

DEALER PRIVATE ANNOUNCEMENT - NOVEMBER, 2010



WIRE

2011 MAZDA MX-5 MIATA Special Edition

Ex.Co ② / Sparkling Black Mc



Silver Paint

Chrome Parts

AW / Brilliant Silver

Ex.Co ① / Dolphin Gray Mc



Silver Paint

Chrome Parts

AW / Brilliant Silver

The Autobarn Mazda Dealerships are pleased to privately offer the new 2011 MX-5 Miata Special Edition to our friends at the Windy City Miata Club. We will be allotted one car per dealership and would like to make sure that our friends are aware of this limited offer. The cars must be ordered by the dealership by December 2nd and will deliver in the first weeks of February.

The MX-5 Special Edition is based on the Grand Touring Power Retractable Hardtop and comes standard with Premium Package & Suspension Package equipment. The vehicle offers two new exterior colors combined with a unique interior that will surely be a hit.

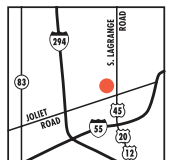
THIS IS A TIME SENSITIVE OFFER.

Contact your dealership representative as quickly as possible to discuss this opportunity...

MAZDAGUYS.COM

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COUNTRYSIDE, ILLINOIS

708.354.2700



Limited Edition MX-5 Miata SPECIFICATIONS

Timing
Volume

January, 2011
750 Units

Production Assumption

Base Model
Transmission

Grand Touring Power Retractable Hardtop (MXR) with Premium & Sport Package*
Available on both Automatic & Manual Transmission

Exterior (In Addition to GT model):

Body Color
Strut Tower Bar
Wheels

Sparkling Black Mica & Dolphin Gray Mica
Bright Finish/Painted
Bright Finish/Painted 17" wheels

Interior (in addition to GT model):

Air vent side louvers
Door Trim
Leather Heated Seats
Meter Ring Surround
Parking Brake Lever
Steering Wheel
Pedal Set

Chrome
Gray with Gray Stitching
Gray with Gray Stitching
Chrome
Bleak Leather with Gray Stitching
Bleak Leather with Gray Stitching
Aluminum Brake, Accelerator & Clutch (M/T) Pedal

Premium Package Equipment (Standard Equipment on both Automatic and Manual Transmission SE Models):

Anti-Theft Alarm
Bluetooth® hands-free phone
Dynamic Stability Control with Traction Control
Mazda Advanced Keyless Entry and Start System
SIRIUS® Satellite Radio with 6 Month Subscription
Xenon headlights

*Suspension Package Equipment (Standard Equipment on Manual Transmission SE Model):

Sport Tuned Suspension
Bilstein® Shocks
Limited Slip Differential

Port Packages/Accessories:

All Weather Floor Mats
Fuel Door, Chrome
Wheel Locks

Ring / Bright

Seat & Door Trim / Tinted Gray



Stitch / Dark Gray