

2012 Mazda MX-5



mazda

WHAT DO YOU DRIVE?

Is it inspiring?
What were the people who built your car thinking?
Are they just another behemoth car maker following the rules?
Or do they break them?
Do they push the boundaries of tradition and habit
to achieve the unachieved?
Are they insightful craftsmen,
obsessing over the details with a crazed passion?
Building less - building better - for a discerning few?

Are you one of the few
who cares about what you drive,
how it drives
and the way it makes you feel?
We're with you.
Because we believe if it's not worth driving,
it's not worth building.
We build Mazdas.
What do you drive?

ZOOM-ZOOM



It takes two to be one.

Something almost symbiotic happens when a car and driver are in perfect harmony. Case in point: The MX-5. The engineers at Mazda took into account every bolt, every wire and every stitch to achieve near perfect front-to-rear weight distribution, resulting in a car that is perfectly balanced. Well, almost. The MX-5 is precisely engineered to account for one more variable - you, the driver. And in doing so, we created a vehicle that couldn't be balanced until a driver is sitting in the driver's seat. The result: You complete it. Because at Mazda, we don't just engineer cars. We engineer harmony.



Being at the edge of your seat was never this comfortable.

The MX-5 comes fully equipped with a wide array of amenities that aren't usually found in sports cars. Its available 6-disc CD changer with MP3 functionality[†], standard auxiliary input jack and available SIRIUS[®] Satellite Radio[†] are all part of an available 7-speaker premium Bose[®] sound system with AudioPilot[®] noise compensation technology that cancels out distracting ambient noise. Its available leather-trimmed, heated bucket seats[†] with five comfort settings are meticulously designed to conform to your every curve and adjust to your every driving position. A vehicle this well crafted is not only engineered to thrill, but designed to pamper.



[†]Standard on the GT model. [‡]Available accessory.

Zero to hardtop in 12.0 seconds.

Known for its quick and easy-to-use soft top, the MX-5 also comes equipped with an available hardtop. Precisely designed to take up zero trunk space, the MX-5's Power Retractable Hardtop (standard on the GS and GT models) stores neatly behind the seats under a special tonneau cover. Weather-tight and complete with a solid glass rear window with defroster, the MX-5's roofline is aerodynamic yet elegant. It may be one of the most iconic convertibles in the world, but at the push of a button, it takes a mere 12 seconds to transform the thrill of a convertible into the security and practicality of a hardtop.



TRUE RED

STORMY BLUE MICA

CRYSTAL WHITE PEARL

SPARKLING BLACK MICA

COPPER RED MICA

ALUMINUM METALLIC MICA

MX-5 Colour Combinations

PAINT COLOURS	MX-5 GX/GS		MX-5 GT	
	BLACK CLOTH	BLACK LEATHER	BLACK LEATHER	DUNE BEIGE LEATHER
True Red	●	●		
Stormy Blue Mica	●			●
Crystal White Pearl	●	●		
Sparkling Black Mica	●	●		
Copper Red Mica	●	●		
Aluminum Metallic Mica	●	●		

● = Available

MX-5 Upholstery

Black Cloth



Black Leather



Dune Beige Leather

**MX-5 Wheel Options**

16" alloy wheels (GX)



17" alloy wheels (GS & GT)

**MX-5 Specifications and Features**

ENGINE & TRANSMISSION	GX	GS	GT
2.0 L DOHC 16-valve 4-cylinder engine with VVT (MZR)	S	S	S
167 horsepower @ 7,000 rpm; 140 lb. ft. of torque @ 5,000 rpm	S	S	S
5-speed manual transmission	S	-	-
6-speed manual transmission	-	S	S
6-speed Sport mode automatic transmission with overdrive	0	-	-
6-speed Sport mode automatic transmission with overdrive and paddle shifters	-	0	0
SUSPENSION & BRAKES			
Rack-and-pinion steering with engine-rpm-sensing variable power assist	S	S	S
Power-assisted ventilated front disc and rear solid disc brakes	S	S	S
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)	S	S	S
Front independent double-wishbone suspension with aluminum arms and mono-tube dampers	S	S	S
Rear independent multi-link suspension with aluminum bearing support and mono-tube dampers	S	S	S
Front and rear stabilizer bars	S	S	S
Limited-Slip Differential (LSD)	-	S	S
Dynamic Stability Control (DSC)	S	S	S
Traction Control System (TCS)	S	S	S
Sport suspension with Bilstein® Shocks	-	S	S
SAFETY & SECURITY			
Anti-theft alarm system	S	S	S
Engine immobilizer theft-deterrent system	S	S	S
Dual front air bags and dual side air bags	S	S	S
Side-door impact-protection beams	S	S	S
Driver's and passenger's safety-belt pretensioners with force limiters	S	S	S
ISOFIX child safety-seat anchors	S	S	S
EXTERIOR			
Black seatback style bars	S	-	-
Silver seatback style bars	-	S	S
Power Retractable Hardtop (PRHT)	-	S	S
Rear glass window with electric defroster	S	S	S
Body-coloured power-operated door mirrors	S	S	S
Halogen headlights	S	S	-
Xenon HID headlights	-	-	S
Fog lights	S	S	S
Front grille with chrome trim	-	S	S
Chrome finish on headlight bezel and outer door handles	-	S	S
Dual exhaust outlets with chrome tips	S	S	S
WHEELS & TIRES			
16" aluminum alloy wheels with 205/50R16 performance radial tires	S	-	-
17" aluminum alloy wheels with 205/45R17 performance radial tires	-	S	S
COMFORT & CONVENIENCE			
Air conditioning with automatic climate controls	-	S	S
Air conditioning with manual controls	0	-	-

COMFORT & CONVENIENCE (cont'd)	GX	GS	GT
Steering-wheel-mounted cruise controls	S	S	S
Tilt-adjustable steering wheel	S	S	S
Power door locks	S	S	S
Remote keyless entry system with retractable key and panic alarm (includes two transmitters)	S	S	-
Intelligent key system (keyless entry and start)	-	-	S
Power windows with one-touch down feature	S	S	S
Auto-dimming rearview mirror with HomeLink®	-	-	S
Dual cup holders	S	S	S
12-volt power outlet	S	S	S
SEAT & TRIM			
Bucket seats with reclining and forward/backward sliding functions	S	S	S
Adjustable driver's seat lifter	-	S	S
Heated seats	-	-	S
Interior trim with silver finish	S	S	S
Premium dash trim	-	S	S
Black cloth upholstery	S	S	-
Leather-trimmed upholstery	-	-	S
Leather-wrapped 3-spoke steering wheel and shift knob	S	S	S
Leather-wrapped parking brake handle	-	-	S
Leather-trimmed door panel	-	-	S
INSTRUMENT PANEL & STORAGE			
Black gauges with white lettering and red nighttime illumination	S	S	S
Exterior temperature gauge	-	S	S
Tachometer and twin trip odometers	S	S	S
Trip computer	-	S	S
Driver's side seatback pocket	S	S	S
In-board command buttons, indicator lights, safety sensors for PRHT	-	S	S
Rear centre storage compartment	S	S	S
Leather-like centre armrest and console lid	-	-	S
Lockable glove compartment with 5.7 L capacity	S	S	S
AUDIO			
AM/FM CD player with 4 speakers and 2 tweeters	S	S	-
MP3 and WMA functionality on CD player	S	S	S
SIRIUS® Satellite Radio (free 6-month subscription)	-	-	S
Bluetooth® hands-free phone integration	-	-	S
7-speaker premium Bose® audio system with AM/FM 6-disc in-dash CD changer	-	-	S
AudioPilot® noise compensation technology	-	-	S
Auxiliary audio input	S	S	S
Steering-wheel-mounted audio controls	S	S	S

S = Standard O = Optional - = Not available

Apple and iPod are registered trademarks of Apple Computer, Inc.
 © Bluetooth is a registered trademark of Bluetooth SIG, Inc.
 © Bilstein is a registered trademark of ThyssenKrupp Bilstein GmbH.
 © Bose and © AudioPilot are registered trademarks of Bose Corporation.
 © HomeLink and the HomeLink house are registered trademarks of Johnson Controls, Inc.
 © "SiriusXM", the SiriusXM logo, channel names and logos are trademarks of SiriusXM Radio Inc. and are used under license.

**IF IT'S NOT WORTH DRIVING,
IT'S NOT WORTH BUILDING.**

**WE BUILD MAZDAs.
WHAT DO YOU DRIVE?**

ZOOM-ZOOM

MAZDA WARRANTY The basic warranty on MX-5 covers all parts found to be factory defective for 3 years or 80,000 km, whichever comes first. Additional warranties cover powertrain components for a period of 5 years or 100,000 km, whichever comes first, body sheet metal perforation for 5 years and unlimited mileage and specific emission control components for up to 8 years or 128,000 km. Exclusions from coverage are limited to maintenance items or adjustments (repairs not requiring parts replacement) on vehicles over 12 months old and repairs due to normal wear and tear. Ask your Mazda Dealer for additional information.

ROADSIDE ASSISTANCE PROGRAM As part of our commitment to your total satisfaction, 2012 MX-5 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your MX-5 for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Dealer.

MAZDA MOBILITY ASSISTANCE PROGRAM Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Dealer.

MAZDA TEST-DRIVE EXPERIENCE Exhilaration begins with the Mazda Test-Drive Experience - a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers. And rediscovering that fun, connected-to-the-road feeling we call Zoom-Zoom.

READY TO ROLL Our pre-delivery commitment means every new Mazda is checked out, gassed up and fitted with floor mats.

See Accessory Brochure for Accessory Options.

FINANCING WITHOUT THE FUSS Whether you're buying or leasing a new Mazda, or a used vehicle, Mazda Financial Services can help make the financing process more convenient and satisfying. Mazda Financial Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Dealer, or visit mazda.ca.



For peace-of-mind motoring, we've created the Mazda Added Protection Plan (M.A.P.). M.A.P. complements your Mazda Limited Warranty for up to 7 years or 160,000 km, and protects you from unexpected repair expenses and the rising cost of repairs. All M.A.P. plans include Personal Budget and Repair Inflation Protection. In addition, all M.A.P. plans include Premium Roadside Assistance, which extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The Premium Roadside Assistance offers Towing, Winching, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning and Dealer Locator. Should you ever decide to sell your Mazda vehicle, M.A.P. is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.



Ask your dealer about Mazda's competitive program for recent university and college graduates.

Product changes and options availability: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda Dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options and accessories shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations. E. & O. E.



Get more detailed information on your MX-5. Check out our website at mazda.ca for specifications and features, option packages, pricing, financing, to get a quote and find a dealer near you.

© 2011 Mazda Canada Inc., 55 Vogell Road, Richmond Hill, Ontario L4B 3K5 Printed in Canada Part No. 9999-92-X512-EN