

For Release: September 15, 2004

Contacts: Jeremy Barnes, Mazda North American Operations, (949) 727-6844
Chaz Abbott, Mazda Information Bureau, (800) 248-0459, (949) 223-2307

2005 MAZDA MX-5 MIATA: THE UNDISPUTED CHAMPION

— *Record-Setting Miata Still World's Most Popular Roadster — Hands (or Top) Down —*

IRVINE, Calif. — With global sales of more than 700,000 vehicles, the Mazda MX-5 Miata is the world's most popular two-seat roadster, and since its launch in 1989, has revolutionized the convertible market in North America. Miata has received more than 100 consumer and industry awards, ranging from *Automobile* magazine's "Automobile of the Year," to Edmunds.com's "Consumers' Most Wanted Convertible Under \$25,000."

"The MX-5 Miata has been true to Mazda's Zoom-Zoom philosophy since rolling off the assembly line more than 15 years ago," said Yasunari Otachi, MX-5 Miata vehicle line manager. "Long before Zoom-Zoom became one of the most recognizable slogans around, Mazda designed Miata to epitomize the 'emotion of motion' concept on which Zoom-Zoom is based, and our worldwide sales are a real testament to Miata's DNA and spirit."

- more -

2005 MX-5 Miata - 2

For the 2005 model, Mazda poured two new exterior paint colors into the Miata mix, adding Razor Blue and Nordic Green to the carryover Classic Red, Sunlight Silver Metallic and Black Cherry Mica. Also new this year is a retractable key for the Miata's keyless entry system with the optional Convenience Package and the availability of Sirius[®] satellite radio. Sirius provides more than 120 satellite channels from coast to coast and is compatible with both the stock and upgraded sound systems. Mazda dealers need only add an antenna and satellite receiver kit (\$399 not including installation) and customers need only subscribe to activate the Sirius system.

Miata's sleek cockpit is packed with eye-catching amenities, including red-glow aluminum gauges, well-bolstered bucket seats, a short-throw shifter and a three-spoke leather-wrapped steering wheel. Silver-finished interior door handles, air vent bezels, center panel and gauge rings enhance Miata's sporty yet sophisticated look.

In addition to the standard features on all Miatas, the LS model adds stylish leather upholstery, a forceful six-speaker Bose[®] audio system powered by a 225-watt amplifier, cruise control, power door locks and the convenience of a remote keyless entry system with an all-new retractable key.

- more -

Miata's Zoom-Zoom persona shines through from underneath the hood. Boasting a highly responsive 1.8-liter, 142-horsepower engine (at 7000 rpm), Miata is undoubtedly a fun car to drive. The 16-valve, four-cylinder engine uses variable valve timing (VVT) to maximize low-end torque and high-end power, generating the get-up-and-go acceleration enjoyed during daily driving and worshiped on the racetrack.

Catering to a variety of driving styles and preferences, Miata is available with a standard five-speed manual transmission or an optional four-speed automatic. For those who like the versatility of more gears, the benefit of finely tuned gear ratios and the subsequent ease of maintaining rpm while accelerating, the Miata LS has an additional option of a six-speed manual transmission. Miata's manual transmissions are the standard by which all cars' gear-change mechanisms are judged for short throws and positive engagement.

In an effort to build the best-handling roadster on the market, Mazda designers constructed Miata with a low center of gravity and spread the car's weight evenly over the front and rear wheels for perfect 50/50 weight distribution. Due to an inherent lack of structural stiffness in convertibles (the steel roof structure of a coupe contributes as much as 40 percent of the car's chassis stiffness), Mazda's engineers added an integrated powerplant frame to the chassis, locking the transmission and differential together and minimizing twisting and movement in relation to the engine and frame. They also designed braces to fully tie the front and rear suspension to the chassis, and brace across the rear of the passenger compartment to further reduce body flex. The result is an exceptionally rigid chassis/body combination that delivers pure driving enjoyment because it is so forgiving and predictable.

To complement Miata's superior performance, power-assisted four-wheel disc brakes give it equally impressive stopping power. A double-wishbone suspension is featured on both the front and rear of the vehicle to minimize camber-angle against the road surface. In addition, in an effort to maximize performance while retaining ride comfort, Mazda engineers used gas-filled shock absorbers with front and rear stabilizer bars to limit lateral body roll.

The Suspension Package, available on all models with manual gearboxes, incorporates high-performance Bilstein® shock absorbers to create a more responsive, damping effect, revised spring rates and stabilizer bar tuning. For even more stability, Miata LS models come standard with a torque-sensing Tochigi Fuji limited-slip differential.

Miata originally was designed to be a comfortable and precise road car, coupled with the inspired drivability of a race car. In fact, on any given weekend, there are more Mazdas speeding around the racetracks of North America in club racing and autocross competitions than any other brand of vehicle. Racers piloting Miatas have won Sports Car Club of America (SCCA) Showroom Stock races all over the country, including the SSB National Championship at the prestigious Valvoline Runoffs held at the Mid-Ohio Sports Car Course. Miatas of all years continue to be popular vehicles in SCCA Solo 2 competition, winning trophies and championships every weekend. In 2004, the SCCA's fastest growing regional racing class was the Spec Miata class. The SCCA even started a Pro version of the class in 2004. Whether you are a racer at heart or at the track, Mazda's MX-5 Miata is built to perform.

Along with the entire Mazda line-up, the 2005 MX-5 Miata comes with a four-year roadside assistance program. With a call to a toll-free number, Miata owners can access roadside assistance 24 hours a day, 365 days a year throughout the United States and Canada. For all 2005 Mazda vehicles, the company will provide a free loaner car in the event a warrantable condition requires alternative transportation.

2005 MX-5 Miata - 6

The 2005 Mazda MX-5 Miata is covered by a comprehensive, bumper-to-bumper, four-year/50,000-mile limited warranty that covers every part on the vehicle except those subject to normal wear. In addition, the Miata is covered by a five-year/unlimited-mileage corrosion warranty.

Mazda North American Operations is responsible for the sales and marketing, customer parts and service support of Mazda vehicles in the United States. Headquartered in Irvine, Calif., MNAO has more than 700 dealerships nationwide.

#

EDITOR'S NOTE: For more information on Mazda products, visit the online Mazda media center at www.mazdausamedia.com.