2024 MAZDA MX-5 MIATA: PRICING AND PACKAGING

MX-5 Miata receives key updates inside and out that further refine the roadster's successful formula.

- New available Asymmetric limited-slip differential improves MX-5 Miata's renowned progressive, fun handling characteristics
- Upgraded Mazda Connect system brings host of technological updates and new, larger display
- DSC-Track Mode added to Miata Club MX-5 to provide drivers an additional option for closed circuit driving

Effective April 3, the destination and handling charge on the 2024 MX-5 Miata is now $1,185 ($1,230 in Alaska).

IRVINE, Calif. (January 25, 2024) – Mazda North American Operations (MNAO) today announces pricing for the updated 2024 Mazda MX-5 Miata, which continues its long-standing tradition as a pure expression of effortless, joyful driving. Well-balanced, lightweight, and an outstanding power-to-weight ratio all help make MX-5 Miata a popular driver's car. On sale this winter, MX-5 Miata has been updated with a host of changes that all fans are sure to appreciate.

All MX-5 Miata models have a front engine, rear-wheel drive layout, with a Skyactiv-G 2.0-liter four-cylinder engine delivering an inspiring 181 horsepower at 7,000 rpm and 151 lb-ft of torque at 4,000 rpm routed through a six-speed transmission. The MX-5 Miata Sport and Club models are exclusively paired with a six-speed manual transmission and MX-5 Miata Grand Touring is offered in either a manual transmission or a quick-shifting six-speed automatic transmission with steering wheel-mounted paddle shifters.

The 2024 MX-5 Miata will continue to feature the well-received and appreciated Kinematic Posture Control (KPC), a software-based suspension performance technology developed by Mazda that manages different vehicle systems to help provide MX-5 Miata with improved precision and confidence in high-g cornering and behave as a harmonious extension of the driver's body without adding a single gram of weight. Taking advantage of existing rear suspension geometry designed to keep the MX-5 Miata planted under braking, KPC applies a very slight brake to the inner rear wheel during high-g cornering. This pulls down on that corner, suppressing body roll, and making steering response feel more linear through tight or rough corners. Slightly stronger braking is used when accelerating through a corner, enhancing the limited slip effect.

Building off this already strong package, MX-5 Miata receives major updates to the electric power-assisted steering (EPAS) system for 2024 including a new steering rack. The rack has been revised internally, resulting in reduced friction, as well as accompanying changes to the electric assist calibration through new software. This all results in smoother steering action with a more defined 'on-center' feeling for relaxed freeway cruising, yet greater precision as the front tires are loaded up under hard cornering.

MX-5 Miata's exterior sees changes as well, with updated headlights that incorporate a new LED DRL element, new LED taillights and new wheel designs. With the addition of Zircon Sand Metallic in 2023, another new exterior color has been added to the roster for 2024 with Aero Gray, which offers a cool tone that contrasts nicely against MX-5 Miata's available dark trim and wheels.

Inside, drivers benefit from a revised interior which gets several key updates. The center console receives extra padding for improved driver comfort. A revised gauge cluster now features simplified, high-contrast graphics for easier readability at a glance. All MX-5 Miata models also benefit from a new, larger 8.8-inch infotainment display, with touch functionality when using Apple CarPlay or Android Auto. Paired with this new display is Mazda's first ever integration of Alexa, which adds further flexibility, with hands-free commands for things like HVAC, radio and more. Alexa is able to accept commands for things inside the vehicle, as well as connect and control your smart home devices remotely. In the 2024 MX-5 Miata, this higher level of flexibility minimizes driver distraction, allowing them to remain focused on the winding roads ahead.

MX-5 MIATA SPORT

The MX-5 Miata Sport, only available with a black cloth soft top, includes an abundance of standard features, in addition to what has been outlined above. Safety is a primary focus of the two-seat roadster featuring dual front airbags, side-impact airbags, and side-impact door beams in addition to many i-Activsense safety features that include Blind Spot Monitoring with Rear Cross-Traffic Alert, Smart Brake Support, and Lane Departure Warning. The three-spoke leather-wrapped steering wheel has a tilt and telescoping function to help allow a wider range of owners find their ideal seating position. The steering wheel also has mounted buttons to easily control the audio, Bluetooth, and cruise control. Leather shift knob and parking brake, cloth bucket seats, six-

speaker audio, dual USB inputs, Mazda Advanced keyless entry, climate control, two removable cup holders, padded door armrest, power doors, and power windows with one-touch down feature complete the interior ambiance. Standard exterior features include metallic black 16-inch aluminum alloy wheels, dual-tip exhaust, LED headlights and taillights, gloss black door mirrors and high mount brake light cover, daytime running lights, variable-intermittent windshield wipers, and rear glass window with defogger.

MX-5 MIATA CLUB

The MX-5 Miata Club further enhances enthusiastic driver's expectations in the roadster's improved dynamics. This model is sport-tuned with Bilstein dampers, a front shock tower brace and a new Asymmetric LSD. This conical clutch LSD has been re-designed with a cam mechanism which allows for different ramp angles on acceleration and deceleration to provide ideal yaw damping control through the different phases of cornering. A stronger lockup under engine braking improves stability at corner entry, resisting unwanted oversteer. Reduced lockup during acceleration reduces unwanted understeer.

For those who want to experience the capabilities of their MX-5 on a closed circuit, a new DSC-Track feature has been added to MX-5's Dynamic Stability Control program. DSC-Track raises the threshold of the DSC system, between being fully engaged or fully disabled, allowing drivers who choose to activate this feature to work on their on-track driving skills, while still offering some amount of brake intervention should it be needed[1].

To match the exciting dynamics, the Club adds sporty design elements such as a gloss black front air dam, and rear lip spoiler. The seats have been revised for 2024, with the inclusion of black suede accents inset in the black cloth material. Moving up from the Sport model, the Club adds black metallic 17-inch wheels, LED daytime running lights (DRL), a trunk lid-mounted shark fin antenna, body color high-mount brake light cover, and vinyl-leather material throughout the interior.

All Clubs models feature wireless Apple CarPlay connectivity, which allows occupants to easily connect their enabled iPhone once they enter MX-5 Miata and help them get on the road quicker. Including all standard Sport features, this model adds SiriusXM satellite radio with a three-month trial subscription and Bose nine-speaker premium audio that includes a subwoofer and headrest speakers for the driver and passenger seats to maintain the premium experience even with the top down.

MX-5 MIATA CLUB WITH BREMBO BBS RECARO PACKAGE

Driving aficionados alike will appreciate the additions found in the MX-5 Miata Club with Brembo BBS Recaro package. The package includes Brembo front brakes with red-painted front and rear calipers, dark gunmetal 17-inch BBS forged wheels, and heated Recaro sport seats. Added design features in this package include an aero kit with gloss black side sill extensions and rear bumper skirt.

The Brembo BBS Recaro Package is available on soft top MX-5 Miata Club models and standard equipment on the MX-5 Miata RF Club model, which can be denoted with its contrasting black roof. The RF – or retractable fastback – can open or close its roof in about 13 seconds by pushing a button, providing the MX-5 Miata RF with the feel of both a sporty coupe and a stylish convertible.

MX-5 MIATA GRAND TOURING

The MX-5 Miata Grand Touring carries all the valuable performance and dynamic features of the MX-5 Miata Club and adds more comforts without compromising on being an authentic, lightweight MX-5 Miata. The MX-5 Miata Grand Touring is available in a black soft top or body-color RF. Additional safety features for this model include an Adaptive Front-lighting System, High Beam Control, and Traffic Sign Recognition.

The Grand Touring models trade the Club's gloss black front air dam and rear lip spoiler for black and machine-finished aluminum alloy wheels, body-color heated door side mirrors with auto-dim driver's door mirror, and door sill trim plates. The headlights feature automatic on and off function and the windshield wipers are rain-sensing.

Tan Nappa leather seats are a new upgradable option to the MX-5 Miata Grand Touring's standard black leather seats. Furthermore, the dark interior accents are exchanged for bright silver finishes while adding heated leather seats, Mazda Navigation system, automatic climate control, and a frameless auto-dim rearview mirror with HomeLink.

With comprehensive updates all around, the 2024 MX-5 Miata is the most capable evolution of our iconic roadster yet. For more information on the Mazda MX-5 Miata, please visit MazdaUSA.com.

STARTING MSRP FOR THE 2024 MAZDA MX-5 MIATA IS AS FOLLOWS[2]:

Package	Soft Top	RF
MX-5 Miata Sport 6MT	$28,985	
MX-5 Miata Club 6MT	$32,485	$40,210
Brembo/BBS/Recaro Package	$4,800	INCL. ON RF CLUB
MX-5 Miata Grand Touring 6MT	$34,285	$37,010
MX-5 Miata Grand Touring 6AT	$35,205	$37,980
Tan Nappa Leather (Grand Touring models only)	$300	$300

PREMIUM PAINT COLORS:

Aero Gray	$450
Snowflake White Pearl	$450
Soul Red Crystal Metallic	$595
Machine Gray Metallic	$595
Zircon Sand Metallic	$450

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[1] DSC-Track should not be used on public roads and should only be used during sports driving on closed circuits with the use of appropriate safety equipment. It is not a substitute for safe and attentive driving. Please see your Owner's Manual for further details.

[2] MSRP does not include $1,165 for destination and handling ($1,210 in Alaska), taxes, title or additional fees. Dealers set actual sale prices.

Additional assets available online:
P H O T O S (1)

https://news.mazdausa.com/2024-01-25-24MY-2024-Mazda-MX-5-Miata-Pricing-and-Packaging