in Warren, Michigan designed the "waterfall" grille of the 1976 Oldsmobile Cutlass. When Mazda began looking for a designer for their small roadster project 1983, they settled quickly on Tom Matano, perhaps with a recommendation from Chuck Jordan, who surely knew him from his GM days. After his legendary success with the MX-5, Mr. Matano would eventually lead the Mazda international design organisation that produced the new Zoom-Zoom line up in 1999 and 2000. He left Mazda after that to form his own design company in San Francisco, and is currently Executive Director of the Academy of Art University's School of Industrial Design. ■



Eight years after the original MX-5 took the automotive world by storm, a new second-generation version was launched at the Tokyo Motor Show 1997 (in Europe 5 months later at Geneva 1998). The combination of classic yet modern roadster design, insightful functionality and superior handling and performance of the original version was fully retained in the new model, but it was now slightly larger in all its dimensions and better equipped but weighed only about 40 kg more. The design had been modified in subtle, but important ways. It still possessed smooth, rounded-off edges everywhere, but the side panels were now articulated with two character lines for a more muscular look. The pop-up headlamps were gone, replaced by almond-shaped lamps at the front. These gave the MX-5 an even cuter face, and would help make the second-generation the most popular two-seat sports car of its era, especially amongst women customers. Higher quality materials - including a new glass rear window - were also introduced to the interior, comfort improved by a new wind deflector behind the seats and 20 litres more boot space, and design details modified to add more classiness.

However, even bigger changes had occurred below the skin of the new model. Retained were the

acclaimed front mid-ship rear wheel-drive layout and five-speed manual, but engine power and body rigidity had been increased. The 1.6-litre engine now produced 110 PS (+ 20 PS), and the 1.8-litre petrol 140 PS (+ 9 PS) and increased torque of 162 Nm (+ 10 Nm); while new body reinforcements had raised torsional stiffness even further. Engine performance was enhanced by improved aerodynamics and a lower coefficient of drag (Cd) of just 0.36 (vs. 0.38 for the original model). The now-famous double-wishbone suspension system of the original MX-5 was retained, but retuned and updated with larger stabilizer bars, a wider tread width (for the 1.8-litre version), a self-locking differential at the rear axle, a three-channel ABS system as standard and new 15-inch wheels. Taken together, the second-generation evolved the one-with-the-car driving experience of the original MX-5 to even higher levels of driving fun. It was still the same lightweight, instant-reacting, open-top roadster it had been for the previous 8 years... only better.

### Two Second-Generation Facelifts

In 2001 Mazda launched a minor facelift version of the second-generation MX-5. New were the front face and the tail lamps, the driver instruments, now white with red numbers, seats with better side

support, 16-inch wheels, and yet another increase in torsional and flexural rigidity for even better handling characteristics. The 1.8-litre petrol was also upgraded with sequential-valve timing and slight changes were made to the exhaust system, which gave a bit more power than previously.

These changes were still onboard when a second facelift came in 2004 in Europe to celebrate the 15th anniversary of the world's favourite roadster. Introduced on the outside were lower rear door panels, new 16-inch wheels in a cool five-spoke design, and a gentle hump over the high-mount tail lamp on the boot. Better-quality black seat materials were also added, a silver-look centre console, a more efficient wind deflector, and you could now order optional (and only visually functional) roll bars behind the front seats. New as well were two additional speakers for the standard audio system, raising the number to six. These were integrated into the wind blocker for better audio sound with the top down. A new sport model was also introduced with the 2004 facelift for customers looking for even more performance. It offered a six-speed manual transmission, along with an enhanced body structure, a sports suspension



system with special Bilstein dampers, and high-performance tyres. This version had the facelift's standard 1.8-litre petrol with 146 PS at 7000 rpm - which now had 168 Nm of torque at 5000 rpm (+ 6 Nm verses original second-generation 1.8-litre) - but with the enhancements mentioned above, it had a slightly higher top speed of 208 km/h. ■

**1985** September

Mazda displays a concept sports car as both roadster and coupe at the Tokyo Motor Show. The concept car with the designation MX-04 is equipped with a rotary engine and four-wheel drive.

**1988** April

American automotive journalists get to drive the Miata/MX-5 in Japan. All of them return from the test drive thrilled about the car.

**1989** February

Production of the Mazda MX-5 begins in Japan. To begin with, the roadster is built in for the USA, Canadian, Australian and Japanese markets. It comes in four colours: blue, white, silver and red.

**1990** May

The first official imported Mazda MX-5s are delivered to private customers in Europe.

**1990** October

Re-unification of Germany. East Germany ceases to exist

**1990** December

During the year, a total of 95,640 Mazda MX-5 were produced, 25,226 stay in Japan, the rest are exported. Total production for the years 1989/1990 reached an impressive 140,906 by the end of 1990.

# THIRD- GENERATION MX-5 THE "GRAM STRATEGY" BEGINS



**The third-generation version of Mazda's roadster was launched at the 2005 Geneva Motor Show with a new design that renounced the "cola bottle waist" of the first two generations, was lower to the ground and more athletic than any of the previous models.**

The third generation was slightly longer, wider and taller, with a 65 mm increase in wheelbase, a major increase in track width - by 75 mm in the front and 55 mm in the rear - and had wider tyres. Its wheel arches were slightly more flared as well, making room for new 17-inch wheels.

These increases had no effect on the classic roadster look the MX-5 was loved for, nor did they negatively influence its nimble, lightweight character. In fact, though larger and better equipped, the new version was only 10 kg heavier. This was achieved by Mazda's new "gram strategy" that painstakingly reduced weight wherever possible during development. The boot lid was of aluminium, for instance, and the amount of high and ultra high-strength steels increased. These weight-saving techniques first used on the third-generation MX-5 would be employed to decrease the weight of all next-generation Mazda vehicles in a process that continues to this day.

The third-generation also introduced major updates that increased comfort and convenience, like a new soft top operating mechanism that was now centrally placed and could be opened and closed with just one hand. Increases to the exterior dimensions, though slight, meant more room on the interior, which was further upgraded by higher quality materials, better functionality, more →

**YASUSHI NAKAMUTA -**  
Designer of the third-Generation MX-5

When the design process began for the all-important third-generation Mazda roadster in 2002, Yasushi Nakamuta had been preparing for the job for 15 years. After finishing his studies at Kyushu Sangyo University with a degree in Industrial Design, he had joined Mazda's design department in 1987. He was given responsibility for creating the exterior and interior design of the RX-7, which was unusual for someone new to the company, and in 1989 he created the interior for the Eunos 500 / Xedos 6. Four years later he moved - as young Mazda designers from Japan often do - to



a Mazda's design studio overseas (this time in the US), where he contributed to the design of the second-generation MX-5. After returning home in 1998, he would hold Chief Designer positions for several important projects including the Secret Hideout concept car, the first Mazda2 and finally, the third-generation MX-5, which he described as a "synthesis of modernity and tradition." ■



**1993** December  
The 300,000th MX-5 rolls off the production line in Japan.

**1994** March  
The MX-5 gets its first facelift - with a new 1.8 litre 96 kW/131 PS engine.

**1998** March  
The new 2nd generation MX-5 celebrates European premiere at the Geneva Motor Show and hits European showrooms that same year in 110 PS and 140 PS versions.

**1999** January  
The Euro currency is introduced.

**1999** February  
The 500,000th Mazda MX-5 rolls off the production line. No roadster was built and sold so often in the course of only ten years.

**2000** December  
About 600,000 MX-5s have been sold worldwide, almost one out of every four in Europe (127,000).



Record breaking 12 seconds to retract the hardtop from the roadster coupe

storage compartments, more air and heat vents and a deeper boot. Xenon headlamps, keyless entry and start, and a new Bose® sound system were introduced to the line-up for the first time as options.

The 1.6-litre petrol engine was dropped for good with the third-generation, and a new 2.0-litre petrol powertrain with 118 kW/160 PS was added that could be ordered with the standard five-speed transmission, or with an all-new six-speed manual transmission. The 1.8-litre was retained, but with less power befitting its new positioning, at 93 kW/126 PS, and coupled to the five-speed manual transmission. The third-generation chassis retained its classic layout and ideal 50/50 weight distribution, but its new body shell had an even lower centre of gravity, a 47 percent and 22

percent improvement in torsional and flexural stiffness, respectively, and larger disc brakes - 290 mm in the front (+ 25 mm) and 280 mm in the back (+ 29 mm). MX-5's safety package now included new side airbags and dynamic stability control (DSC) as standard in most markets.

### MX-5 Roadster Coupe - The All-new Power Retractable Hardtop

A year later, in 2006, Mazda again did the unexpected by introducing the first-ever power retractable hardtop MX-5. This was in response to increasing demand for open-top driving with the added comfort of a hardtop. Mazda again proved to be the better roadster manufacturer by delivering a hardtop that retracted in just 12

seconds, the fastest on the market, and by designing it to fold into the space behind the seats leaving boot space untouched. The rear fenders and the boot area were given subtle changes to provide enough space for this. The front edge of its rear deck lid, for example, was placed 40 mm higher than the soft top. To ensure that the MX-5 Roadster Coupe not sacrifice any of its low sports-car crouch, designers raised the boot lid 20 mm, which allows the roof line to fall softly into the back of the car, and added more prominent rear wheel arches.

Designers of Mazda's new power retractable hardtop version had captured the look of a classic British coupe as inspiringly as their colleagues had with the soft top roadster. But even better than this - there were now two versions to choose from.

Changes were done to the engines too. The 2.0-litre aggregate got a major overhaul. It still develops 118 kW/160 PS and maximum torque of 188 Nm, but is now even higher revving, reaching maximum output at 7,000 rpm rather than 6,700 as before. Mazda engineers also optimized all components that influence engine sound, which results in a deeper, sportier growl, while lowering noise levels in the cabin itself for more comfort. Fuel consumption of the facelift's 2.0-litre engine is now lower. With the five-speed, it now uses 7.4 litres per 100 km, which is 4 percent less, and with the six-speed manual it uses 7.6 litres, which is 7 percent less. The 1.8-litre 93 kW/126 PS engine has a new final gear ratio that helps make it even more efficient. This updated petrol now uses 7.0 litres per 100 km, which is 4 percent less than before.

For the first time ever in Europe, a six-speed automatic transmission is now available with the larger petrol 2.0-litre engine. It comes with manual-shift mode using steering wheel paddles for a sporty driving experience, especially in the curve and when accelerating to pass.

On the inside, the 2009 MX-5 facelift is dominated as always by clear, classic forms. And quality feel is enhanced by the introduction of new materials, colour combinations, decorative detailing and practical features. ■

### Third generation MX-5 Facelift - Make something good even better

In June 2009 Mazda demonstrated how, with technical and optical finesse, you can make something good even better when it launched the third-generation MX-5 facelift, which is the current version of the classic roadster. Modifications on the front bumper and the side sills, for instance, were undertaken to optimise aerodynamics and help the MX-5 cut through the wind to an even greater degree. Suspension fine-tuning also makes the current roadster react even more precisely to steering input.



**2001** January  
The second generation MX-5 gets its first facelift.

**2002** January  
Opening of the Olympic Games in Salt Lake City, USA.

**2005** March  
Introduction of the 3rd generation MX-5 as a Soft Top version.

**2005** April  
Total MX-5 production reaches 700,000 units.

**2006** July  
Mazda introduces the Roadster Coupe, the first-ever retractable hard top version of its roadster.

**2009** May  
Facelift of the 3rd generation MX-5 is introduced (Soft Top and Roadster Coupe)

**2010** February  
Production of the MX-5 roadster reaches 875,000 units

# AT A GLANCE

## The Mazda MX-5 Third-Generation Facelift 2009

### Exterior Design

- Exterior styling that is more dynamic looking and more aerodynamic
- New single front fascia bumper that is more aggressive
- New five-point grille
- New headlamp design with white turn-signal lenses for a quality look
- New highly-sculptured triangular front fog lamp bezels
- New side sills with garnishes for a sculptured look and aerodynamic improvement
- Revised rear bumper design that is more integrated into the body
- New rear combination lamps with more aerodynamic shape
- Roadster Coupe adds new design details for a more premium character
- Total of seven body colours with two new colours, Aluminium Metallic and Metropolitan Grey Mica

### Interior Design

- Improved levels of quality feel and interior comfort
- Decorative panel on the dashboard changed from piano black to dark silver
- New meter graphics for better readability
- Wider red zone (2.0-litre petrol with manual transmission)
- New red-backlit LCD trip meter/odometer display
- Climate control knobs now silver ringed
- Latest factory installed audio system with a cleaner look
- New materials give a higher quality feel
- New interior colour scheme for a sportier look

### Powertrains

- MZR 2.0-litre petrol revised for better performance feel and topline (manual transmission only):
  - 118 kW/160 PS at 7,000 rpm (before: 6,700 rpm) and maximum torque of 188 Nm at 5,000 rpm
  - 500 rpm higher rev-limit (7,500) for livelier acceleration feel
  - Revised six-speed manual transmission for smoother, more precise shifting
  - New induction sound enhancer (ISE) for a sporty engine sound (with six-speed manual transmission)
  - Surge tank optimised for rigidity as contributor to improved engine sound
  - New forged crank shaft to minimise vibration at high engine speed
  - Fully floating pistons with higher pin-boss reliability
  - Newly-designed valve springs that suppress valve 'bounce' at high revs
  - Higher-durability materials for the connecting-rod bearings
  - Limited-Slip-Differential (LSD) for maximum traction in all 2.0-litre versions with manual transmission (carry-over)
  - European premiere of six-speed automatic transmission with steering-wheel paddle shift and two new control technologies: Direct Activematic and Active Adaptive Shift
- Carry-over MZR 1.8-litre petrol with five-speed manual transmission produces 93 kW/126 PS of maximum power at 6,500 rpm and maximum torque of 167 Nm at 4,500 rpm
- All powertrains fine-tuned to use less fuel:
  - MZR 1.8-litre petrol with five-speed manual uses 7.0 litres of fuel per 100 km than predecessor
  - MZR 2.0-litre petrol with five-speed manual uses 7.4 litres of fuel per 100 km than predecessor
  - MZR 2.0-litre with six-speed manual uses 7.6 litres per 100 km than predecessor
  - New MZR 2.0-litre petrol powertrain with six-speed automatic transmission uses 7.9 litres per 100 km

### Chassis & Safety

- Evolution of Jinba Ittai 'one-with-the-car' feeling
- Front-midship, rear-wheel drive configuration for ideal 50:50 weight distribution and superior handling attributes (carry-over)
- Ca. 58 percent of the body-in-white is made of ultra-high or high-tensile steel for excellent flexural and torsional stiffness and crash resistance (carry-over)
- More equipment with no gain in weight: still the same lightweight roadster (starting at 1,075 kg)
- Height of the front roll centre lowered by 26 mm for more linear roll movement
- New suspension tuning for even more precise reaction to steering input
- Yaw and roll feel more natural for a higher quality ride
- Tyre pressure monitoring system now available
- Dynamic stability control (DSC) now standard in most markets

### Comfort, Convenience & Equipment

- Roadster Coupe version now 2.7 dB quieter in cabin (at 60 km/h on a coarse road) via urethane filling in front suspension and new damping in front roof section
- New LCD display between driver meters now shows average fuel consumption and ambient temperature
- Recaro sports seats now available: heated, driver side height adjustable (depending on grade and market)
- New five-position seat heating (depending on grade and market) for leather and Recaro seats
- Redesigned lower door cupholders for more side leg room
- New soft pads on top of armrests and centre console lid for more comfort
- Larger storage compartment in front of shifter for MP3 player or cell phone (with rubber mat to minimise rattling noise)
- New AUX jack at bottom of centre console for connecting MP3 player to car's audio system
- Storage compartment in centre console now with removable partition for flexible use and rubber mats at the bottom to prevent rattling noise
- Cruise control now available (depending on grade and market)
- Improved premium Bose® audio system (depending on grade and market) optimised for MX-5 facelift with more power, more channels, better speakers
- Bluetooth® phone system with voice recognition for hands-free telephoning (depending on grade and market) ■



Peter Birtwhistle,  
Chief Designer,  
R&D Centre,  
Mazda Motor Europe

# *A DESIGN ICON*





Peter Birtwhistle, Senior Designer beginning in 1988, and Chief Designer since 1999 at Mazda Motor Europe's R&D Centre in Oberursel, Germany

## INTERVIEW: PETER BIRTWHISTLE

### Mr. Birtwhistle, do you remember how the idea of the MX-5 roadster came about?

I wasn't working for Mazda in 1979, but I do know that American journalist Bob Hall had the decisive idea that year. America wants an affordable roadster, he told Mazda's head of development at the time, Kenichi Yamamoto. This included a rough-drawn sketch of the car Hall had in mind on a black board in the room where they were talking. The idea and the sketch must have inspired Yamamoto-san, because from them the entire roadster project would emerge over the next several years.

### What did Mazda's home office in Hiroshima think of the idea?

At the time, sports cars were less popular in Japan, so initially the Japanese colleagues thought the idea to be a bit strange. But soon Yamamoto-san, was supporting the plan, and had decided that a prototype should be built. Mazda senior managers then travelled to California a little while later to drive the prototype for a week

through the Californian mountains, and were reluctant to get out of the car again. The ice was broken - now everyone wanted Mazda to build just such a roadster.

### So is the MX-5 an American development?

No, because now the development centre in Hiroshima steered all further processes. These are too complex to leave up to an external development site alone. The entire technical development was done in Japan. And even though the Japanese design studio under the direction of Mazda's Chief Designer, Shunji Tanaka, was involved at the time, the final design came from Tom Matano in California. His colleagues Wu-Huan Chin and Mark Jordan were the creative minds there.

### Did people already know the target group of the roadster back then?

The marketing experts only targeted the North American market initially, and for Europe they saw

little demand. Once the opposite became obvious, a total of 400 units were planned for Europe. Just a year after launch, 16,000 vehicles had been sold in Europe alone, and this number did not even come close to meeting demand.

### Did Mazda consider developing derivatives from the technical concept, like a small rear-wheel drive sports sedan, for example?

No. Back then, people were not thinking yet about platform strategies and every model had its own platform. The roadster was planned as an individually-developed product, from which at most a limited edition model was possible. People assumed that the two-seater would sell well for a couple years and then be discontinued. Nobody thought anything at all about a successor model.

### The Mazda MX-5 was a huge success when it was first launched. Why did such a successful model have to be improved?

The more people worked with the product, the more obvious the chances became to refine it. A minor facelift was done as early as 1994, without changing the body. From this point on, a 1.8-litre engine with 131 PS and a 90 PS version of the 1.6-litre aggregate joined the 115 PS version. The second generation of the Mazda MX-5, under the internal name of NB, wouldn't be launched until 1998. It was developed under the direction of Chief Designer Kouichi Hayashi with major input from

Tom Matano. To save weight, the complicated pop-up headlamps were dropped. New body components were developed, a new interior, more powerful engines, but most importantly a reworked chassis. An automatic transmission came a bit later, and a special edition with a six-speed manual.

### Why were such major changes to the current, third-generation model necessary?

Beginning in 2005 new vehicle registration laws, with a focus on safety standards especially, demanded a completely new development that

*„You can recognise a MX-5 on its simple, basic body shape with mostly parallel running lines.“*

Peter Birtwhistle, Chief Designer

resulted in the third generation model. In the future, the windshield frame would have to offer massive roll-over protection. The car would have to be wider for more side impact protection, there should be more legroom on the inside, and enough room for side airbags to deploy. Add to this the fact that American customers wanted a roomier Miata, as it is called there. For many large →



*“The position of the front air intake and its relationship to the headlamps is the signature of the design.”*

Peter Birtwhistle, Chief Designer

Americans, the roadster of the first and second generation had become too small.

Furthermore, demand required stronger engines that also managed to use less fuel. For the first time, electronic assist systems like DSC and traction control were on the car’s wish-list – along with a limited-slip differential at the rear axle, and head and curtain airbags. Besides a soft top roadster, a version with a retractable hardtop made of plastic should also be possible.

The project-planning phase for this completely new third-generation model lasted relatively long due to the number of planned innovations. There were also discussions about whether the iconic design language of the roadster should be carried forth, or should we risk a radical step. Besides proposals from the Japanese design team in Hiroshima and ideas from the field office in Irvine, my design team from Oberursel also had four models to introduce. They were hardly recognisable as the MX-5. After a lot of customer clinics, the decision was finally made – optically, fans of the car wanted to see as few changes as possible. In the end, the basic MX-5 design theme remained untouched across the three generations – a simple, fluid body with the characteristic lamp shades and lower front air intake.

**Had it already been decided how the third generation would look at this point?**

Not yet. The actual development of the car could now get underway. Development was led by Chief Designer Yasushi Nakamuta and Head Engineer Takao Kijima. Based on the specifications that defined all attributes of the car, the three Mazda

design studios in Japan, the USA and Germany now created design proposals for the production model.

**Did these differ a lot from each other?**

The Americans proposed making the MX-5 more muscular, like a small macho. In Japan, a vehicle was designed that looked much more simple and cute. They wanted to give the impression of coming from a kit that you build yourself that way you develop a close personal relationship to the product. Finally, a proposal came with strong British antecedents of the Mazda MX-5. We in Oberursel presented the model that stands on my desk, designed by Nigel Ratcliffe with an interior developed by Nakajama-san, a Japanese designer then working in the European design studio.

**And which of the proposals went into the production car?**

It’s a mix between the Japanese and the European models, and the interior developed in Europe was also used. In this way, the NC model was built as a completely new MX-5 with a new platform that is also used by the Mazda RX-8.

**Was the interior design able to follow the evolution of the exterior design?**

The interior design has probably taken a larger step forward as a design expression. The first NA model interior was quite basic. For the latest model, our customers had become older and were

demanding more comfort. As a result, the latest model has a much more luxurious feel on the inside.

**How is Mazda’s design DNA reflected in the third generation?**

The latest iteration of the MX-5 features our typical Mazda family five-point grille. Apart from that, we see the MX-5 as a stand-alone icon vehicle in our range. It has become classic – everybody knows the MX-5 and we want to maintain that tradition.

**Would you qualify the front end as “gentle” or “aggressive”?**

I’d say it’s like a young child. It does no real harm, but it can be a bit mischievous at times.

**How can you recognise a Mazda MX-5?**

On its simple, basic body shape with mostly parallel-running lines. These lines do not form points, do not have any dramatically crossing edges, no gimmicks. The wheel well mouldings are kept to a minimum. The slight indentation on the bonnet, by the way, has been around since the first generation. Our MX-5 is an outstanding example of how simple solutions are often the best ones.

**What is your favourite design detail of the MX-5?**

The position of the lower front air intake and its relationship to the headlamps is the signature of the design.

**What will be the challenges for the next generation?**

To keep its character, maintain a lower weight and to evolve the design language. ■





## MX-5 CONCEPT CARS

The MX-5 has been a great source of inspiration for Mazda designers at the company's four design centres (in Japan, USA and Europe) since it first began rolling off the production line. The first show car based on the US Miata model, called the Club Sport, was introduced as early as 1989 and was a radically sporty version of the small roadster. Even more spectacular was the Miata Speedster concept from 1991 which already had ideas that can be found in the Superlight version shown in 2009. And the Miata Coupe concept from 1992 was an in-

terpretation of what a coupe based on the roadster would look like. In 2000, the brand's American design studio made the Miata Mono-Posto concept for the SEMA show. A year later Mazdaspeed in Japan built the radical Roadster MPS Concept using Mazda Performance Series technology. This concept was reinterpreted as a classic Italian coupe with the Mazda Roadster Coupe TS concept car in 2004. In between these two high-performance concepts of the roadster was a 2003 concept car called Mazda Ibuki that hinted at what the third-generation MX-5 would look like when it was launched two years later.



Mazda Ibuki - 2003



Mazda Roadster Coupe TS Concept - 2004

## 2009 MX-5 SUPERLIGHT VERSION

The MX-5 Superlight version is a concept car designed and built at Mazda's European R+D Centre in Germany as part of the 20th anniversary celebration of the MX-5. The design team radically modified a production-model soft top to deliver even more pure roadster fun. Initially presented at

the 2009 Frankfurt Motor Show, it features a roofless design with no windshield, a special double-hump dashboard and mandatory helmets. And the design team did all this while lowering vehicle weight, reducing fuel consumption and enhancing the MX-5's one-with-the-car driving experience.

The interior is made without any trim. The "floating-design" centre console is made of ultra-lightweight carbon fibre.

Hasip Girgin, Project Lead Designer of MX-5 Superlight version at Mazda R&D centre in Oberursel, Germany.



Mazda's European designers were asked "to evolve the MX-5, developed to perfection during the last 20 years, to a higher and extreme level," says Project Lead Designer Hasip Girgin. The result is a cool, retro look, with the feel and drive of a very modern vehicle. It is especially lightweight, having been stripped down to the basics - without diminishing safety at all. Its front-midship, rear-wheel drive layout with ideal weight distribution over the axles inherited from the production roadster, and a fighting weight of less than 1000 kg, makes the MX-5 Superlight version a radical slice of Zoom-Zoom. It is proof, if proof were necessary, that the production model MX-5 is a true thoroughbred with a concept that is sporty to its very core.

Like the exterior, the interior is taken to its sporty extreme with no trim or rugs. The concept is a fair-weather vehicle and has no heating or air conditioning systems. There are special racing bucket seats made of ultra-lightweight carbon fibre, and the bonnet extension into the passenger cell is made of lightweight plastic reinforced with fibreglass. Enhancing this sporty and lightweight interior is an ignition button in the centre of the dashboard, and two emergency kill buttons for immediate fuel and electricity cut-off.

It is also fully-drivable with production versions of the MZR 1.8-litre petrol engine producing

93 kW/126 PS of maximum power at 6,500 rpm, and the precise-shifting five-speed manual transmission. Specific parts cold-air intake and exhaust systems, which not only deliver higher intake air-flow, and less exhaust-gas back pressure, but also a sporty growl that makes the engine sound much larger than it actually is. A specially-

*Mazda's European designers were asked "to evolve the MX-5, developed to perfection during the last 20 years, to a higher and extreme level."*

Hasip Girgin, Project Lead Designer

tuned chassis employing a Bilstein® B16 coil-over suspension and Eibach® stabilisers, gives a 30 mm lower ground clearance. Combined with a 50 mm wider track - due to special fixed-calliper brakes and perforated discs - this makes the Mazda MX-5 Superlight version lower and wider for a sporty crouch and great handling characteristics. ■



*MX-5 CLUBS AROUND  
THE WORLD*

# MX-5 CLUBS AROUND THE WORLD

Mazda MX-5 owners all have something in common - the love of the open road, the wind caressing their face, and pure, one-with-the-car sporty fun.

Added to this simplicity and reliability, and you have the recipe for a unique and deep bond. This is evident by the number of MX-5 owners who are so delighted with their roadster that they seek out other owners to share their experiences. This is pretty unique in the motor industry, and began at the very beginning in 1989. Since then over 200 MX-5 / Miata clubs have been founded around the world - many of them with their own club magazine, website, events and tours. Based on membership information from European MX-5 organisations - the UK MX-5 Owners Club has 4,450 members, for instance - Mazda estimates that there are roughly 10,000 people in Europe associated with some kind of MX-5 organisation. And this does not include the large number of MX-5 / Miata websites where owners share their experiences, find spare parts, organise small local get-togethers, or simply talk about the joy they have in driving their roadster everyday. ■



**PORTUGAL**  
MX-5 Club Portugal - Morocco drive.



**POLAND**  
MX-5 Klub Polska  
MX-5 20th Anniversary celebration in Warsaw in Poland. The event started at Plac Bankowy (Bank Square) in Warsaw, where 185 Mazda MX-5 vehicles had gathered. The motorcade, escorted by the police, paraded through the city centre and headed towards the Bemowo Airport, where a dozen vehicles could drive onto the tarmac.  
[www.mx-5.pl](http://www.mx-5.pl)



**SWEDEN**  
Miata Club of Sweden  
The Miata Club of Sweden is very active, with about 1,500 members (out of 2,500 total owners in Sweden!) and holds lots of events all around the country. The club has an interesting homepage, and a nice magazine, Miatabladet, with four issues yearly. In 2009 the club has been very active together with a lot of the Swedish Mazda dealers in celebrating the car's 20th anniversary. This included a major weekend event in Skövde, where a record 126 Mazda MX-5s came together. They celebrated by touring this beautiful region, holding a parade in the town, and partying at a big gala dinner at Hotel Billingehus where Klaus Oest, President of Mazda Motor Scandinavia, gave a speech. An international event is already planned for 2010 from 13-15 May at Castle Bäckaskog in southern Sweden.  
[www.miataklubben.se](http://www.miataklubben.se)



**NETHERLANDS**  
Mazda MX-5 Club Nederland  
The Mazda MX-5 Club Nederland, one of the largest organisations for enthusiastic MX-5 and Miata owners, celebrated its 15th anniversary in 2007. In honour of this milestone, the club organised a special weekend for its members, starting at Auto Palace - de Binckhorst, at that time Mazda's importer for the Netherlands, and more than 100 MX-5s took part. The Mazda MX-5 Club Nederland was founded in April 1992. With around 1,800 members and 2,000 cars, it is one of the largest organisations for MX-5 and Miata owners in Europe. The club offers various member benefits, such as club insurance, discounts and technical support services. Members can take part in around 20 recreational events per year, both in the Netherlands and in other countries. There is a club magazine published once every quarter (with a circulation of 2,000) and a comprehensive website with a members-only area full of exclusive information.  
[www.mx5club.nl](http://www.mx5club.nl)



**THE UNITED KINGDOM**  
MX-5 Owners Club  
Over 1,100 MX-5s attended the 2009 National Rally at Mallory Park in September to celebrate the 15th anniversary of the Owners Club and the 20th anniversary of the MX-5. It was amazing to see so many MX-5s in one place and to feel the enthusiasm for the car from everyone who was there. Attendees were treated to watching the thrill of the Driftworks cars around the track, and some members even had a go themselves with time on the track testing the skills!  
[www.mx5oc.co.uk](http://www.mx5oc.co.uk)



**BELGIUM**

Miata MX-5 Roadster Club Belgium  
The Miata MX-5 Roadster Club publishes its own club magazine, Topless, every three months.

<http://mx-5.be/>



**AUSTRIA**

MX-5 Club Austria  
At an MX-5 Club event in Austria, 180 roadsters wrote the name of their favourite car on a meadow.

[www.mx5-austria.com](http://www.mx5-austria.com)



**FINLAND**

Miata Club of Finland

[www.miata.fi](http://www.miata.fi)



MX-5 France gathering, Lubéron, May 2009

**FRANCE**

Club MX-5 France

[www.mx5france.com](http://www.mx5france.com)



**EUROPE**

**MX-5 Social Networking Official Website**

In September 2009, fans of the MX-5 could share their passion for Mazda's roadster at a revamped version of the social networking website [www.mx-5.com](http://www.mx-5.com). The new website was completely re-engineered using Episerver-Related and Social Networking platforms, and is now one of the most innovative of its kind on the internet. Since then, it has grown into one of the largest of its kind with over 9,000 members globally.

[www.mx-5.com](http://www.mx-5.com)



**GERMANY**

At the "Treffen in der Mitte" event in Hann-Münden, MX-5 fans celebrated the 20th anniversary of the roadster in Germany. More than 400 MX-5s from all over Europe took part in the celebration. The event included a competition with various categories, including the "Car with the Highest Mileage," which was won by an MX-5 NA model with over 300,000 km under its belt.

[www.tidm.de](http://www.tidm.de)



**SWITZERLAND**

Mazda MX-5 Passion Club Suisse Romande

[www.mx5-passion.ch](http://www.mx5-passion.ch)



Roadster Enthusiasts to celebrate 20 Years of Mazda MX-5 at Le Mans

**MX-5 Le Mans 20th Anniversary**  
One of Europe's highlight events to celebrate the 20th anniversary of the MX-5 took place in France. A total of 200 MX-5s from all over Europe met at the 24 Hours of Le Mans on 13-14 June 2009 to celebrate Mazda's cult roadster, and the special relationship it has with thousands of fans worldwide. There was a special Mazda Camp reserved for participants near the Le Mans circuit and an award was given for the "Most Beautiful MX-5" attending the event.



## JAPAN

**Huge Mazda Roadster 20th Anniversary Commemorative Event Held in Japan**  
 To celebrate the 20th Anniversary of the Mazda roadster Mazda Motor Corporation hosted a special commemorative event on September 20, 2009, at its Miyoshi Proving Ground in western Japan. To commemorate the milestone, over 1,600 Roadsters and their owners made their way to the car's birthplace at the Miyoshi Proving Ground, with about 2,600 owners and fans from all over Japan and overseas joining in. During the event, members of the development team and MX-5 owners from abroad delivered congratulatory speeches; Roadster owners' clubs from every region of Japan were introduced; and guests were invited to take part in a Roadster quiz. Mazda's Director and Senior Managing Executive Officer in charge of vehicle development, Seita Kanai, closed the event with a cry of, "The Roadster is forever!" which was greeted by thunderous applause.



MX-5 Club, Anniversary trip to Gaustablikk

## NORWAY

**Miata Club of Norway - NORSK MX-5/Miata Klubb**

This club boasts 200 members, with active local organisations in several locations. Each summer, members go on a summer tour, which is always a big event with people from all over the country. This year members celebrated a bit more than usual with a 20th anniversary party at the Gaustablikk Hotel. There are a lot of stories to tell but here is one:  
 "On our way to Geiranger, we drove to Dalsnibbe, which has a great view of the Geiranger Fjord. While we were up there, a bus load of Japanese tourists came by, and they were interested in the beautiful sports cars and gathered around them. Suddenly they realize that these were Japanese built cars, and there was a lot of excitement and a lot of photographing. There were surely more pictures of MX-5s and club members than the Geiranger Fjord in Japanese albums from that day."

[www.mx5-miata.no](http://www.mx5-miata.no)



A record 112 teams participated in the Mazda Azda, Alba, Asti and Alessandria Rally.



Tom Matano and the General Manager Filippo Ruggerone slice up the "Twenty Years in one Season" cake.

## ITALY

**Registro Italiano Mazda MX-5 (RIM)**

The Registro Italiano Mazda MX-5 (RIM) is the owners club officially recognized by Mazda Motor Italia S.p.A. The club brings together Italian owners and fans of the world's most popular roadster. Founded in 1995, today RIM counts more than 5,000 members. Since its founding, RIM, in collaboration with Mazda and the Mazda dealer network in Italy, has organized 78 local and national rallies, and has promoted events with MX 5 clubs abroad. RIM's headquarters are located in Torino.

[www.mx-5.it](http://www.mx-5.it)

# LOCAL STORIES

From young Spanish fashion designers, to kids at SOS Children's Villages in Austria and Germany, the MX-5 has been a source of inspiration for people from all walks of life.



## MX-5 STAMPS

### Austria

In August 2009, Mazda Austria painted a white Mazda MX-5, together with the children of the SOS Children's Village in Moosburg. A picture of the painted car was used as an official Austrian stamp (circulation: 30,000). The stamp could be used by Mazda dealers and was very successful. Mazda will also donate a new Mazda2 to the village in Moosburg, and will continue to support House Barbacus, a therapeutically-assisted living group.



### Germany

To celebrate 20 years of MX-5, Mazda Deutschland held an MX-5 drawing competition "Design a Mazda MX-5 Race Car" among SOS Children's Village children from all over Germany. The winners were chosen by a Mazda jury. The first prize picture will be printed on a special edition stamp that will be used by Mazda Germany and dealers (circulation: 10,000).



## PINK MX-5 PHOTO-SHOOTING IN PARIS

### France

"A pink MX-5 in the shopping streets of Paris was a wonderful way to celebrate 20 years of Mazda's cutest roadster! See the video on YouTube under "MX-5 Alert in Paris..."



## MX-5 DOODLE 02 WORLD TOUR

Germany: Mazda Cooperation with O2 and Doodle-Art. The O2 World on Tour event made a stop in Cologne Germany between 13-27 August 2009.

A special MX-5 in doodle design could be won as part of the festivities, along with two VIP tickets to the event at a special Mazda website. Doodling is done the world over - during long telephone conversations, for instance - and is free, creative and surprising, just like Mazda's legendary roadster. Besides the MX-5 in Cologne, a new Mazda2 and Mazda3 in doodle-style were also taken home by two lucky participants in Hamburg as well.



## TWO MX-5s HIT THE CATWALK IN SPAIN

In 2006 Mazda started to sponsor one of the youngest and hippest events in the Spanish fashion industry: El Ego de Pasarela Cibeles.

The MX-5 Roadster Coupe version, launched that year, truly embodied the attributes of the brand: daring, ingenious and fun, what matched perfectly with the DNA of the most modern fashion catwalk in Spain. Two young Spanish designers - Potipoti and Rubén Gómez - were given the opportunity to

"dress" a couple of units of our roadster MX-5 at Spain's fashion parade, which were then exhibited during the public days of El Ego. This fruitful sponsorship has continued since then and has included customized version of the Mazda2, Mazda3 MPS and Mazda RX-8.



*CELEBRITIES AND  
THE MX-5*

# CELEBRITIES AND THE MX-5

There's a reason why the Mazda MX-5 is one of the world's only cult cars to still be produced and sold in large numbers even 20 years after its initial launch - it is loved to a degree that few other vehicles enjoy. This includes a large number of celebrity owners around the world and, not surprisingly, a long list of motoring journalists. For many of these automotive experts, the MX-5 remains one of the best cars they have ever driven.



## AUSTRIA

Clemens Haipl, Author & Comedian

Haipl's first car is the red roadster he still owns. The Vienna-base celebrity got his driver's license at age 32, and when he decided to buy a car landed almost by chance in an MX-5. "The only thing that was important was that it should be red and open-top - like Donald Duck's car, which had always seemed to me to be the ideal kind of vehicle. The MX-5 is simply great. When the dorks are sitting in a traffic jam, I'm basking in the sun. It also saves me from the danger of going off the deep end when I'm 50 and buying a sports car to rediscover my youth. I already have one."



## BELGIUM

Olivia Borlée, silver medallist in the 4x100 m relay at the 2008 Olympic Games in Beijing

Olivia strengthened the Mazda SOS Children's Villages Ambassador Team at Mazda Motor BELUX, which marked the occasion with the launch of a special edition, the MX-5 Athletic. With a 1.8 litre engine, it is available as a soft top or Roadster Coupe, with sporty Recaro seats among other items fitted as standard.



## Jan Muylaert, Automotive Journalist, Het Nieuwsblad/De Standaard

"The MX-5 is the embodiment of everything that makes driving a car exciting. The simplicity of the very first model is very much in contrast with the complexity of the more recent versions. But especially the timeless design makes the MX-5 roadster a car that simply won't look dated. After every test drive of a new car - and I drive about a hundred cars each year - the Mazda two-seater remains THE reference for me as far as driving pleasure is concerned. Until now, I haven't found a car that can compete with it."



## CZECH REPUBLIC

Vera Vostrá, Journalist, Auto 7

"There are cars that people forget about after a couple of years, and then there are cars that become legends in their own time. After half a year of searching I have made my dream come true and one of the living legends has just moved to its new home - my garage."

## Adam Maršál, Executive Editor, Maxim

"My MX-5 is really beautiful. Despite her smooth and slightly feminine look, my

experience driving her is authentic and timeless. MX-5 isn't about anything else but pure, essential driving passion in a unique design package. The first-generation MX-5 does not impress me with its maximum speed or acceleration, but with its behaviour in the curves - it holds on, it doesn't let go when you push on the gas. When you are on a dry surface it is quicker, and at the end I have a feeling that it shoots me out of the curve even quicker than when I entered. Even in comparison to modern vehicles with rear wheel drive, it changes direction lightly and promptly. Since the time I bought her, each road is a racetrack that pushes me to improve my driving abilities. There is nothing to improve about her."

past and there are regulations now for safety, homologation and the environment. But put this car into gear with its short and dry shift travel, and its sporty soul surrounds you, even overwhelms you. This beautiful roadster can involve you emotionally even when you drive on the streets of any city. That's why, for me, the MX-5 is a unique car. A car that you can fall in love with the first time you touch it.

## ITALY

Alessandro Ferrari, Editor, Auto Panorama, COTY Member

"Twenty years and three different generations have passed. Yet every time I sit behind the wheel of an MX-5, I feel a strange sensation, nicer as in any other car. What exactly it is, I do not know. Or maybe yes. The Miata (I like to call it by its American name) is always true to form. Time has





## FRANCE

**Xavier Audiau, Editor-in-Chief, Auto Retro**  
 "I still remember very well the year 1989, when I first saw the MX-5. I immediately thought: I will get one someday! When I eventually bought mine two years ago, I really wondered why I had waited so long. Since then, 60,000 km of happy driving and I keep on convincing all my friends that this is a car to collect and keep always. And none of them have regretted it, including our photographer who made this picture!"



**Cindy Fabre, Miss France 2005, driver at Rallye des Princesses**  
 "1,600 kilometres driving the MX-5 in the Princesses Rally - what a pleasure! Fast and agile on mountain roads, the little roadster could compete easily with the bigger competitors."



## GERMANY

**Bernd Wieland, Editor-in-Chief, Auto Bild**

"With the MX-5, I can drift at low speeds like I can in a vintage sports car. I also like how it does without unnecessary electronics, how its design development has evolved in a way similar to the Porsche 911 and the short shift travel of its manual transmission. It makes me so happy to drive the MX-5 that I once ran out of gas. I was having so much fun, I forgot to look at the fuel gauge!"



**"The Mazda MX-5 is an icon!"**

Volker Koerdt, Editor-in-Chief Auto Zeitung

**Volker Koerdt, Editor-in-Chief, Auto Zeitung**

"The Mazda MX-5 is an icon. It is regarded as the incarnation of the modern roadster. Its production run of 20 years speaks for itself in these ever-changing times we live in. It offers driving fun at an affordable price and - most importantly - it doesn't break down."



Emre Özpeynirci (left) and Ufuk Sandık (right) driving the MX-5 Superlight version.

## TURKEY

**Emre Özpeynirci, Automotive Editor, Hürriyet Newspaper**

"I first met the Mazda MX-5 in July 2008. In fact, the MX-5 was the first Mazda model I had ever driven. Mazda had just entered the Turkish market directly and many automotive editors, like me, finally had the opportunity to test-drive a Mazda. As the MX-5 was the first Mazda that I ever tested, it was also important for the image I now have of the brand. I knew that the Mazda MX-5 had been so successful it was entered in the Guinness Book of Records. I am quite tall, so I left the roof down. It's a cute car and it attracted a lot of attention on the street. This model had the 2.0-liter engine. Maximum speed allowed by this 160 PS aggregate is 210 km/h. I can say that I was impressed."

**Ufuk Sandık, Automotive Editor, Sabah Newspaper:**

"Some cars have a story. Mazda MX-5 is one of those cars for me. MX-5, the pioneer roadster in the automotive world, has caused other brands to manufacture roadsters.

Being a legend in a short lifetime of 20 years is very important. There are many models that did not become legends despite being manufactured for many years longer than this. The Superlight concept I drove recently in Rome is a spectacular car that shows what the MX-5 can achieve. I felt like a race car pilot from out of the past when I was driving this car. It

was designed by Hasip Girgin, and seemed, despite being designed by using the modern techniques, to take me back in time. Although I am a professional journalist, I have strong feelings for the MX-5. I own one, and it will always be special to me."

## NETHERLANDS

Ralph Fischer, Editor-in-Chief, Autoweek

"My 1990 MX-5: no ABS, no traction control and no DSC. Not that much luggage space either (in the first generation that's where the spare tyre and the battery are). Living space is somewhat limited as well (I'm 1.94 meters tall so it's a tight but comfortable fit). The amount of power isn't huge, but then it only weighs 950 kg. All of the above is not a disadvantage. It is what makes this classic Mazda such a great drive. Part of its appeal can be found in what the MX-5 doesn't have. No frills, lots of thrills. 'Horse and rider as one.' Indeed!"



Dick Schornagel, Freelance Journalist. De Telegraaf, Auto Visie, Auto Press, Auto & Motor Techniek

"From the moment I saw the first photos, I knew the MX-5 sure looks good. A pure sports car with just the necessities, and man, how it exudes nostalgia. I knew from the bottom of my heart that I had to have one some day. And sure enough, six years ago I bought my first one, a gorgeous second-hand MX-5, green with beige leather. Two years and many long MX-5 journeys later I got my second one, this time brand new, the latest classic model. Grey with red leather! Unfortunately, I sold it because I wanted a bigger car. This was a mistake, because since then I've scarcely driven in a car as pure and perfect, and as sporty, as

the Mazda MX-5! Some day I'm definitely getting a third MX-5!"

Rien van den Steen, Editor, Brabants Dagblad

"To be honest, I'm quite fond of air conditioning. And I love automatic transmission. And a bit of space. Strange, then, that I still found the MX-5 appealing. When it first came on the market in 1989, I had just become a motoring journalist. A colleague with whom I was friends drove one of those devilish MX-5s. A green one. A Limited Edition one, with leather. And a wooden Nardi steering wheel. It had something like 80,000 kilometres on the clock when I bought it in mid-September 2005. For day-to-day travel I almost always

take my Mazda. Summer and winter. I've managed to pick up a hardtop for the cold months. And at the first sign of spring sun, off comes the hard shell. I still feel right at home in this little sports car, a regular revival of the roadster."

"Some day I'm definitely getting a third MX-5!"

Dick Schornagel, Freelance journalist for De Telegraaf

Wouter Vastenhout, Editor HS Publicity, media office for Autokampioen, KNAC De Auto, Regionale Nieuwsbladen Groep (RNG), Hetautonieuws.nl and Debeterewereld.nl.

"This is my second MX-5. My current MX-5 is a 1995 model, a 1.8i with 131 PS. My love affair with this model started in 1989, at the age of 19, when I read a short news article in a motoring magazine. This article announced the American public debut of the Miata/MX-5. The article was somewhat hidden away, in the top left corner of the page, and was printed in black and white, so was the accompanying photo. But it was still love at first sight. Because of my job, I regularly drive different cars. Nevertheless, I prefer getting behind the wheel of my MX-5."



Frank Jacobs, Editor, AutoWeek, moderator Fifth Gear Europe (on the Discovery Channel) and AutoWeek TV

"Driving test cars all the time, the last thing I need is a car of my own. But in 2006 I came across this green beauty. The MX-5 is exactly the concept of my ideal car, and this second hand one was precisely how I would have chosen it: dark green metallic, black top, cream leather Nardi interior, 1.8 engine and the rather rare six speed. So I bought it immediately. Although it sits most of the time in my garage under a cover, I would not want to do without it. The MX-5 is perhaps the only - affordable - car that never disappoints me, no matter what exotic sports car I tested just before."



## NORWAY

Jan-Erik Larssen, Celebrity and TV Journalist  
 "The dream of a red roadster was to be fulfilled when the kids were big and had moved out. I couldn't wait that long. The choice of Mazda MX-5 came naturally. A better combination of enthusiasm for driving, sportiness, price, quality and design cannot be found. In addition, it is very practical, with room for both luggage and coffee cups. There's a reason why the MX-5 is the world's most sold roadster."



## RUSSIA

Mikhail Petrovsky, Editor, Drive.Ru, Moderator of Top Gear Russia TV-show  
 "Strange as it may seem, with Russian snowy winters in mind, the MX-5 is my daily way of commuting, thanks to its hard folding roof. Every day I spend two hours in traffic and want a car that I never get bored with, and the Mazda is just a perfect little thing for the job. It entertains. It talks. And, as we all know, the responsiveness of the car is what makes a motoring journalist happy. Mazda MX-5 is one of the very few examples of brilliant simplicity. It reflects a time when value was not based on the number of gadgets, but on a car's ability to deliver a great drive."



## SPAIN

Mario Sandoval, TV Chef, restaurant Coque - Madrid  
 "This is a perfectly pleasingly dynamic sports car. I'm glad it is a two-seater, because sometimes three is a crowd. And above all it's a fun car. In the spring or summer you can really feel the city driving a Mazda MX-5 through Madrid. It's really a blast."

Eduardo Azpilicueta, Journalist, COTY Member

"The 90s MX5 is not only a technically well designed roadster with unbreakable mechanics, its attractive style with retro touches and certain reminiscence of the British classics hit the bull's-eye right from the outset. Its road handling, and particularly the precision of the shift, still brings enormous driving pleasure in the 21st century".



## SLOVAKIA

Samuel Vanko, Editor, Auto Motor a Sport  
 "I had a clear vision: the car had to be red, equipment level Sport, with the strongest 107 kW engine, six-speed transmission and differential. A search for this vehicle ended at a Slovak dealer, who had just what I was looking for - at a great price. I had only three days to buy... I sold all my other cars and the Mazda went into my new garage. Since then we have earned the nickname Vagabonds, because we are on the road all the time, the two of us, enjoying endless straight roads, twisting curves and drinking coffee at forgotten gas stations never in a hurry... If someone ever doubted that cars and machines have a soul, then my MX-5 is proof that there is a flame of light inside some of them."



## SWEDEN

Gunnar Dackewall, Publisher, Auto Motor & Sport Sweden  
 Mr Dackewall was among the first who bought an original 1990 model, and he also owned this third-generation MX-5.



Robert Collin, Journalist, Aftonbladet, jury member in the World Car of the Year award

"I was among the first customers who received their Miatas in the summer 1989. I loved it! However I had to sell the car after a year - and missed it every second! Finally, when I could not stand it anymore in 2006, after 16 years of serious abstinence, I found a similar car, sold new in Sweden in August 1989, one previous owner and only 70,000 km on the odometer. It even had the original radio, the same as in my first car. Three summers later, and 10,000 km more, and we haven't had a single problem, but loads of driving pleasure..."



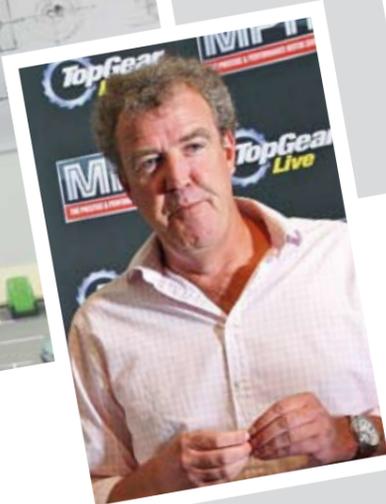
Gert Karlsson, Vice Publisher, Förlags AB Albinsson & Sjöberg (Bilsport, ...)

"I ordered my MX-5 in the autumn 1989 - the same day it was officially announced that the car would be sold in Sweden! Then, following a long waiting period, I finally was able to pick up the car on the first of June 1990. Most likely it was the first MX-5 that was delivered to a customer (it probably helped that I was editor-in-chief for Bilsport magazine at the time). Since then I have enjoyed my MX-5 every summer but unfortunately I lack the time to drive it like I want. The car has just 3,000 km on the odometer and it's still like new."



**THE UNITED KINGDOM**  
 Gordon Murray - Renowned Designer of Formula One race cars and the McLaren F1 'supercar'. Founder of Gordon Murray Design

"Mazda set out to recreate the purity of Colin Chapman's classic 1960s' Lotus Elan, but with well applied production engineering, good everyday usability and of course, typical Mazda reliability. This has given the MX-5 its purity and sense of purpose, which guaranteed its longevity."



Jeremy Clarkson - English broadcaster and Journalist, BBC TV Top Gear, The Sunday Times and The Sun

"Basic and honest and wonderful. It's still a bacon sandwich made with good bread and good butter and good meat. Only now it has a splash of HP sauce!"



Stephen Bayley - British design critic, cultural critic and author

"It is the absolute distillation of a simple idea, executed with tact, passion and restraint. It is like a haiku: something stripped to its essentials, a small, front-engined roadster in fourteen syllables."



Lord Charles March - Motor racing enthusiast and patron of the Goodwood Festival of Speed  
 "The original Mazda MX-5 helped re-invent the affordable sports car and made the modern roadster what it is today - safe, comfortable and reliable, whilst still being great fun to drive."



**SWITZERLAND**

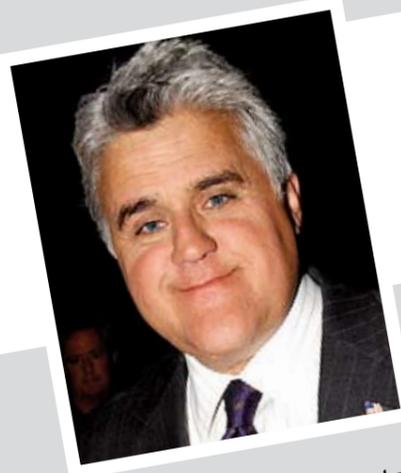
Philippe Clement, Editor, Le Matin  
 The MX-5 - or Miata to some fans - can be considered the "mother" of all modern convertibles. For a reasonable price, it features all the essence of a convertible: maximum sensations and driving pleasure in all conditions, together with a rather good level of luxury and craftsmanship. A very lively engine, astonishing road handling, great braking; the MX-5 has continued developing its qualities. Sympathetic, practical and offered for a reasonable price, it's a must!



**UNITED STATES**

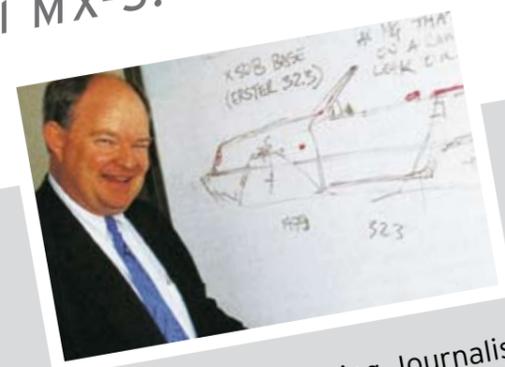
Patrick Dempsey, Actor (Grey's Anatomy) owner and driver, Dempsey Racing, Grand Am GT RX-8, who spent two seasons in and out of the Playboy MX-5 Cup series:

"I've been fortunate enough to drive a wide variety of sports cars on the road, and on the track. My "daily driver" racecar is a 500 hp three-rotor Mazda RX-8, but one of my favorite experiences was to race an MX-5 Cup car a couple of years ago. The MX-5 is so well balanced that it makes it quite easy to drive at 95%, but it takes a great deal of talent to extract that last 5%. It's very much a driver's car."



Jay Leno - American stand-up comedian and television host  
 "I think the car that future generations will collect will be the original MX-5. It will be the Mustang for the year 2025... what the Mustang is for today, the MX-5 will be of the future."

"I think the car that future generations will collect will be the original MX-5." Jay Leno



Bob Hall - the motoring Journalist behind the original MX-5  
 "Any greatness and longevity the MX-5 has is based primarily in the car's purity and simplicity of concept. Its secret to success is that it started with a tune that was simple yet engaging enough to become a standard, no matter who was singing."



*MOTORSPORT*

MX-5 Journalist Race, Japan 2005



SPAIN



UK



SWEDEN



USA



USA



SWITZERLAND



JAPAN



USA

# MAZDA MX-5 IN MOTORSPORT

**With its perfect 50/50 weight balance, its rear-wheel drive character and its direct driving feel, the MX-5 is the perfect basis to create a true racing car.**

Motorsport today consists of many different types of competitions, and getting a clear picture of it all is difficult. It has developed in a way that is dependent on circuit type, locally-evolved race regulation traditions, and what kinds of vehicles are available. One of these forms is amateur motorsport, which despite its diversity follows basic rules that apply the world over. Because of this, timeless sports cars like the Mazda MX-5 are very popular as base vehicles for racing series. Automotive enthusiasts tend to put

their faith in vehicles with tried and true production technology that is affordable to purchase and maintain. Their powertrains should be easy to reach and work on, and they should have enough room for modifications. Basically one rule applies here - the simpler and easier a car's production technology is to modify, the more popular it is amongst motorsport fans. Providing, of course, that the vehicle has on a sporty set of clothes when it leaves the factory.

It comes as no surprise that after WWII amateur motorsport was first dominated by British, and later by Italian and German car brands. These sports cars were driven by individual, non-

professional drivers organised in a large number of clubs; who competed on oval circuits, airfields, supermarket parking lots and public streets. However, divisive opinions about the safety deficits of convertible sports cars led to a decline in the market for roadsters during the 70s and 80s.

It wasn't until Mazda first introduced its roadster Miata, called MX-5 in Europe, that many sports car lovers involved in amateur motorsport realized what had been missing during the previous years. With its two-seater, Mazda offered a modern interpretation of the functionally-equipped and emotionally-appealing roadster. For amateur race car pilots, it was the ideal basis - compact, lightweight, with excellent balance that makes it easy to handle. Its four-cylinder engines in 1.6, 1.8 and later 2.0-litre displacements had extremely high levels of durability, used low amounts of fuel and were very easy to maintain. Because output levels of the production model engines were never maxed-out, hobby mechanics around the world always found fertile ground under the bonnet for creative tuning. →

## United States MX-5 PLAYBOY CUP SERIES

In the United States, Mazda is one of the most-raced brands with racing series nearly every weekend. One of these is the SCCA Pro Racing Playboy Mazda MX-5 Cup, which currently races identically-outfitted Mazda MX-5s with components from MAZDASPEED Motorsports Development. The Playboy MX-5 Cup provides an affordable, entry-level nationwide professional series using production cars. Modifications to the intake and exhaust systems increased the output to an excess of 200 PS. There is a special suspension kit with adjustable stabilizer bars and racing tyres, along with upgraded brakes and all the safety equipment required like welded safety cage and racing safety belts.

## MX-5 RACING IN EUROPE

Spain & Portugal

### MX-5 CUP (2001 / 2003)

Mazda Motor de Portugal organised one of the most interesting and competitive cup series' between 2001 and 2003, and it remains a legend to this day in Portugal. It confirmed that any competition with the MX-5 is extremely fun to follow. The Portuguese Mazda Cup consisted of around 20 MX-5s in a series of six, 50 minute races, with two drivers per car (four races in Portugal and two in Spain). The Mazda MX-5s raced had the 1.8-litre 140 PS engine under the bonnet with a safety roll-cage, Avon Racing tyres, and some small changes to the engine and chassis. Using this format, Mazda Motor de Portugal controlled costs, had nice entry prices and provided exciting racing.

In 2001 and 2002 Mazda Spain participated in the MX-5 Cup organized by Mazda Portugal. Each season the Spanish team took part in a total of three races - two of them celebrated in Spain and one at the Portuguese circuit of Estoril.

This was what Duane and Randy Simpson found out as early as the US launch of the Miata in 1989. The brothers opened a tuning company called "Simpson Brothers Racing" in Illinois, became leading figures in the newly-founded Miata Club of America, and began competing with the first Miata race cars that same year. The Simpsons kept it simple when transforming the mass-produced roadster into a quick buzz-saw of a race car. This illustrates why the base vehicle would become so popular in motorsport - the air-conditioning system and airbags could be removed, and the steering wheel replaced by that from an RX-7. The muffler along with the catalytic converter could be taken out to lower exhaust-gas pressure. Then the driver's seat, the dampers, brake pads, wheels and tyres replaced. A special roll-over protection was then added, and the now race-ready sports car was prepared to compete in a variety of competitive classes. This format also spared the wallet of the driver. Nowadays, Mazda USA still organizes the Mazdaspeed MX-5 Miata Cup, a hugely popular racing series.

Even here in Europe, the MX-5 has often been the choice for use by competitive amateur race car drivers. The annual Mazda Sport Club, for instance, is developing quickly into a very popular European racing series that allows teams to drive famous circuits - including Monza and Imola - between April and October. And there are other, smaller racing series from Sweden to Portugal that offer MX-5 enthusiasts a platform for motorsport activities. The popularity of each of these racing series does not usually extend across borders, but this does not diminish the competitive intensity in any way.

On the other side of the world, the excitement that surrounds racing Mazda MX-5 is also growing. Once a year drivers meet at the Mount Panorama Racing Circuit in Bathurst (near Sydney), Australia, to experience this as intimately as possible in a timed-lap format. What stands out here is that many of the participants drive older MX-5s that are not even homologated for public roads in Australia. These models are imported from Japan. They have low price tags, wide tyres, roll-over bars, a limited-slip differential and a racing chassis. And in Japan itself, "party races" have been organised that allow fun, friendly MX-5 competition on the racetrack.

Mazda can now look back on the success story of the world's most popular roadster that began its amateur motorsport activity in the very first years it was introduced globally. This has since grown into an important chapter in the history of the Mazda brand, a chapter with many motorsport successes on international racing circuits. ■



MX-5 Journalist Race, Japan 2005



## NETHERLANDS

### Netherlands

#### **TOTAL MAZDA MAX5 CUP**

Mazda Motor Nederland participated in the 2009 season of the Dutch MaX5 Racing Championship with a Mazda MX-5 NA model. This racing event uses vehicles based on the first generation of the world's most popular roadster. The MaX5 Racing Championship consisted of a total of nine races divided over four circuits. Mazda offered journalists with a racing license and motorsport experience the chance to get the Zoom-Zoom feeling for themselves. In all, six journalists took up the challenge, leading the team to an excellent third place finish in the overall standings. The popularity of MaX5 racing is growing fast in the Netherlands. While the 2008 championship only had three cars, this past season it numbered seven cars. The number of next season's participants is already at 16 cars and counting. Due to a sponsorship of Total the championship is renamed to Total Mazda MaX5 Cup. You can find more information at [www.max5racing.nl](http://www.max5racing.nl)

### Sweden

#### **MX-5 RACING CUP**

A special MX-5 Racing Cup was founded in 2007 by racing enthusiasts in cooperation with the Miata Club of Sweden. Only a year later it was already racing 10 Miatas on Swedish racetracks. This year the number of MX-5 race cars participating has increased to 14, and for next year about 20 cars will take part in the MX-5 Racing Cup.

### Switzerland

#### **MX-5 CUP (1999)**

In 1999, Switzerland was location for an exciting MX-5 Cup series of 12 races, including four mountain circuits. 17 teams took part driving production roadsters with a reinforced body shell, suspension, and transmission, and special brakes. They were stripped of all comfort components to be lighter, and had powertrain control and their exhaust system race-modified.

### United Kingdom

#### **MAZDA MX-5 CHAMPIONSHIP:**

Only the one-make, single-class Mazda MX-5 Championship in the UK.

## RELIABILITY

# A LONG-TERM LOVE AFFAIR

Mazda MX-5 shares a lot with British roadsters from the 1960s and 1970s. But one thing it does not share with these classic two-seaters is having to adjust the carburetor on a daily basis, the smell of petrol in the interior if you didn't get it just right, and then there was the rust. These roadsters were fun to drive, but required a lot of care and maintenance - not so the Mazda MX-5. Despite delivering unparalleled driving exhilaration, it is also one of the most reliable and durable sports cars ever made.

This attribute was evident from the very beginning. In 1990, for instance, Germany's Auto Motor Sport conducted a 100,000 km durability test of the first-generation roadster then wrote "By the way, the body [of the MX-5] withstood the stress of 100,000 km as durably as the rest of the parts did. It holds up on bad roads just as well as it did at the start of our test." Germany's Automobile Club (ADAC) came to the same conclusion about the second-generation MX-5 in 1997, saying "Anybody who has ever owned this cute two-seater raves about how trouble-free it is, something it does much better than many everyday sedans."

For a pure-blooded sports car that is red-lined nearly every day of its life, this is unique. Nobody expects a sports car to hold-up forever, but it appears Mazda MX-5 is about as close to being indestructible as you can get in this segment. In the UK, which has one of Europe's largest used-car

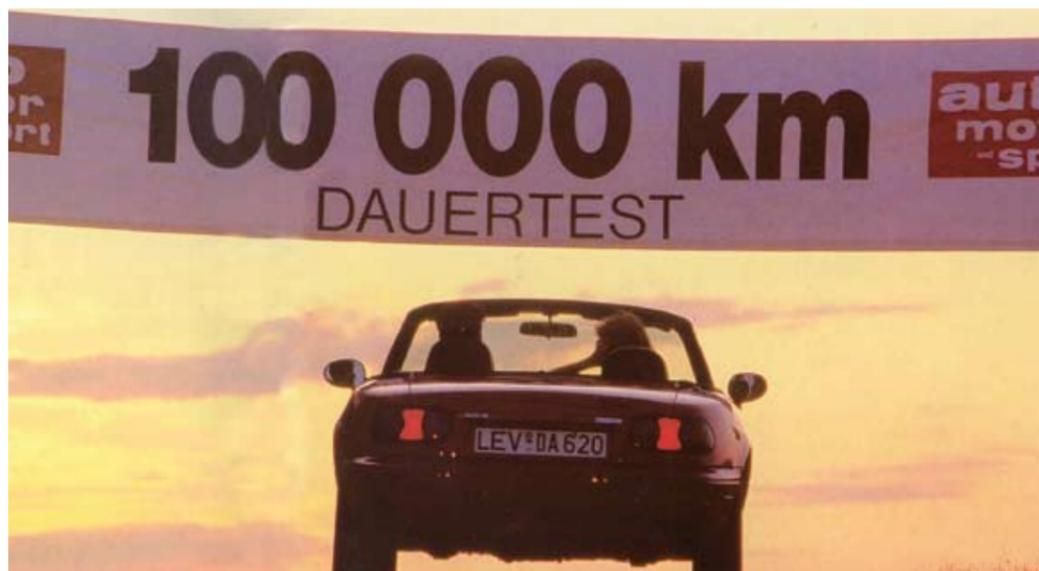
markets, Carsite.co.uk recently named the MX-5 the number one second-hand car of the new millennium. "The Mazda MX-5 deserves the top position thanks to strong reliability, value for money, residual performance and driveability."

The current third-generation has carried on this tradition with flying colours. In Austria - where an estimated 90 percent of all MX-5s ever purchased are still registered - the MX-5 hardtop coupe version mastered difficult mountain conditions on a long-term durability test conducted by Alles Auto. The Roadster Coupe, it writes, "...completed its intensity test with no breakdowns at all - the first car to do this since we introduced stricter test criteria two years ago." And Germany's DEKRA Mängelreport 2010 (Breakdown Report) recently underscored the roadster's long-term reliability even further. Not only was the current, third-generation Mazda MX-5 the most reliable car in the convertible sports car category on their survey, the second-generation MX-5 (for cars with 100,000 to 150,000 km) also ranked first. This outstanding reliability has ensured that the global love-affair with Mazda's roadster has never been a cheap, short relationship. It has continued for 20 years and shows no signs of letting up. ■



## MX-5 FIRST GENERATION (NA) 1992

- Current mileage: 371,698 km
- Registration date: 15 June 1992 (3 months old, 3,000 km)
- Special parts: Koni® suspension, special alloy wheels and aero kit
- History: New piston rings at 240,000 km, otherwise no issues
- Owner: Frank Kubelka (D)
- Owner statement: "Built to take curves fast and in the red-line!"



Austrian freelance automotive journalist Herbert Völker recalls what it was like to experience the very first Mazda Miata in California in 1989.

# MEMORIES OF CRISP SHIFTING

**Shades of Indy! Cheap thrills in the summer of '89 - 5000 rpm in second gear through a tunnel. The sexiest automobile fantasies ever seen in these parts meet osteopathic innuendo regarding the interior geography of small cars.**

But then a fresh idea appeared. We fantasized about Malibu and a woman, maybe named Barbara whose name is pronounced in that cool, West Coast way. A little out of breath, Barbara says something pretty wonderful - what a leap in automotive evolution!

In any case, before the first MX-5 ever hit the streets the hype coming from the Americans was driving the Europeans crazy. It was clearly California hype, the world consisting of the area between San Francisco and San Diego. People couldn't stop talking about "Miata" (not "MX-5") and there was a real Miata-mania. We had seen some crazy car stuff in our day, but this topped them all.

Important European publications reported from the States (long before it was here) that the Miata was "the first Japanese car in automotive history to be going at excessive prices." We weren't long in wondering why. I have to add that two phenomenal products would shake the world in 1989. The first was the most direct-reacting car ever - short, quick, smart, good-tempered (at \$14,000) - the second a new kind of communication that was also short, quick, smart, good-tempered (with no SPAM). The first PCs were available and even though the Internet had not yet gone global, a proto-email system had already begun in the US. Of course, people on the West Coast were some of the first to communicate this way with each other, and had made history with their delightful short messages. The combination of Miata, California and fast communication was a phenomenon that was so full of promise and fun, that we Europeans could hardly wait to take part in it.

So I embarked to Los Angeles in the summer of 1989. The Americans were making a lot of noise about the car, but their seriousness was touching too. The car was important enough that dealers were paying 50 percent more to get them in their showrooms. For those who had bought one of the first ship-load from Japan, the car was even more important. A letter from a steadfast lover of the roadster to his local Miata club said "When I'm old and grey and sitting at a bridge table in an old folks home, the memory of a certain small sports car will warm me better than the thought of a bet I won on some horse track of life. At this point I will wish I had always been the jockey."

This car seemed to have the ability to bring out the best in people. Or was the opposite true? Miata owner Ray Johnson from San Diego wrote "Some cars have more soul than the people who drive them." We should not forget that the Americans had been completely lulled to sleep by heavy torque-converter automatics, and the Miata led them into the exciting world of high engine speeds. Yep, there is life over 5,000 rpm! From Miata Magazine comes the following "Your Miata engine will take every shift at 7,000 rpm for 100,000 miles. Don't be afraid if you over-rev the engine something will break. Fuel cut-off is at 7,300 rpm." A thankful reader responded with "memories of crisp shifting... from second to third and redlining it hard."

On the flight to LA, I continued to read Miata Magazine, and found under Cheap Thrills the following: "Drive at 5,000 rpm in second gear through a tunnel. Shade of Indy!" It goes on to say that there is supposedly a tunnel in Japan that's six miles long. This is how our American friends got the idea that Japan must be an unbelievably romantic country. Six miles in second gear at 5,000 rpm in a Japanese tunnel - is there anything more beautiful than that?

I took Interstate 10 into the San Bernardino Mountains and then drove into that area where the Great California Desert meets the Mojave Desert. It's good country for a small, open-top car in winter. Once back in Santa Monica, I tapped out a story about the re-invention of the classic small sports car on my red Olivetti typewriter. Of course, I would soon have my own computer. A new era was just beginning! ■

## THE BENCHMARK FOR SUCCESS

Mazda MX-5 won the 1989 Chicago Motor Show's "Most Fun" vehicle award, before anyone outside Mazda had ever driven it. A month later, Road & Track in the USA wrote "Its combination of communication, responsiveness, predictability and forgiveness make it the best-handling two-seater I've driven in recent memory." (Dennis Simanatis). The same month, the UK's Autocar had a report about it with the title "Brilliant!" News of Mazda's exciting roadster soon reached customers, and there were so many orders in the early 1990s - many of them from motor journalists - that waiting periods of several months were not unusual.

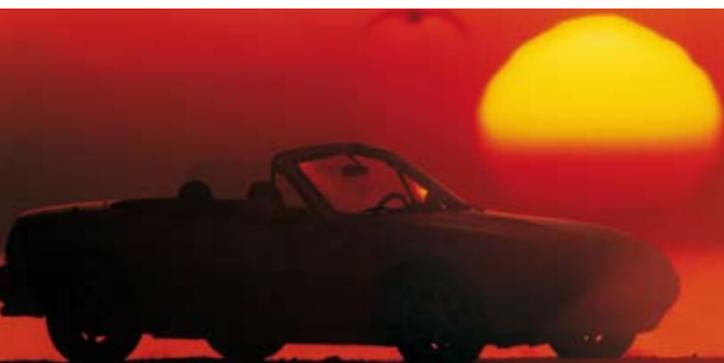
Mazda was soon building display cases for the trophies the roadster won. In 1989, it took home 11 awards in the USA and Japan - where

it was first launched - including "Coupe of the Year" in the USA and the "Best Sporty Car" in the King of Cars contest in Japan. In 1990, it won the first "Automobile of the Year" award in the USA, "Best new Model" in Japan's Best Cars in 1989 award, and three major automotive awards in Australia.

20 years and over 160 awards later, the MX-5 is still just as popular as it ever was. The third-generation won "Car of the Year" in Japan and New Zealand, was named "Roadster of the Year" in the UK, and the hardtop Roadster Coupe won Top Gear's "Roadster of the Year," just to mention a few. More importantly, more than 850,000 people had purchased a Mazda MX-5 over the years, making it a true benchmark for success. ■



In Spring 1989 a small group of German automotive journalists accepts a secret invitation to the USA to experience the MX-5 live for the first time on real roads.



# AWARD LIST

From the USA to Australia, from Germany to Japan, Mazda MX-5 is one of the most decorated sports cars of the last 20 years.

## THIRD GENERATION

1	2009	U.S.A.	10 BEST CARS 2009 - Car and Driver
2	2009	Australia	Gold Star Cars Awards-the Best Sports Roadster under \$150K - Wheels Magazine
3	2009	Ireland	New car magazine awards 2009 : Best roadster
4	2009	U.K.	Best Roadster in 2009 Auto Express New Car Awards
5	2009	U.S.A.	Consumer Reports Top Picks for 2008: Fun to Drive
6	2008	U.K.	Auto Express: „Best Roadster“ Used car honours 2008
7	2008	U.K.	Auto Express: „Best Convertible“Award
8	2008	U.S.A.	Road and Travel: 12th Annual Sexy Car Guide: one of the Top10 Sexy Cars
9	2008	Thailand	Thailand Car Of The Year 2008: The Best Roadster of 2008 - Grand Prix International Group
10	2008	U.S.A.	Consumer Report One of Top Picks 2008 ( Category Fun To Drive)
11	2008	Canada	World of Wheels Editor's Choice: Best Convertible of 2007
12	2007	Germany	Auto Trophy 2007: winner in the category Cabrios/Roadster up to 30000euros - Auto Zeitung
13	2007	U.S.A.	Car and driver one of the 10 Best Cars
14	2007	U.S.A.	One of the Top 10 Most Affordable Convertibles 2007 - Edmunds.com
15	2007	U.S.A.	One of the Top Ten Sports Cars - Luis Vuitton
16	2007	U.K.(Scotland)	Scottish Car of the Year“Best Drop-Top“ - Orient Auto Magazine
17	2007	U.S.A.	Number 3 of Top 10 Gay-friendly cars - Gay Wheels.com
18	2007	U.S.A.	The vehicle dependability of 2004 model year(Compact Sporty Car) - J.D. Power & Associates
19	2007	U.S.A.	Top honors of most fun to drive - Consumer Report
20	2007	U.S.A.	Best Deal for Empty Nesters - Cars.com
21	2006	U.K.	Top Gear Awards: Roadster of the Year
22	2006	Australia	dCOTY 2006: Best Convertible - Drive.com.au /Sydney Morning Herald/The Age
23	2006	U.S.A.	Most Efficient Two Seaters - Environmental Protection Agency (EPA)
24	2006	Portugal	Scottish Car of the Year - 'Best Drop-Top' - Association of Scottsih Motoring Writers
25	2006	U.S.A.	Editor's Most Wanted Vehicles for 2007: Convertible Under \$25,000 - Edmunds.com
26	2006	New Zealand	National Business Review Sports Car of the Year
27	2006	Australia	Wheels Automotive Design Awards - Overall Outstanding Automotive Design - Wheels Magazine
28	2006	Germany	Internet Auto Award 2006 - Auto Scout & Sydney Morning Herald
29	2006	U.K.	New Car Honours: Best Roadster - Auto Express
30	2006	U.S.A.	Best Convertibles 2006: Best entry-level roadster - Forbes
31	2006	U.S.A.	BEST CARS FOR THE BUCKS 2006: Best Convertible For The Bucks - Forbes
32	2006	U.K.	Best used Roadster money can buy - Auto Express
33	2006	Canada	Best Sport Coupe/Convertible - World of Wheels
34	2006	Thailand	Thailand Car of the Year 2005: Best Roadster - Grand Prix International Group
35	2006	New Zealand	Driver Sports/Performance Car of the Year - Driver Magazine
36	2006	Hungary	Playboy Car of the Year 2006 -Sports Car - Cabrio, Price Value Category

37	2006	U.S.A.	CAR AND DRIVER -10BEST
38	2006	U.S.A.	Most Fun on Wheels - Playboy
39	2006	Australia	Wheels' 2005 Car of The Year - Wheels Magazine
40	2006	U.K.	Car of the Year2006-Best open-top - What Car?
41	2006	New Zealand	2005_New Zealand Car of the Year - New Zealand Motoring Writers Guild
42	2006	Japan	King of Car - Sport Nippon
43	2005	Croatia	2006 ROADSTER OF THE YEAR
44	2005	New Zealand	2005 New Zealand Herald Car of the Year
45	2005	Portugal	Cabrio of the Year
46	2005	U.S.A.	Car of the Year 2006 Top 10
47	2005	U.S.A.	10 BEST CARS 2006 (BEST ROADSTER)
48	2005	Japan	Fashion Color Award (Galaxy Gray Mica Body Color/Tan Interior Color)“
49	2005	Japan	Best Design Award
50	2005	U.K.	Roadster of the Year
51	2005	Japan	CAR OF THE YEAR JAPAN 2005-2006
52	2005	Canada	Cles dor: Voitures sport - moins de \$50,000 (Golden Key: Sports car - under \$50,000)
53	2005	U.S.A.	Best Buy in Sport/Performance Car Class
54	2005	Japan	2005 Good Design Award (G-mark)

## SECOND GENERATION

56	2004	U.K.	Excellent Second Hand Buy
57	2004	Denmark	Best Roadster
58	2003	Israel	2003 Sports Car of The Year
59	2003	U.K.	Best Handling Car
60	2003	Portugal	Best Speed trophy in Portugal
61	2003	Thailand	Thailand Car of the Year 2003: Roadster
62	2003	Denmark	Best Roadster
63	2003	New Zealand	Best Mid Size Car
64	2002	Australia	Most significant car of the 1980s
65	2002	Hungary	Playboy Car of the Year
66	2002	Thailand	Thailand Car of the Year 2002: Roadster
67	2001	Portugal	Best Speed trophy in Portugal
68	2001	U.K.	Top 10 Performane Car
69	2001	Japan	Auto Color Award 2001 Grand Prix
70	2001	U.K.	Used Car Awards; Best Roadster
71	2001	Canada	Automobile Magazine's only “11 time All-Star winner”
72	2001	U.S.A.	10 Best
73	2000	U.S.A.	2000 All Star
74	2000	U.S.A.	Best Convertible; MotorWeek Driver Choice Award
75	2000	U.S.A.	A Best Base Sport; IntelliChoice 2000 Best Overall value of the Year Award
76	1999	U.K.	Sports & Coupe winner
77	1999	U.S.A.	Best Buy
78	1999	U.K.	Used Car winner Sports car

79	1999	U.S.A.	1999 All Star Best Entry -Level Sports Car
80	1999	U.S.A.	1999 Ten Best Cars
81	1998	U.K.	Best Sports Car
82	1998	U.S.A.	1998 Ten Best Car
83	1998	Japan	First Prize Smash Hit Goods ,89
84	1998	Scotland	Sports Car of the Year
85	1998	U.S.A.	Best Buy
86	1998	U.K.	IBCAM Auto Design Award
87	1998	U.K.	1998_Best Convertible Car
88	1998	Croatia	Sports Car of the Year
89	1998	U.K.	1998 Best Sport Car
90	1998	U.S.A.	Best Buy in Sport Coupes/ Sedan Category

## FIRST GENERATION

91	1997	Australia	Top 10 of ,97
92	1997	Israel	1997 Sports Car of the Year
93	1997	U.S.A.	1997 All-Stars
94	1996	Australia	Top 10 of ,96
95	1996	Israel	1996 Sports Car of the Year
96	1996	U.S.A.	Best Buy in Sport Coupes/ Sedan Category
97	1996	U.S.A.	Perfect Ten, The Ten Most Significant Automobiles From the First Ten Years of the Magazine
98	1996	U.S.A.	Second Place, 1996 Cars Reliability (Sports/Sporty Cars Category)
99	1996	U.S.A.	MY96 Most Fun to Drive" Car
100	1996	U.S.A.	Best Value in the Base Sports Car Category
101	1996	Israel	Car of The Year
102	1995	Australia	Top 10 of ,95
103	1995	U.K.	Best Sports Car in 1995
104	1995	U.S.A.	Most Problem-Free in Class
105	1995	U.S.A.	1995 All Stars
106	1994	Australia	Top 10 of ,94
107	1994	U.S.A.	1994 All Stars
108	1993	Australia	Top 10 of ,93
109	1993	Germany	Best Import Cabriolet (readers' poll)
110	1993	U.S.A.	1993 All Stars
111	1993	Germany	Auto Trophy Best Fun Car
112	1992	Australia	Best Buys of 1992 Sports Car_ under a \$47,280 category
113	1992	Germany	Best Import Cabriolet (readers' poll)
114	1992	U.S.A.	1992 All Stars
115	1992	Germany	First place, Fun Car category, Auto Trophy ,92 (readers' poll)
116	1991	Australia	Top 10 of ,91
117	1991	Hong Kong	Best Five Exterior Design Award
118	1991	Australia	Best Sports Car, under \$45,000

119	1991	U.S.A.	Best Sports Car, Driver's Choice Awards
120	1991	U.K.	Best Sports Car of the Year ,91
121	1991	Germany	Best Import Cabriolet (readers' poll)
122	1991	Germany	First place, Fun Car category, Auto Trophy ,91 (readers' poll)
123	1991	U.S.A.	Sexiest Car For Your Girlfriend
124	1991	U.S.A.	1991 All Stars
125	1990	U.S.A.	Ten Best Cars in the World & Best in Category, Sports/GT (\$13,00-21,000)
126	1990	Australia	Top 10 of ,90
127	1990	New Zealand	Car of the Year ,90
128	1990	Australia	Best Sports Car
129	1990	Denmark	Prize of Honour ,91
130	1990	U.S.A.	Top Ten Trouble-Free Cars
131	1990	U.K.	Best Value Sports Car of the Year
132	1990	U.K.	Sporting Car of the Year
133	1990	U.K.	Best Sports Car
134	1990	U.K.	Best Handling Car in the World
135	1990	U.S.A.	Most Trouble-Free Sports Car, Initial Quality Study
136	1990	U.S.A.	Best Sports Car, Driver's Choice Awards
137	1990	U.S.A.	Most Fun to Drive, Cars for 1990
138	1990	U.S.A.	1990 Import Car of the Year (Second place)
139	1990	Japan	Golden Award, Super Goods of the Year ,89
140	1990	Australia	Best Car ,89/90 & Best Sports Car ,89/90
141	1990	Germany	First Place, Import Cabriolet category (readers' poll)
142	1990	Japan	Grand Prix, Exterior, Best Car Interior & Exterior
143	1990	U.S.A.	(one of) Best, Best and Worst of the Year ,89
144	1990	U.S.A.	(one of) Best of the Decade, Design category
145	1990	Australia	Best Sports Car
146	1990	Australia	Car of Australia ,89
147	1990	Australia	Car of the Year 1989
148	1990	U.S.A.	Automobile of the Year (inaugural award)
149	1990	U.S.A.	Ten Best Cars
150	1990	Japan	Design of the Year
151	1989	U.S.A.	Hot Products for 1990
152	1989	U.S.A.	Coupe of the Year
153	1989	Japan	Best Sporty Car, Kings of the Cars ,89
154	1989	Japan	Grand Prix, Trendy Goods ,89 (hobby & resort category)
155	1989	Japan	Promoters' Cup, My Best Choice ,90
156	1989	Australia	Top 10 of ,89
157	1989	U.S.A.	Best 100 Products
158	1989	Japan	First prize, Smash Hit Goods ,89
159	1989	U.S.A.	Top Ten Import Buys ,90
160	1989	U.S.A.	Five Best Cars in the World (inaugural awards)
161	1989	U.S.A.	Most Fun, Chicago Auto Fair awards

# MX-5 20<sup>TH</sup> ANNIVERSARY EDITION



When first launched in Europe in 1990, Mazda MX-5 was as sporty as you could get without being wealthy. From the very beginning it delivered open-top, one-with-the-car fun for almost everybody. And it was a pure and simple car, because Mazda had invested in the essentials of driving fun and a true roadster look. During the 20 years that followed, Mazda's roadster managed to move with the times without ever changing the essential character of the original model. This is why Mazda MX-5's popularity among normal customers and amateur sports car enthusiasts shows no sign of waning.

To celebrate two decades of ongoing success, Mazda is offering a special MX-5 20th Anniversary limited edition model of just 2,000 units exclusively for Europe. Based on the current 1.8-litre soft top with five-speed manual transmission, it harkens back to the original model and is a true collector's item. It comes with a strut tower bar for even stiffer, sportier handling, and in three classic colours - True Red, Crystal White Pearl and (for the first time on an MX-5) Aurora Blue. A special styling package heightens the classic look with chrome grille and headlight fascia, chrome handles, silver-look fog lamp fascia and 20th Anniversary logos. Completing the exterior are 17-inch aluminium wheels with a finish made especially for the 20th Anniversary MX-5. On the inside are several features celebrating this unique sports car, including stainless-steel scuff plates with the car's unit number. There are also body-colour decorative panels and body-colour seatback bar, complemented by floor mats embroidered with the anniversary logo and body-colour edging. ■





## MAZDA MX-5 SECOND GENERATION 1998

	MZR 1.6	MZR 1.8
<b>Engine</b>	In-line 4-cylinder DOHC, 16V, Front midship, rear-wheel drive	
<b>Transmission</b>	5-speed manual transmission	
<b>Displacement</b>	1597 cm <sup>3</sup>	1840 cm <sup>3</sup>
<b>Performance</b>	81 kw (110 PS) / 6500 rpm	103 kw (140 PS) / 6500 rpm
<b>Torque</b>	134 Nm / 5000 rpm	162 Nm / 4500 rpm
<b>Max. Speed</b>	195 km/h	197 km/h
<b>0-100 km/h</b>	9.7 sec	8.5 sec
<b>Consumption (urban/90 km/h / 120 km/h)</b>	10.6 / 6.6 / 8.1	11.2 / 7 / 8.5
<b>CO<sub>2</sub></b>	n.a. (EEC Step 2 Regulations)	
<b>Tire Size</b>	185 / 60 R14	195 / 50 R15
<b>Chassis</b>	Soft top roadster, monocoque, independent double wishbone front and rear, telescopic double-acting, gas filled dampers front and rear. Ventilated discs front, solid discs rear. Hydraulic power assist steering.	
<b>Minmall kerb weight</b>	1015 kg	1025 kg
<b>Dimensions</b>	Length/width/height 3975/1680/1225 mm, 1.6 L: Track front/Track rear (steel) 1405/ 1430 OR 1.8L: Track front/Track rear (alloy) 1416/ 1440, 50:50 weight distribution, Boot volume 144 l, Fuel tank capacity 50 l	



# TECHNICAL DATA MX-5

## MAZDA MX-5 FIRST GENERATION

	1989 MZR 1.6	1994 MZR 1.8
<b>Engine</b>	In-line 4-cylinder DOHC, 16V, Front midship, rear-wheel drive.	
<b>Transmission</b>	5-speed manual transmission	
<b>Displacement</b>	1597 cm <sup>3</sup>	1840 cm <sup>3</sup>
<b>Performance</b>	85 kw (115 PS) / 6500 rpm	96 kw (130 PS) / 6500 rpm
<b>Torque</b>	135 Nm / 5500 rpm	152 Nm / 5000 rpm
<b>Max. Speed</b>	195 km/h	197 km/h
<b>0-100 km/h</b>	8.8 sec	8.2 sec
<b>Consumption (urban/90 km/h / 120 km/h)</b>	9.6 / 7.1 / 8.1	10 / 6.9 / 9.1
<b>Chassis</b>	Soft top roadster, monocoque, independent double wishbone front and rear, telescopic double-acting, gas filled dampers front and rear. Ventilated discs front, solid discs rear. Hydraulic power assist steering. Tires 185 / 60 R14.	
<b>Minmall kerb weight</b>	955 kg	990 kg
<b>Dimensions</b>	Length/width/height 3975/1675/1230 mm, Track front/Track rear 1410/ 1430 , 50:50 weight distribution, Boot volume 135 l	
<b>Fuel tank capacity</b>	45 l	48 l

## MAZDA MX-5 SECOND GENERATION - FACELIFT 2004

	MZR 1.6	MZR 1.8
<b>Engine</b>	In-line 4-cylinder DOHC, 16V, Front midship, rear-wheel drive.	
<b>Transmission</b>	5-speed manual transmission	5-speed manual transmission / 6-speed manual transmission
<b>Displacement</b>	1598 cm <sup>3</sup>	1840 cm <sup>3</sup>
<b>Performance</b>	81 kw (110 PS) / 6500 rpm	107 kw (146 PS) / 7000 rpm
<b>Torque</b>	134 Nm / 5000 rpm	168 Nm / 5000 rpm
<b>Max. Speed</b>	191 km/h	205 / 208 km/h
<b>0-100 km/h</b>	9.7 sec	8.5 / 8.4 sec
<b>Consumption (urban/90 km/h / 120 km/h)</b>	10.2 / 6.4 / 7.8 l	11.4 / 7.1 / 8.7 (5-speed MT) 11.9 / 7.2 / 8.9 (6-speed MT)
<b>CO<sub>2</sub></b>	188 g/km (Euro Stage III)	210 / 215 g/km (Euro Stage III)
<b>Tire Size</b>	185 / 60 R14, 195 / 50 R15	195/50 R 15, 205/45 R 16
<b>Chassis</b>	Soft top roadster, monocoque, independent double wishbone front and rear, telescopic double-acting, gas filled dampers / Bilstein® front and rear. Ventilated discs front, solid discs rear. Hydraulic power assist steering.	
<b>Minmall kerb weight</b>	1025 kg	1065/1100 kg
<b>Dimensions</b>	Length/width/height 3975/1680/1225 mm, 1.6 L: Track front/Track rear (steel) 1405/ 1430 OR 1.8L: Track front/Track rear (alloy) 1416/ 1440, 50:50 weight distribution, Boot volume 144 l, Fuel tank capacity 50 l.	



**MAZDA MX-5 THIRD GENERATION - FACELIFT 2009  
SOFT TOP & ROADSTER COUPE**

	MZR 1.8	MZR 2.0	MZR 2.0 6-speed Automatic
<b>Engine</b>	In-line 4-cylinder DOHC, 16V, Front midship, rear-wheel drive.		
<b>Transmission</b>	5-speed manual transmission	5-speed manual / 6-speed manual	6-speed Automatic with manual shift mode
<b>Displacement</b>	1798 cm <sup>3</sup>	1999 cm <sup>3</sup>	1999 cm <sup>3</sup>
<b>Performance</b>	93 kw (126 PS) / 6500 rpm	118 kw (160 PS) / 7000 rpm	119 kw (160 PS) / 7000 rpm
<b>Torque</b>	167 Nm / 4500 rpm	188 Nm / 5000 rpm	188 Nm / 5000 rpm
<b>Max. Speed Soft Top</b>	194 km/h	212/ 213 km/h	192km/h
<b>Max. Speed Roadster Coupe</b>	198 km/h	217/ 218 km/h	194km/h
<b>0-100 km/h</b>	9.9 sec	7.9 / 7.9 sec	8.9 sec
<b>Consumption (urban/extra urban/combined)</b>	9.5 / 5.5 / 7 l	10.1 / 5.8 / 7.4 l 10.5 / 5.9 / 7.6 l	10.9 / 6.1 / 7.9 l
<b>CO<sub>2</sub></b>	167 g/km (Euro Stage IV)	177 g / 181 g/km (Euro Stage IV)	188 g/km (Euro Stage IV)
<b>Chassis</b>	Soft top roadster, monocoque, double wishbone front, multilink rear, monotube / Bilstein® monotube dampers. Ventilated discs front, solid discs rear. Hydraulic power assist steering.		
<b>Tire Size</b>	205 / 50 R16	205 / 50 R16 or 205 / 45 R17	205 / 50 R16 or 205 / 45 R17
<b>Minimal kerb weight (+ approx. 37 kg for Roadster Coupe)</b>	1075 kg	1080 kg / 1090 kg	1100 kg
<b>Dimensions</b>	Length/width/height 4020/1720/1245 mm, Track front/Track rear 1490/ 1495, 50:50 weight distribution, Boot volume 150l, Fuel tank capacity 50 l.		

**MX-5**

**20th Anniversary**

