

# *MAZDA MX-5*



**mazda**

## *TAKING THE LEGEND NEW PLACES*

For a quarter century plus, Mazda MX-5 has been a worldwide icon, not only of the lightweight sports car, but also of Mazda's unique *Jinba-Ittai* driving pleasure. In developing this, the all-new fourth generation MX-5, Mazda adopted an 'innovate in order to preserve' stance aimed at maintaining and enhancing MX-5's sheer driving pleasure while meeting the highest standards of fuel efficiency and safety. Key to this

is the latest evolution of SKYACTIV TECHNOLOGY which continues to set new benchmarks in automotive engineering. And MX-5's breathtaking styling is a masterful expression of Mazda's KODO – Soul of Motion design philosophy. The result is a car lighter and more compact than its predecessor, yet with even more of the fun-to-drive characteristics that have made MX-5 a legend in its own time.



魂動

KODO : SOUL of MOTION





One glance and the pulse begins to race. And from behind the wheel, the whole world just looks better. Take the top down. Go for a drive. Feel the smile spread across your face. And you won't be alone – everyone who sees MX-5's athletic styling with its beautiful, sensuous lines and well-planted stance immediately feels the attraction, falling in love at first sight. The more time you spend with MX-5, the more it becomes a cherished part of your life.



Red Dot Award  
Mazda MX-5 is the proud winner of the 2015 "Red Dot: Best of the Best" product design award from one of the world's largest and most prestigious product competitions.





The cockpit immediately tells you all you need to know: this is the essence of pure fun-to-drive. Body panels wrap over into the door trim, dissolving the interior/exterior boundaries and heightening the pleasure of open-top driving. And all interior details are tailored to appeal to sports-car enthusiasts in look and function, and also in operating feel. Grip the steering wheel, let your hand fall naturally to the gear shift lever, reach for the engine start button – it's a ritual that always sets the heart racing.







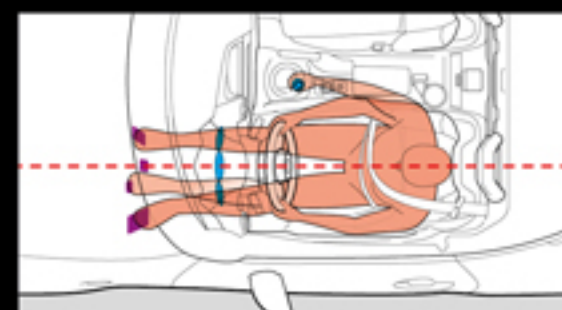
THE REDEFINITION OF DRIVING PLEASURE

First and foremost, development focused on creating a driving experience only the all-new MX-5 could offer, through response and handling that precisely match the driver's intentions. The aim was simple: to make MX-5 feel like a natural extension of your body. Enhancing Mazda's trademark *Jinba-ittai* – the feeling of being one with car – and fun-to-drive characteristics were the watchwords, even as MX-5 met the challenge of satisfying ever-higher demands for comfort, safety and environmental friendliness. Of course, weight was kept as low as possible, while the latest advances in SKYACTIV TECHNOLOGY keep the suspension, body and powertrain acting in perfect harmony. Taken together, it all adds up to a total redefinition of sports car driving pleasure.

Refining the classic lightweight sports car



From the very first generation, Mazda MX-5 has always featured a compact, open-top two-seater body, a Front-midship engine/Rear-wheel drive (FR) configuration, and 50:50 front/rear weight distribution – the classic layout of a lightweight sports car. The all-new fourth generation carries on the tradition, but with the engine moved rearward and an aluminium bonnet and boot lid to achieve a lowered yaw inertia moment. Combined with a lower centre of gravity realized by lowering the engine's mounting position and the seats, this results in the kind of response and handling drivers dream about. Another key element adding to MX-5's commanding feeling of control is the driving position: the driver is placed closer to the car's centre line, while the pedals, controls, meters and displays are optimally located to allow the driver to maintain good posture and drive comfortably. Additionally, the low nose, rearward position of the A-pillars and thinner front header afford a panoramic view for easier confirmation



of the surroundings and the car's behaviour. The seats themselves feature Mazda's innovative and ergonomic S-fit Structure, employing a newly developed net material and urethane pads in place of the conventional metal springs/urethane pad structure. This reduces both the weight and thickness of the seats at the same time as providing superior support and holding capability when driving hard through the curves.

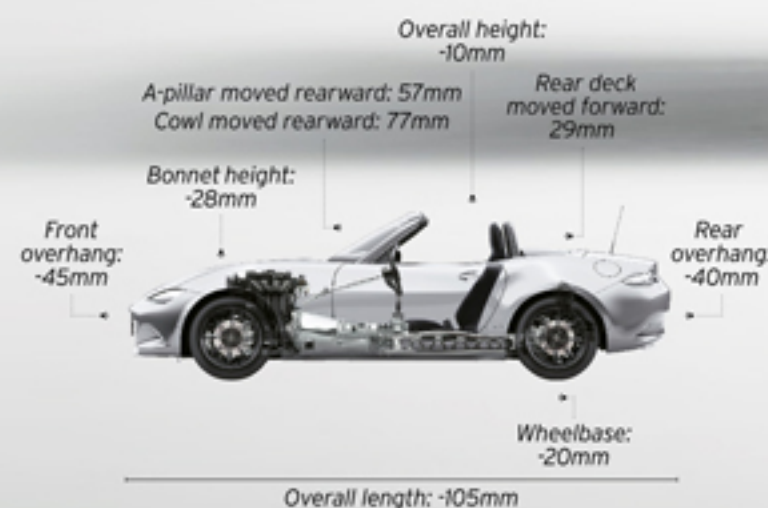


Saving weight, adding performance



SKYACTIV TECHNOLOGY, long years of experience and Mazda's proven 'Gram strategy' allowed as much as a 100kg\* weight reduction for the all-new MX-5. Optimal distribution of functions, introduction of compact components, structural innovations, and wider use of aluminium and other lightweight materials resulted from Mazda's pursuit of the ideal structure for the body, chassis and engine. And by further advancing the SKYACTIV-BODY concept of a continuous framework, this reduced weight even resulted in greater rigidity. Measures taken included optimizing the framework, larger cross-sections and straighter lines for the high-mount backbone frame, and more extensive use of high-tensile sheet steel, as well as integrating the chassis and the body.

\*Comparison between 2.0-litre engine, manual transmission models.



50/50

NEAR-PERFECT BALANCE? NOT UNTIL YOU GET BEHIND THE WHEEL.

**SKYACTIV** TECHNOLOGY

**SKYACTIV-G 2.0**



Max. power:  
160 PS / 6,000 rpm  
Max. torque:  
200 Nm / 4,600 rpm



4-2-1 exhaust system

Cavity piston

The high-efficiency SKYACTIV-G 2.0 direct-injection petrol engine is your passport to a world of driving that is both exciting and eco-friendly. This engine does more than just set new standards for fuel efficiency and emissions control, it also actively enhances the Zoom-Zoom performance that sets Mazda apart. To accomplish this, Mazda engineers achieved a whole series of technical breakthroughs that include a 4-2-1 exhaust system, high tumble ports, cavity pistons, and multi-hole injectors to deliver an extraordinary compression ratio of 13.0:1 while suppressing the knock usually caused by such high compression. Perfectly realizing these key

technologies to prepare SKYACTIV-G 2.0 for longitudinal-mounting in an FR sports car required a total revision of the engine's design, as well as its intake and exhaust systems. Taken together, the technical breakthroughs embodied in this engine achieve significant weight reductions along with an astonishing increase in fuel efficiency. To the driver, this translates into linear response and lively performance across a broad torque range, as well as satisfying everyday driving thanks to the ample torque available at low- to mid-engine speeds and even the pleasing engine note.

**SKYACTIV-MT**



The new-generation six-speed manual transmission SKYACTIV-MT was originally developed to bring the same light positive shifting enjoyed in previous generations of the MX-5 to a broader lineup of Mazda cars, achieving this through a complete redesign of the internal shift mechanism for more efficient action and minimum friction. Now, for the new MX-5, its design has been painstakingly reviewed to fit the FR layout and realize crisp, 'just right' operation with a positive feeling as if the lever is being sucked into your desired gear. In addition, adoption of a direct-drive sixth gear contributed to a simpler structure that is both lighter and more compact.

**SKYACTIV-BODY**



The goal was lower weight with better safety performance and greater rigidity, achieved by clever engineering to optimize structures and make effective use of materials. And through applying all the knowledge acquired in developing SKYACTIV TECHNOLOGY to date, Mazda engineers created a new SKYACTIV-BODY specifically tailored to an open-top lightweight sports car. The basic concept was to use straight beams and a continuous framework wherever possible to create a structure whose individual sections functioned in perfect harmony. In addition, widespread use of aluminium and high-tensile steel realizes both safety and extreme rigidity, resulting in a lightweight open-top body ideally prepared to respond to the driver's every intention.

**SKYACTIV-CHASSIS**



Engineered to deliver even more of Mazda's famous oneness between car and driver, the SKYACTIV-CHASSIS was born from a comprehensive revision of the basics of suspension and steering systems, achieving both weight reduction and excellent rigidity. And while the new MX-5 continues to use the same double-wishbone front suspension and multilink rear suspension configuration as the previous model, they are entirely redesigned to match the SKYACTIV-CHASSIS to optimize the geometry and create a suspension system offering enhanced stability and greater control when cornering. In addition, the new Electric Power Assist Steering (Dual Pinion) system has extremely rigid steering characteristics and delivers direct feedback from the road surface.

**OTHER ADVANCED TECHNOLOGIES**

**SIX-SPEED AUTOMATIC TRANSMISSION**



This six-speed automatic transmission is engineered to provide a direct shift feel and superior fuel economy thanks to a new torque converter with wider slip control and lock-up range. A newly adopted throttle blip function automatically revs the engine when downshifting to give quicker shifts and enhanced deceleration response. Another newly adopted function is Drive Selection which allows switching between Normal and Sport/Manual drive modes for a sportier, more satisfying driving experience.

**i-STOP**



Mazda's i-stop idling stop system automatically shuts the engine down when you come to a complete halt after braking, saving the fuel wasted when stopped in traffic or at a signal to improve fuel economy by as much as 5%. Release the brake pedal and fuel is injected directly into the cylinder ready for an almost instantaneous restart: just 0.35 seconds with the automatic transmission and 0.50 seconds with the manual transmission. What's more, because i-stop uses combustion energy rather than the starter motor, restarts are both quicker and smoother.

**i-ELOOP**



Regenerative braking is a process in which the car's kinetic energy during deceleration is used to generate electricity. To make this process most efficient, Mazda developed the i-ELOOP regenerative braking system that contributes to reducing electricity generation by the alternator, therefore minimizing fuel consumption. i-ELOOP captures the energy lost during deceleration, and saves it as electrical power in a revolutionary high-capacity Electric Double Layer Capacitor (EDLC). The moment you step off the accelerator, Mazda MX-5's forward momentum drives the alternator and starts charging the EDLC which reaches full charge in just 7-10 seconds. Then when you step on the accelerator again, the stored electricity is used to power the car's electrical equipment. It's virtually free energy! The EDLC can stand an almost unlimited number of charge-discharge cycles, and combined with i-stop can improve fuel economy by up to 10% according to Mazda measurements.

## KEEPING YOU FOCUSED AND IN THE PICTURE

All driving demands concentration. Sports driving even more so. And it's hard to maintain concentration in modern cars because they constantly supply you with information: route guidance from the navigation system, hazard warnings, audio entertainment from a wide range of sources...the list just goes on. The key is how information is presented. That's why Mazda developed its unique Human-Machine Interface (HMI) design, and engineered MX-5's cockpit from the ground up to give you information in a way that lets you stay focused on the road and on safe driving.

### The leading edge of HMI design

The amount of information presented to you when driving continues its increase. For example, i-ACTIVSENSE detects traffic conditions around the vehicle and provides warnings, while MZD CONNECT, the new in-vehicle connectivity system, offers the latest Internet-connected services via your smartphone. So to present this rising tide of information without compromising safety, Mazda engineered the cockpit with a new HMI design to prevent confusion in decision-making, minimize driver eye movements, and reduce physical stress.

The cockpit itself is divided into two zones, one

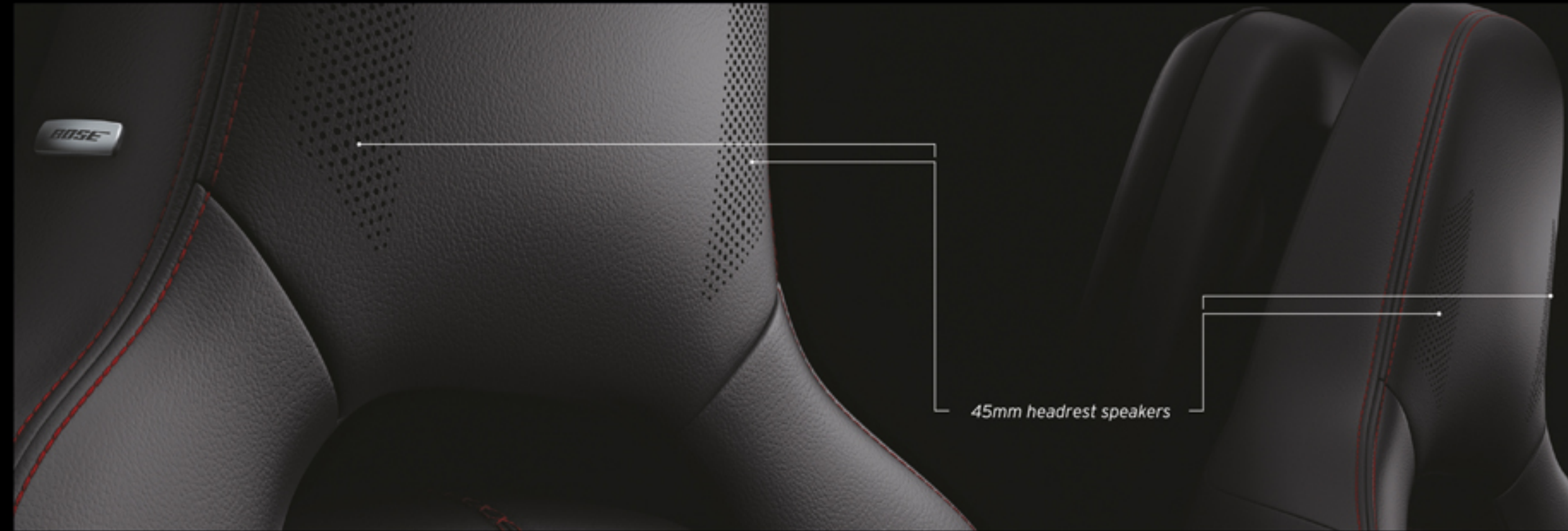
focused on driving and the other focused on infotainment, and each zone has information displays and controls according to its purpose. Physically separating these interfaces promotes easier recognition and smoother operation. Frequently used operations are controlled by steering-wheel mounted switches without taking the hands off the steering wheel. Information for MZD CONNECT's audio, communication and navigation functions is displayed on a seven-inch centre display featuring graphics designed for instant legibility. Multi-stage operations of MZD CONNECT are quickly and accurately controlled by a commander control located on the floor console where the driver's hand naturally falls.

### MZD CONNECT, the benchmark in-vehicle connectivity system

Internet connectivity has become an essential part of daily life, even while travelling in a car. So

Mazda developed MZD CONNECT to provide versatile connectivity while further enhancing safety. MZD CONNECT offers a huge range of infotainment options from the Internet through Aha™ by HARMAN when connected to a smartphone via Bluetooth®. The system's Audio feature allows selection of various music sources including AM/FM radio, CDs and mobile audio players, and Aha Internet Radio. The Communication feature reads SMS messages aloud, as well as other Internet social networking services (Twitter and Facebook for example) available via Aha. And the Navigation feature shows your current position on a map along with a route to the specified destination. System software is easily updated, providing ongoing access to the latest services without swapping out any hardware.

Note: Available functions of MZD CONNECT may vary according to the type of connected smartphone and its operating environment. Please consult your local Mazda dealer for exact information.



## YOUR OWN PRIVATE AMPHITHEATER.

The top is dropped. The sun is glistening. Your cares may be going out the top, but your tunes shouldn't go along with them. The Bose® Surround Sound system keeps the sound within the cabin—in fact, within inches of your ears. With 9 speakers, including two 45mm wide-range speakers positioned in each of the MX-5's headrests, sound is as clear as day. From bass to treble, audiophiles can enjoy pure sound quality from their MP3s through dual USB audio inputs jacks. Only the roar of the MX-5's engine will penetrate the cabin thanks to the Bose® AudioPilot® 2 noise compensation technology. Now road noise is left where it belongs—outside.





Four-lamp LED headlights, standard on all grades, highlight the Mazda brand presence on the road, day or night. Their eye-like design gives the MX-5 a look of vitality and power waiting to be unleashed.



The iconic design of the U-shaped rear combination lamps and round tail lights is a tribute to the rear view of previous generations of the MX-5.



Newly designed 17-inch aluminium wheels are manufactured with a cold casting technique to strengthen the material and achieve both weight reduction and functional beauty. Gunmetal grey paint for the 17-inch wheels adds a sense of quality.



The large analogue tachometer and speedometer feature needles with a vertical zero position to emphasize the contrast between action and inaction, suggesting the image of a Japanese sword master poised to strike.



The climate-control unit offers further enhanced performance, although it's lighter and more compact. The full-auto air conditioner adjusts airflow volume and climate-control mode automatically to allow all-season open-top comfort.



The two Detachable Cup Holders can be mounted at either the front of the floor console (passenger's side) or in one of two locations at the rear, allowing you to position them to match your needs without interfering with shift operations.



Despite the short rear overhang, the boot is both longer and wider so the space is truly practical to use. This versatile luggage compartment can easily accommodate a pair of hard-type carry-on bags, each sized 54cm x 40cm x 20cm.



Comprehensive airflow control measures minimize unpleasant drafts while guiding just a refreshing breeze to the occupant's arms and chest to assure the full pleasure of driving with the top down.



Soul Red Metallic (41V)



Ceramic Metallic (47A)



Blue Reflex Mica (42B)



Jet Black Mica (41W)



Meteor Grey Mica (42A)



Crystal White Pearl Mica (34K)



Arctic White (A4D)

Leather, Black



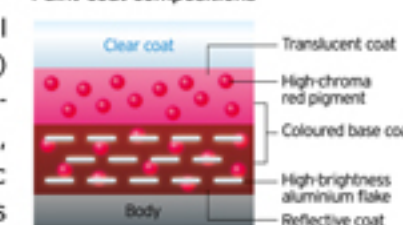
Leather, Tan



**Soul Red Metallic**

The Soul Red Metallic body colour was developed as part of Mazda's unique TAKUMI-NURI (TAKUMI: master craftsman, NURI: painting) painting technology. It achieves an unprecedented combination of colour, highlights, shade and depth to emphasize the dynamic body shape of KODO design, and symbolizes Mazda's passion to embody the Zoom-Zoom driving pleasure.

**Paint-coat compositions**



# ALL-NEW MAZDA MX-5: THE WORLD LOVES IT

Twenty-five years into its reign, the Mazda MX-5 has achieved cult status. So, when it came to launching its latest incarnation, the quest was, how do you announce a new icon? The answer was a simultaneous unveiling in three countries, streamed online to a global audience. In Monterey, Tokyo and Barcelona, journalists, bloggers and Mazda fans gathered to witness the rebirth of the world's best-selling two-seater sports car. Turn the page to get a taste of how the world reacted and search #longlivetheroadster to keep up with the latest news on the all-new Mazda MX-5 and the growing excitement within the Mazda community worldwide.



**MONTEREY**  
10.00  
3 SEPTEMBER

"You can see elements of all the other previous generations in the new design, but it's still different and modern. My favorite bit is the shark-like nose"  
Ken Dawson, Utah

"I'll just have to have new model in white. It'll look too good."  
May Lindblad, California

**BARCELONA**  
03.00  
4 SEPTEMBER

"The more I see the new model, the more I fall with it, because it's completely different but it feels like the classic story of the Mazda MX-5."  
Andrea Mancini, Italy

"It retains the quality and fun of the Mazda MX-5. Soul Red is a great colour."  
Roger Mead, UK

**TOKYO**  
10.00  
4 SEPTEMBER

"A lot has changed, but you can still see that it's an MX-5. And I really like that."  
Takeshi Kubo, Tokyo

"I really feel the R&D team's passion. They truly care about this car. I feel that they are genuinely trying to create something very special."  
Hidekazu Hamajima, Tokyo



Wan Chai Showroom : G/F, 148-149 Gloucester Road 3768 4833  
Kowloon Bay Showroom : G/F, 15 Wang Chiu Road 3768 4936

Macau Showroom : Edif. Ind. Chong Fong 2871 9917  
Macau Showroom : Ho Lan Garden Bloco A - B 2831 6338

[www.mazda.com.hk](http://www.mazda.com.hk) 