



2020 MAZDA MX-5













WELCOME TO THE CLUB.

A Mazda is never just a Mazda.
It's a feeling.

It's a shot of anticipation just
before you press start.

It's that urge to take one last
look as you walk away.

It's the notion that a vehicle
should move your body
as well as your soul.

It's a love affair with the road.
Any road.

It's a knowing glance that
passes between Mazda drivers.

It's the feeling that you don't just
own a Mazda, you have a lifelong,
irrevocable membership in
The Clubhouse of Driving Passion.

FEEL ALIVE™





KODO: "SOUL OF MOTION"

Our design philosophy is simple yet highly challenging to accomplish: capture energy in motion, even at a standstill. With curves and angles so striking, they command your attention through a mere glance. Eliciting this kind of instant emotional response requires a human touch. Hands on clay, shaping form with warmth and precision. Eliminating all that is unnecessary, leaving only what is beautiful. We call this Kodo: "Soul of Motion" design. A dynamic sense of motion created for humans, by humans. This is the inspiration behind the Mazda MX-5.

THE HUMAN TOUCH

The Mazda Takumi are the artisans and craftsmen who hone their skills for years, even decades, to achieve mastery. From their first sketch to the final stitch, their passion, patience and persistence are poured into every car. Utilizing their sense of touch as much as sight, the Takumi masters gracefully carve a block of clay into a work of art. With an innate sense of composition, they ensure that every curve is perfectly proportioned to their final vision. This hand-sculpted creation ultimately enriches the emotional bond between you and your MX-5.





MAZDA MX-5

From its inception, the Mazda MX-5 was designed to capture the pure exhilaration of driving. For over three decades, our engineers and designers have never stopped challenging themselves to improve upon its legendary handling and performance, collecting countless awards and distinctions along the way. Today's MX-5 is a technologically smarter car that remains lightweight, nimble and incredibly responsive to any driver who gets behind the wheel. Like the very first MX-5 to hit the streets over 30 years ago, it continues to be beloved by drivers the world over.





MAZDA MX-5 RF

“How much joy can a car bring?” This is one of the thousands of questions Mazda engineers asked themselves when developing the MX-5 RF. Asking these questions is what led to the creation of a sports car that is just as much in its element on a night out in the city as it is on a winding country road. The fastback styling of the MX-5 RF combines the comfort and peace of mind of a hardtop with the spontaneity and unparalleled driving exhilaration of the legendary MX-5 roadster. In approximately 13 seconds, its retractable roof slips away, revealing the open sky and all its possibilities.

REDEFINING REFINEMENT

Our Takumi set out to create beauty through shape, texture and colour. Every stitch, every inch of our carefully constructed cabin, is designed to engage you with a tactile and visual experience. Expert fabricators craft a range of distinct and expressive designs using soft textures and premium stitching. The MX-5 GS model is more sophisticated than ever with the addition of a beautiful leather-wrapped steering wheel, shift knob and parking brake – complemented by stunning 17-inch alloy wheels. And our perforated red Nappa leather upholstery with grey stitching* adds a dynamic energy to each drive.



NEW GREY SOFT-TOP RETRACTABLE ROOF

Personalize your MX-5 soft top with optional cloth roof colours, including a new grey roof† that creates an impressive custom look.



*Optional on the MX-5 GT (with black or grey soft top roof only) and available on the MX-5 RF GT with Exclusive Package or Grand Sport Package.
†Optional on the MX-5 GT model.



ONENESS BETWEEN DRIVER, SKY AND MACHINE

For decades, we've studied the human body: how it moves, sensations of touch, sound and sight, muscle and skeletal structure. This is the human-centric design philosophy known as Jinba Ittai – horse and rider as one. An intuitive instrument panel places gauges and displays within your line of sight to minimize distraction. And with either the short-throw 6-speed Skyactiv-MT or the available 6-speed automatic with steering-wheel-mounted paddle shifters*, you have the freedom to shift gears in an instant. The MX-5 is designed with near perfect 50/50 weight balance – the ideal distribution for optimal handling and performance. You feel as though your Mazda is an extension of your body, anticipating and answering your every command.

*Paddle shifters are available on GS-P and GT models only.

MAKE A SMARTER CONNECTION

Your inspiration. Your space. Your cockpit. This is the driver-centric cabin of the Mazda MX-5, where every control is situated within your reach, so you can stay focused on the road ahead. The centre console and HMI Commander control are positioned for optimal comfort for the wrist and forearm. The Mazda Connect Infotainment System* features a 7-inch full-colour touchscreen display, now with standard Apple CarPlay™ integration for your iPhone (shown). Plus Android Auto™ integration is also now standard. What's more, a five-year subscription to SiriusXM Traffic and Travel Link† comes complimentary. Communication between you and your vehicle becomes second nature – by design.



*Don't drive while distracted or while using a hand-held device.

**Standard on the MX-5 GS-P and GT models, and standard on all MX-5 RF models.

†Standard on the MX-5 and MX-5 RF GT models.



THE TWO-SEAT AMPHITHEATER

Mazda and Bose engineers worked to jointly develop an audio system designed specifically for the MX-5. Standard on all GS-P and GT models, the Bose premium audio system** keeps your music crisp and clear even with the top down. Nine speakers, perfectly situated, including two positioned in each of the MX-5's headrests, create an immersive experience to invigorate all of your senses.



DRIVING IN ITS PUREST FORM

From the engine to the chassis to the transmission and beyond, we've designed every aspect of the MX-5 to work in harmony through an approach we call Skyactiv Technology. The MX-5's Skyactiv-G 2.0 L engine with 181 hp is engineered to flawlessly match its light yet strong chassis and create the ideal power to weight ratio. Add to that the nearly perfect 50/50 weight balance, and the MX-5 becomes something far greater than an assembly of its parts. It becomes alive.



A GREATER SENSE OF AWARENESS WHEREVER YOU GO

To heighten your senses, we created a few of our own. Sophisticated safety innovations that alert you to hazards and help you avoid collisions – or lessen their impact. All MX-5s are equipped with i-Activsense safety features*, including Advanced Blind Spot Monitoring (ABSM)†, Lane Departure Warning System (LDWS), Smart City Brake Support (SCBS) and Rear Cross Traffic Alert (RCTA)† to help improve your visibility and awareness of the road. These advanced systems and their alerts contribute to a more confident experience behind the wheel.

*Not all i-Activsense features are available on all models. i-Activsense safety features are not a substitute for safe and attentive driving. There are limitations to the range and detection of each safety feature. See Specifications and Features for availability. Please see your Owner's Manual for further details.

†Always check your mirrors. Be aware of the traffic around you. There are limitations to the range and detection of the system. Please see your Owner's Manual for further details.



Every Mazda is designed to inspire.

We refine, so you can focus on the essential.

Our measurements are emotions. Our stats, stories.

Each decision is made to heighten your mood, your senses and your abilities.

Because to us, the road is a source of discovery, to which there is no end.

FEEL ALIVE™

SPECIFICATIONS

ENGINE

Skyactiv-G 2.0 DOHC 16-valve 4-cylinder engine

181 hp @ 7,000 rpm (Premium unleaded)

151 lb-ft of torque @ 4,000 rpm (Premium unleaded)

TRANSMISSION & DRIVETRAIN

Skyactiv-MT 6-speed manual transmission
(standard on all models)

6-speed automatic transmission with manual-shift mode
and Drive Selection switch (optional on GS)

6-speed automatic transmission with manual-shift mode,
Drive Selection switch and paddle shifters[†]
(optional on GS-P and GT)

FUEL ECONOMY*

L/100 km, (city/highway)

9.0/7.0 (6MT)

9.0/6.6 (6AT)

FUEL TANK CAPACITY

45 L

DIMENSIONS MX-5

Wheelbase/overall length (mm): 2,309/3,914

Overall width mirror to mirror (mm): 1,918

Overall height (mm): 17" wheels 1,240

Track (fr/rr) (mm): 1,495/1,505

Turning circle, curb-to-curb (m): 9.4

DIMENSIONS MX-5 RF

Wheelbase/overall length (mm): 2,309/3,914

Overall width mirror to mirror (mm): 1,918

Overall height (mm): 17" wheels 1,245

Track (fr/rr) (mm): 1,495/1,505

Turning circle, curb-to-curb (m): 9.4

CARGO VOLUME

130 L (ST)

127 L (RF)

FEATURES

MAZDA MX-5 GS

Includes the following features:

Skyactiv-MT 6-speed manual transmission
17" black metallic alloy wheels with 195/50R16 tires
LED headlights with signature lighting
LED rear combination lights
Black soft top with glass rear window
Automatic on/off headlights
Rain-sensing intermittent windshield wipers
Body-coloured door handles
Piano black power-operated door mirrors
Cruise control with steering-wheel-mounted controls
Rearview camera (wide angle)
7" colour touchscreen display with Mazda Connect
AM/FM/HD radio with 6 speakers
(including driver's headrest)

2 USB ports and auxiliary audio input
HMI Commander switch
Apple Carplay™
Android Auto™
Navigation-ready (requires navigation SD card accessory)
Air conditioning with manual climate controls
Advanced keyless entry (proximity and ignition)
Tilt and telescopic steering wheel
Mesh aero board windblocker
Black cloth upholstery with black stitching
Leather-wrapped steering wheel and shift knob
Leather-wrapped parking brake handle
Body-coloured interior door trim
Select i-Activsense features

GS option:

6-speed automatic transmission with manual-shift mode and Drive Selection switch

MAZDA MX-5 GS-P

Includes the following features
in addition to or in place of
MX-5 GS:

Front strut tower bar[†]
Limited-Slip Differential (LSD)[†]
Sport suspension with Bilstein® shocks[†]
Induction Sound Enhancer (ISE)[†]
Heated door mirrors
LED Daytime Running Lights (DRL)

Noise-isolating windshield
Bose premium sound system with AM/FM/HD radio
9 speakers with AudioPilot 2 noise compensation technology
(including speakers in driver's and passenger's headrests)
Black cloth upholstery with grey stitching
Heated front seats with three settings

GS-P options:

6-speed automatic transmission with manual-shift mode, Drive Selection switch and paddle shifters*

Sport Package[†]:

17" BBS® forged dark finish alloy wheels
Brembo® front brakes (opposed piston design with unique rotor)

Red painted front and rear calipers
Recaro® sport seats with Nappa leather- and
Alcantara®-trimmed upholstery

MAZDA MX-5 GT

Includes the following features
in addition to or in place of
MX-5 GS-P:

17" gunmetal finish alloy wheels with 205/45R17 tires
Black leather-trimmed upholstery with grey stitching
Convertible top cloth liner
Scuff plates
SiriusXM® Satellite Radio with fin antenna
(complimentary 3-month subscription)
SiriusXM Satellite Radio Traffic Plus and Travel Link services
(complimentary 5-year subscription)

Body-coloured power-operated door mirrors
Auto-dimming driver's side door mirror
HomeLink® wireless control system
Air conditioning with automatic climate controls
Auto-dimming rearview mirror
4.6" multi-information colour display in gauge cluster
Navigation system

GT options:

6-speed automatic transmission with manual-shift mode,
Drive Selection switch and paddle shifters*
Red Nappa leather-trimmed upholstery (with black or grey
cloth roof only)

Brown soft top with glass rear window (black or tan leather
interior only)
Grey soft top with glass rear window (black or red leather
interior only)

*Estimated fuel economy based on Government of Canada's approved, revised 5-cycle testing method. Your actual fuel consumption may vary depending on how, where and when you drive. For comparison purposes only. For more information on revised 5-cycle testing, visit mazda.ca/5cycle.

[†]Bilstein® shock absorbers, Limited-Slip Differential (LSD), strut tower bar and Induction Sound Enhancer (ISE) are not available with automatic transmission.

*Bilstein® shock absorbers, Limited-Slip Differential (LSD), strut tower bar and Induction Sound Enhancer (ISE) are not available with automatic transmission.

[†]Available with 6-speed manual transmission only.

FEATURES

MAZDA MX-5 RF GS-P

Includes the following features:

Skyactiv-MT 6-speed manual transmission
17" black metallic alloy wheels with 195/50R16 tires
LED headlights with signature lighting
LED rear combination lights
LED Daytime Running Lights (DRL)
Power retractable hard top
Open/close button for power retractable hardtop
Noise absorption headliner
Noise-isolating windshield
Automatic on/off headlights
Rain-sensing intermittent windshield wipers
Body-coloured door handles
Piano black heated power-operated door mirrors
Cruise control with steering-wheel-mounted controls
Rearview camera (wide angle)
7" colour touchscreen display with Mazda Connect
Bose premium sound system with AM/FM/HD radio
9 speakers with AudioPilot 2 noise compensation technology (including speakers in driver's and passenger's headrests)

2 USB ports and auxiliary audio input
HMI Commander switch
Apple Carplay™
Android Auto™
Navigation-ready (requires navigation SD card accessory)
Air conditioning with manual climate controls
Advanced keyless entry (proximity and ignition)
Tilt and telescopic steering wheel
Transparent polycarbonate windblocker
Black cloth upholstery with grey stitching
Heated front seats with three settings
Leather-wrapped steering wheel and shift knob
Leather-wrapped parking brake handle
Body-coloured interior door trim
Front strut tower bar†
Limited-Slip Differential (LSD)‡
Sport suspension with Bilstein® shocks†
Induction Sound Enhancer (ISE)†
Select i-Activsense features

GS-P options:

6-speed automatic transmission with manual-shift mode, Drive Selection switch and paddle shifters*

Sport Package†:

17" BBS® forged dark finish alloy wheels
Brembo® front brakes (opposed piston design with unique rotor)

Red painted front and rear calipers
Recaro® sport seats with Nappa leather- and Alcantara®-trimmed upholstery

MAZDA MX-5 RF GT

Includes the following features in addition to or in place of MX-5 RF GS-P:

17" gunmetal finish alloy wheels with 205/45R17 tires
Black leather-trimmed upholstery with grey stitching
Scuff plates
SiriusXM® Satellite Radio with fin antenna (complimentary 3-month subscription)
SiriusXM Satellite Radio Traffic Plus and Travel Link services (complimentary 5-year subscription)
Body-coloured heated power-operated door mirrors

Auto-dimming driver's side door mirror
HomeLink® wireless control system
Air conditioning with automatic climate controls
Auto-dimming rearview mirror
4.6" multi-information colour display in gauge cluster
Navigation system

GT options:

6-speed automatic transmission with manual-shift mode, Drive Selection switch and paddle shifters*

Exclusive Package:

Power retractable hard top with contrasting top in piano black†

Red Nappa leather seating surface with grey stitching

Grand Sport Package:

Power retractable hard top with contrasting top in piano black†
Red Nappa leather seating surface with grey stitching
17" BBS® forged wheels (dark finish)

Brembo® front brakes (opposed piston design/unique rotor)
Red painted front and rear brake calipers

*Bilstein® shock absorbers, Limited-Slip Differential (LSD), strut tower bar and Induction Sound Enhancer (ISE) are not available with automatic transmission.

†Available with 6-speed manual transmission only.

‡If exterior colour is Jet Black Mica, contrasting top in piano black is replaced with Jet Black Mica top.

i-ACTIVSENSE SAFETY FEATURES:

Advanced Blind Spot Monitoring (ABSM)*, Rear Cross Traffic Alert (RCTA)*, Smart City Brake Support (SCBS)*, Lane Departure Warning System (LDWS)*, High Beam Control system (HBC)*, Traffic Sign Recognition System (TSR)†‡, and Adaptive Front-lighting System (AFS)‡.

*Standard on all models.

†TSR functionality may not be compatible with all regional road signs in Canada.

‡Standard on the GT model.

AVAILABLE ACCESSORIES:

17" Alloy Wheels: Matte Black, Sports Aero kit (Front Air Dam, Rear Diffuser, Side Sills, Rear Lip Spoiler), Navigation (SD Card), All-Weather Floor Mats, Alloy Pedals, First Aid Kit, Roadside Assistance Kit, Scuff Plates, Cargo Tray, Cargo Net, Soft Cargo Tote, Mud Guards, Oil Filler Cap, Premium Touch-up Paint Pen, Wheel Locks.

MAZDA UNLIMITED MILEAGE WARRANTY

STANDARD ON ALL NEW MODELS

At Mazda, we pride ourselves on our commitment to quality, which is why every new vehicle includes our unlimited mileage warranty.





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.

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.

READY TO ROLL

Our pre-delivery commitment means every new Mazda is inspected and fitted with floor mats and comes with a full tank of gas.

ADDED PROTECTION

For peace-of-mind motoring, we've created Mazda Added Protection Plan (M.A.P.) extended warranty plans. M.A.P. plans complement your Mazda Limited Warranty and protect 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 Roadside Assistance, Tire Road Hazard coverage and OEM Collision Part Coverage. Roadside Assistance extends the roadside assistance coverage offered during the new-vehicle limited-warranty period throughout the M.A.P. term. The 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.

MAZDA ROADSIDE ASSISTANCE PROGRAM

As part of our commitment to your total satisfaction, 2020 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 or visit mazda.ca.

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.

GRADUATE PROGRAM

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

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Thank you for considering a Mazda.

As you can see from the stories in this brochure, everyone at Mazda is deeply passionate about creating cars that provide a memorable driving experience. This passion all starts with you. Before the first sketch of a Mazda, before any new idea is conceived, we consider you, the driver, first. All with the hope that you will feel our passion for driving once you're behind the wheel.

Because we believe that vehicles should move your body as well as your soul, we love sharing the beautiful machines we make and building relationships with the people who drive them. When you drive a Mazda, you're a part of The Clubhouse of Driving Passion, where driving is celebrated in its purest form.

I look forward to seeing you at the Clubhouse.

Sincerely,

David Klan

President and CEO

Mazda Canada Inc.

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For full details on the 2020 MX-5 model line-up, please visit mazda.ca or your local Mazda dealer.

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FEEL ALIVE™



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