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Mazda celebrates a decade of Miatas with Anniversary Edition

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CHICAGO — Ten years to the month after its introduction at the Chicago Auto Show, the Mazda Miata returned to the same venue with a limited-production [10th Anniversary Edition](#). The 1990 roadster filled an immediate — and long-neglected — niche in the automotive market: a fun-to-drive two-seater with terrific handling at an affordable price. Only 7,500 anniversary-edition Miatas will be produced, with half being shipped to the United States and the remainder split between Europe and Japan.



2000 Mazda Miata 10th Anniversary Edition

"This is a terrific product that's created a whole new segment," said Richard Beattie, president and CEO of Mazda North America. "At the press conference preceding this one, the word Miata was mentioned more times than you'll hear here," he added, referring to Toyota's world introduction of its [MR-Spyder](#) and [Camry Solara](#) convertible [earlier this morning](#). Beattie also pointed out the numbered badge that will appear on the driver-side front fender. Each badge will be engraved with the serial number and production volume of the vehicle.

The anniversary model has a new six-speed manual transmission that shaves 1/10 of a second off the 0-60-mph performance of the base 1999 model, using the same 140-horsepower, 1.8-liter four-cylinder engine, said Jay Amestoy, president of public affairs for Mazda N.A.



1990 Mazda Miata
Introductory Model

The automaker's booth display was also an homage to Miatas past and present. Flanking the limited-edition model were eight Miatas spanning 1990 — the first production model — to 1997 — the last first-generation Miata (a 1998 production model was never made).

Emerson gave an overview of the

Miata's decade-long history as he introduced each production year model. The 1990 rear-drive model, for example, was equipped with a four-cylinder engine, five-speed transmission and double-wishbone suspension, and was priced at \$13,000. In 1994 power increased along with engine size — from 116 horsepower and 1.6 liters to 128 horsepower and 1.8 liters. Two years later, power increased again when the 1996 Miata's engine was rated at 133 horsepower.

Reported by [Mary S. Butler](#), ***cars.com***; photographs by [Eric Johnson](#), ***cars.com***

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