

*2013 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.**

For over two decades, the MX-5 has been defining and redefining what a roadster is meant to be. Daring, nimble and perfectly balanced, the MX-5 is an automotive icon and an engineering marvel that's built to master every curve and effortlessly transform instinct into action. To achieve that, the engineers at Mazda took into account every bolt, every wire and every stitch to achieve near perfect 50:50 front-to-rear weight distribution, resulting in a car that is perfectly balanced. Well, almost. We created a vehicle that couldn't be balanced until a driver is sitting in the driver's seat. Because at Mazda, we don't just engineer cars. We engineer harmony.



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

Every aspect of the MX-5 is engineered not just to connect you with the vehicle, but to be one with it. It's the essence of *Jinba Ittai* - "rider and horse as one" - an emotive force every Mazda engineer understands. Even the MX-5's interior is shaped by *Jinba Ittai* - including the available leather-trimmed, heated bucket seats\*. Meticulously designed, they conform to your every curve and adjust to your every driving position. And then there's the available 7-speaker premium Bose® sound system with AudioPilot®\* noise compensation technology that heightens driving pleasure by cancelling out distracting ambient noise. Behind the wheel of a vehicle this well crafted you can be sure that it's not only engineered to thrill, but also designed with harmonious driving in mind.



### Intelligent Key System

Even before you enter, the MX-5 is already anticipating your arrival. At the touch of a button, the available intelligent key system\* (keyless entry and start) recognizes you and comes to life before your eyes. It remotely unlocks the doors and trunk - all without having to take the keyless entry fob out of your pocket.

### Audio System

A standard auxiliary audio input jack with MP3 compatibility, CD player and available SiriusXM® Satellite Radio\* are all part of an available premium 7-speaker Bose® sound system with AudioPilot®\* noise compensation technology that cancels out distracting ambient road noise.

### Automatic Climate Control

Keep yourself and your passenger comfortable by customizing the environment with the available automatic climate control system.†

### Bluetooth® Hands-Free Phone

Keeping your eyes on the road and hands on the wheel has never been easier. With voice commands, making and receiving calls with Bluetooth® hands-free phone integration\* is as easy as pushing a button and saying hello.

### Leather Seats

Available heated leather-trimmed bucket seats\* with five customizable settings are a race-inspired delight crafted right down to the last stitch to hug and support your body for maximum comfort.

*Jinba Ittai*, or "rider and horse as one", was our guiding principle during the MX-5's development. The result is a car so nimble, well balanced and fun to drive that the driver and car achieve true unity.

-Takao Kijima, Program Manager (1995-2007), Mazda MX-5



\*Standard on the GT model.  
†Standard on the GS and GT models.

TRUE RED

STORMY BLUE MICA

CRYSTAL WHITE PEARL

SPARKLING  
BLACK MICA

COPPER RED MICA

ALUMINUM METALLIC MICA

BRILLIANT BLACK

## MX-5 Colour Combinations

PAINT COLOURS	GX		GS		GT	
	BLACK CLOTH	BLACK CLOTH with RED STITCHING	BLACK LEATHER	TAN LEATHER		
True Red	•		•			
Stormy Blue Mica	•		•			
Crystal White Pearl	•		•			
Sparkling Black Mica	•		•		•	
Copper Red Mica	•		•			
Aluminum Metallic Mica	•		•			
Brilliant Black		•				
True Red/Brilliant Black*		•				
Crystal White Pearl/Brilliant Black*		•				
Aluminum Metallic Mica/Brilliant Black*		•				

• = Available

\*Brilliant black on door mirrors and Power Retractable Hardtop.

## MX-5 Upholstery

Black Cloth (GX)



Black Cloth with Red Stitching (GS)



Black Leather (GT)



Tan Leather (GT)



## MX-5 Wheel Options

16" aluminum alloy wheels (GX)



17" dark gunmetal alloy wheels (GS)



17" aluminum alloy wheels (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 (MT); 140 lb. ft. of torque @ 5,000 rpm	S	S	S
158 horsepower @ 6,700 rpm (AT); 140 lb. ft. of torque @ 5,000 rpm	0	0	0
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 (deletes Bilstein® shocks and Limited Slip Differential)	-	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
Front strut tower bar	-	S	S
Dynamic Stability Control (DSC)	S	S	S
Traction Control System (TCS)	S	S	S
Limited-Slip Differential (LSD) <sup>†</sup>	-	S	S
Sport suspension with Bilstein® Shocks <sup>†</sup>	-	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 seat-belt pretensioners with force limiters	S	S	S
EXTERIOR			
Glossy dark grey seatback style bars	S	S	-
Silver seatback style bars	-	-	S
Black vinyl convertible top	S	-	-
Brilliant black Power Retractable Hardtop (PRHT)	-	S	-
Body-coloured Power Retractable Hardtop (PRHT)	-	-	S
Bright silver finish on headlight bezel	S	-	S
Black finish on headlight bezel	-	S	-
Body-coloured door handles	S	S	-
Chrome finish on door handles	-	-	S
Intermittent windshield wipers	S	S	S
Solar-controlled windshield with green tint	S	S	S
Rear glass window with electric defroster	S	S	S
Exterior MX-5 graphics	-	S	-
Body-coloured power-operated door mirrors	S	-	S
Brilliant black power-operated door mirrors	-	S	-
Halogen headlights	S	S	-
Xenon HID headlights	-	-	S
Fog lights	S	S	S
Mesh front grille	S	S	S
Dual exhaust outlets with silver finish on tips	S	S	S
WHEELS & TIRES			
16" aluminum alloy wheels with 205/50R16 performance radial tires	S	-	-
17" dark gunmetal alloy wheels with 205/45R17 performance radial tires	-	S	-
17" aluminum alloy wheels with 205/45R17 performance radial tires	-	-	S
COMFORT & CONVENIENCE			
Air conditioning with manual controls	0	-	-
Air conditioning with automatic climate controls	-	S	S

COMFORT & CONVENIENCE (cont'd)	GX	GS	GT
Heater/defroster with multiple-speed fan	S	S	S
Steering-wheel-mounted cruise controls	S	S	S
Tilt-adjustable steering wheel	S	S	S
Power door locks	S	S	S
Remote keyless entry system with retractable key 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
Day/night rearview mirror	S	S	-
Auto-dimming rearview mirror with HomeLink®	-	-	S
Courtesy light on windshield header	S	S	S
Driver's and passenger's sunvisors with vanity mirrors	S	S	S
Windblocker mesh aero board	S	S	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
Integrated headrests	S	S	S
Adjustable driver's seat lifter	-	S	S
Heated seats	-	-	S
Interior trim with silver finish on air-vent bezels, inner door handles and shift-plate bezel	S	S	S
Glossy dark grey trim on gauge rings and steering-wheel bezel	S	S	S
Glossy dark grey dash trim	S	-	S
Body-coloured dash trim with MX-5 graphics	-	S	-
Soft centre arm rest	S	S	-
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-like door panel trim	-	-	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	-
7-speaker premium Bose® audio system with AM/FM CD player and AudioPilot® noise compensation technology	-	-	S
MP3 and WMA functionality on CD player	S	S	S
SiriusXM® Satellite Radio ( <b>free 6-month subscription</b> )	-	-	S
Bluetooth® hands-free phone integration	-	-	S
Auxiliary audio input	S	S	S
Steering-wheel-mounted audio controls	S	S	S

S = Standard O = Optional - = Not available

## Zero to hardtop in 12.0 seconds.

The MX-5's quick and easy-to-use soft top isn't the only way to embrace the wind. Standard on the GS and GT models is a Power Retractable Hardtop. Precisely designed to take up zero trunk space, the MX-5's ultra-light 36 kg (80 lb) hardtop 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.



GS model with brilliant black on door mirrors and Power Retractable Hardtop.



<sup>†</sup>Available with 6-speed manual transmission only.  
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SIRIUS  
SATELLITE RADIO

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

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

*ZOOM-ZOOM*

**Visit [mazda.ca](http://mazda.ca) for Accessory Options.**

**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 8 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, 2013 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.

**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](http://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, Tire Road Hazard coverage and OEM Collision Part Coverage. Premium Roadside Assistance 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.

Find out more on:



**BETTER DRIVERS  
BUCKLE UP**

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

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