ALL-NEW 2016 MAZDA MX-5 MIATA FEATURES REDESIGNED BOSE® SOUND SYSTEM OPTIMIZED FOR OPEN-AIR DRIVING

May 19, 2015 -- Today, Bose announces a new sound system for Mazda's fourth-generation MX-5 Miata roadster. Redesigned and updated with newly engineered speakers and proprietary technologies, the Bose® system in the 2016 MX-5 delivers improved audio performance -- optimized for driving with the top down.

"Through the years of our close collaboration with Mazda, we've witnessed firsthand how the MX-5 has become an industry icon with a loyal legion of owners and enthusiasts around the globe," said Marc Mansell, vice president, Bose Automotive Systems Division. "So, we wanted to make the sound system for the new MX-5 better than it's ever been. We improved audio quality, and for open-air driving, the experience is thrilling. You'll feel and hear the difference the first time you listen."

Adjusting for Open-Air Driving

Cabin acoustics in the MX-5 differ significantly depending on roof position. When the top is down, reproducing lifelike sound with a conventional approach compromises clarity and musical detail -- vocals and instruments can be lost when competing with ambient noise. But advanced Bose engineering solves that. Bose tuned the system with two separate equalization (EQ) settings -- one for top-down driving and one for top-up. The EQ settings, combined with Bose AudioPilot® 2 noise compensation technology, adjust automatically depending on roof position, wind noise and road noise.

Bose also added new speakers to the driver and passenger seat headrests. Debuting in the 2016 Mazda MX-5, each pair of 2-inch (50mm) Bose® UltraNearfield™ speakers were developed specifically for headrest placement and performance -- rather than simply placing conventional speakers in a headrest to add a feature. The new Bose UltraNearfield speakers work with proprietary Bose TrueSpace® digital signal processing technology -- and it's this combination that delivers on the promise of headrest speakers. TrueSpace technology creates a wide sound stage, even though the speakers are just inches away from the listener. The music envelops the driver and passenger, it's spacious and natural, and remarkably, it doesn't fade in the breeze.

A pair of 6.5-inch (165mm) speakers are placed in each door for full-range sound, and 1-inch (25mm) neodymium tweeters are located in each A-pillar for enhanced high-frequency clarity. Powerful bass is delivered by a 5.25-inch (130mm) woofer housed in a 6-liter custom enclosure designed to fit under the front passenger footwell without taking up valuable cabin space. Completing the system is a dedicated, 7-channel digital Bose amplifier mounted below the MX-5's convertible-top storage space.

The 2016 MX-5 Miata continues a long history of collaboration and innovation between Bose and Mazda. The first Bose sound system for Mazda was introduced in 1993, and Bose audio has been offered in Miata models since 1998.

About Bose Automotive Systems

In the early 1980s, Bose engineers created the world's first factory-installed premium sound systems for General Motors luxury automobiles. Unlike conventional or aftermarket automotive systems, Bose systems were designed and tuned for a specific vehicle -- and changed the industry.

Since then, Bose has developed proprietary speaker designs, advanced amplification and signal processing technologies, exclusive analysis and design tools, and technology for managing engine and powertrain sounds inside vehicles -- all based on a heritage of research and engineering.

Today, Bose® automotive sound systems are recognized globally as the industry benchmark for performance and customer satisfaction. For more information, visit Bose.com/auto.

About Bose Corporation

Bose Corporation was founded in 1964 by Dr. Amar G. Bose, then a professor of electrical engineering at the Massachusetts Institute of Technology. Today, the company is driven by its founding principles, investing in long-term research with one fundamental goal: to develop new technologies with real customer benefits. Bose innovations have spanned decades and

industries, creating and transforming categories in audio and beyond. Bose products for the home, in the car, on the go, and in public spaces have become iconic. From the company's home entertainment systems and Wave® music systems, to high-quality audio and noise cancelling headphones, digital music systems, Bluetooth® speakers, and professional solutions, Bose has changed the way people listen to music.

Bose Corporation is privately held. The company's spirit of invention, passion for excellence, and commitment to extraordinary customer experiences can be found around the world -- everywhere Bose does business.

# # #

THE BOSE® SOUND SYSTEM FOR THE MAZDA MX-5

NINE HIGH-PERFORMANCE SPEAKERS

1. Two 1-inch (25mm) neodymium tweeters, one in each A-pillar.
2. Four 2-inch (50mm) UltraNearfield™ speakers, two in each headrest.
3. Two 6.5-inch (165mm) wide-range speakers, one in each door.
4. One floor-mounted 5.25-inch (130mm) woofer in a 6-liter custom-engineered enclosure.

SYSTEM ELECTRONICS

5. A Bose digital amplifier mounted below the convertible-top storage space includes Bose digital signal processing, AudioPilot® 2 noise compensation technology and 7 channels of customized equalization switching automatically between top up and top down.

BOSE®

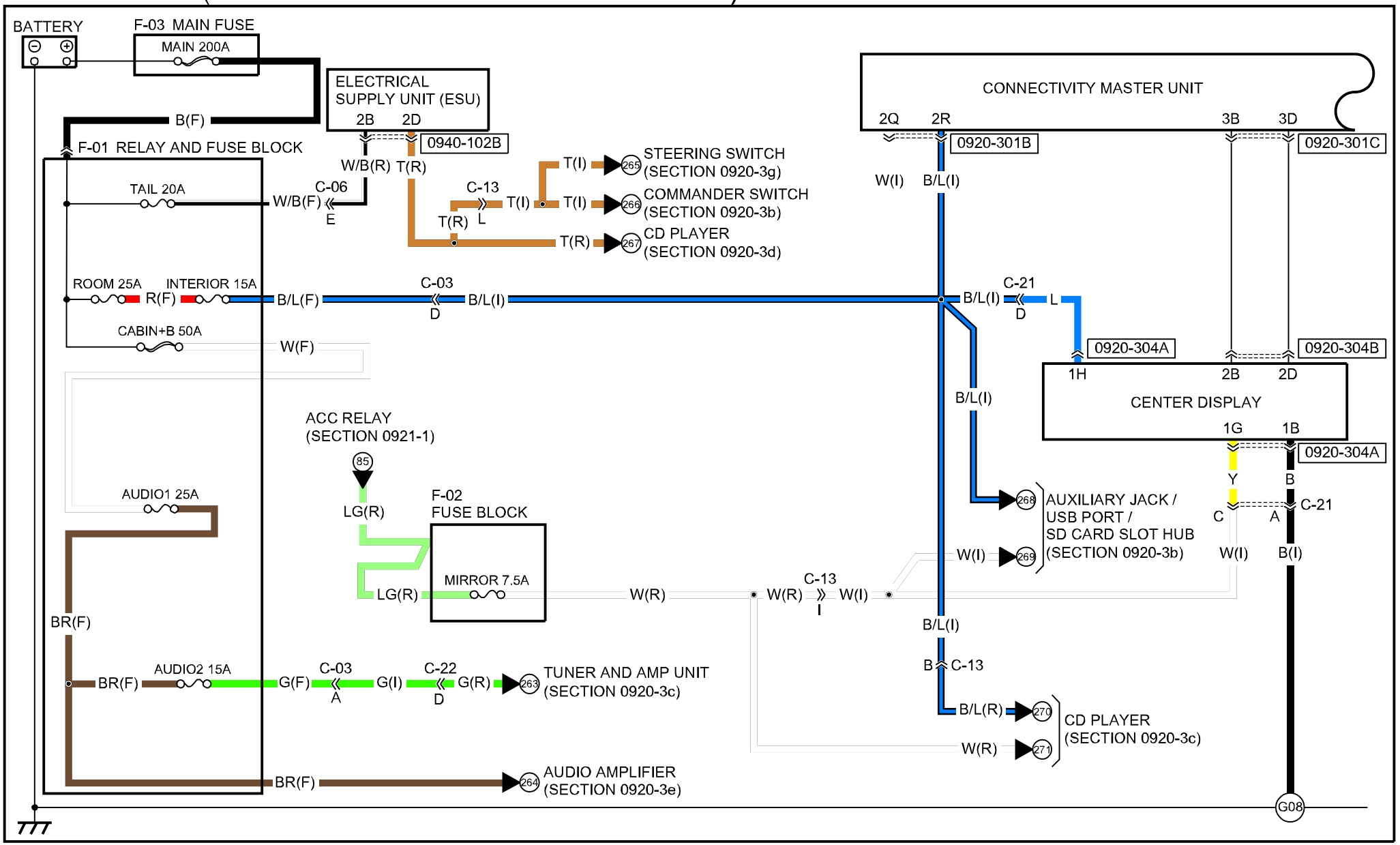

BOSE


LHD
RH

2016 Mazda MX-5

AUDIO SYSTEM (WITH CENTER DISPLAY / Bose® TYPE AUDIO)

0920-3a



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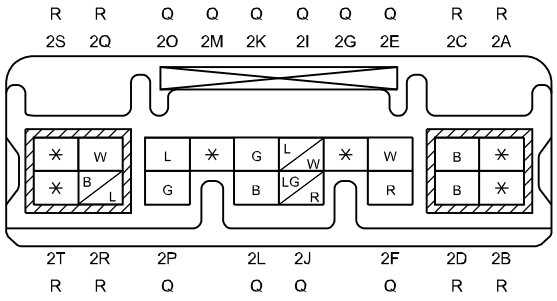
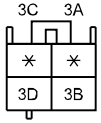
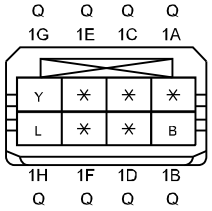


0920-301C
CONNECTIVITY MASTER UNIT



0920-304A
CENTER DISPLAY



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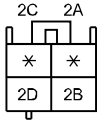
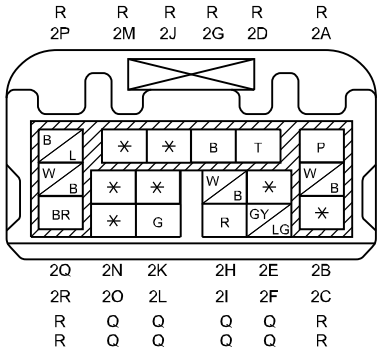
CENTER DISPLAY



0940-102B
ELECTRICAL SUPPLY UNIT (ESU)

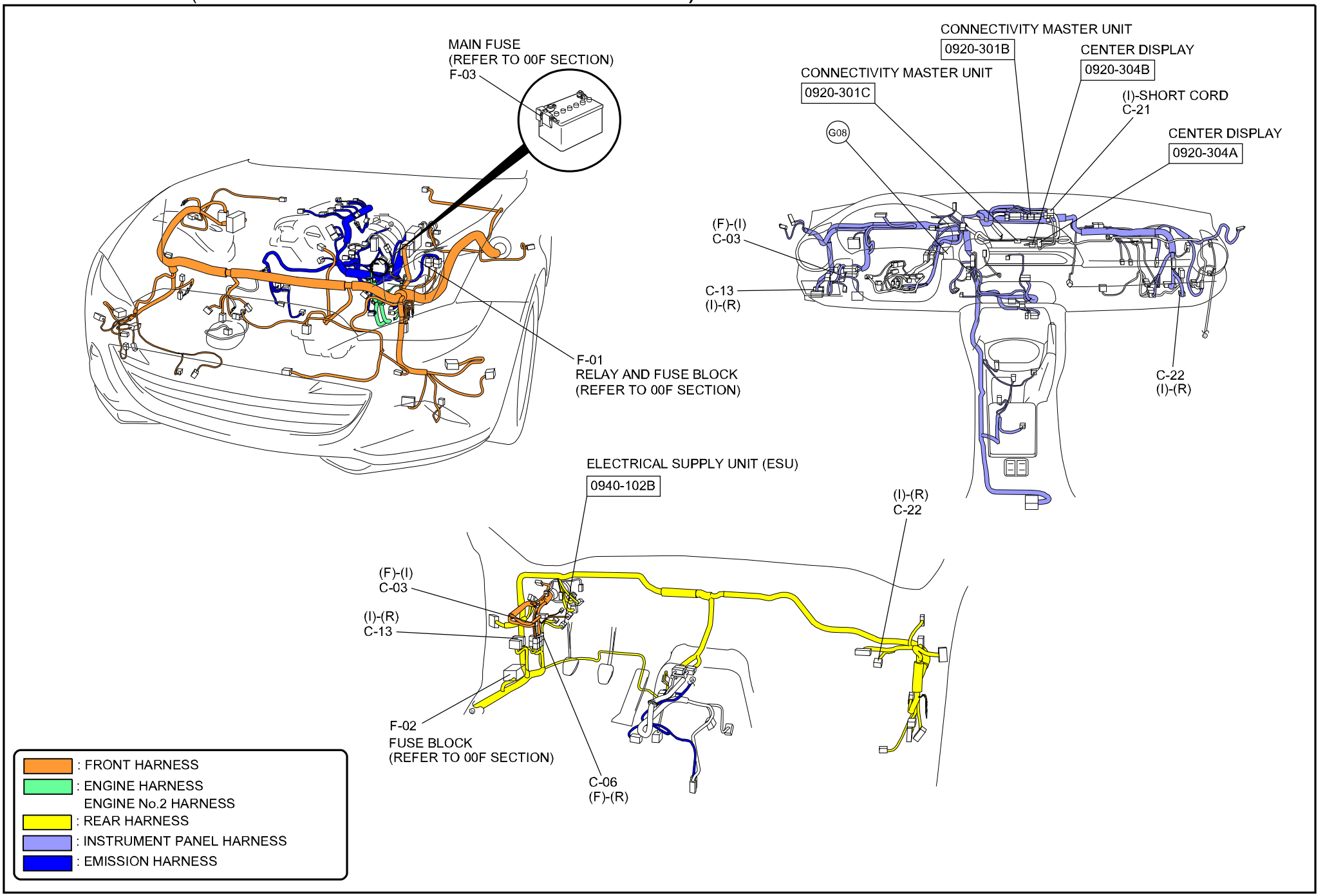


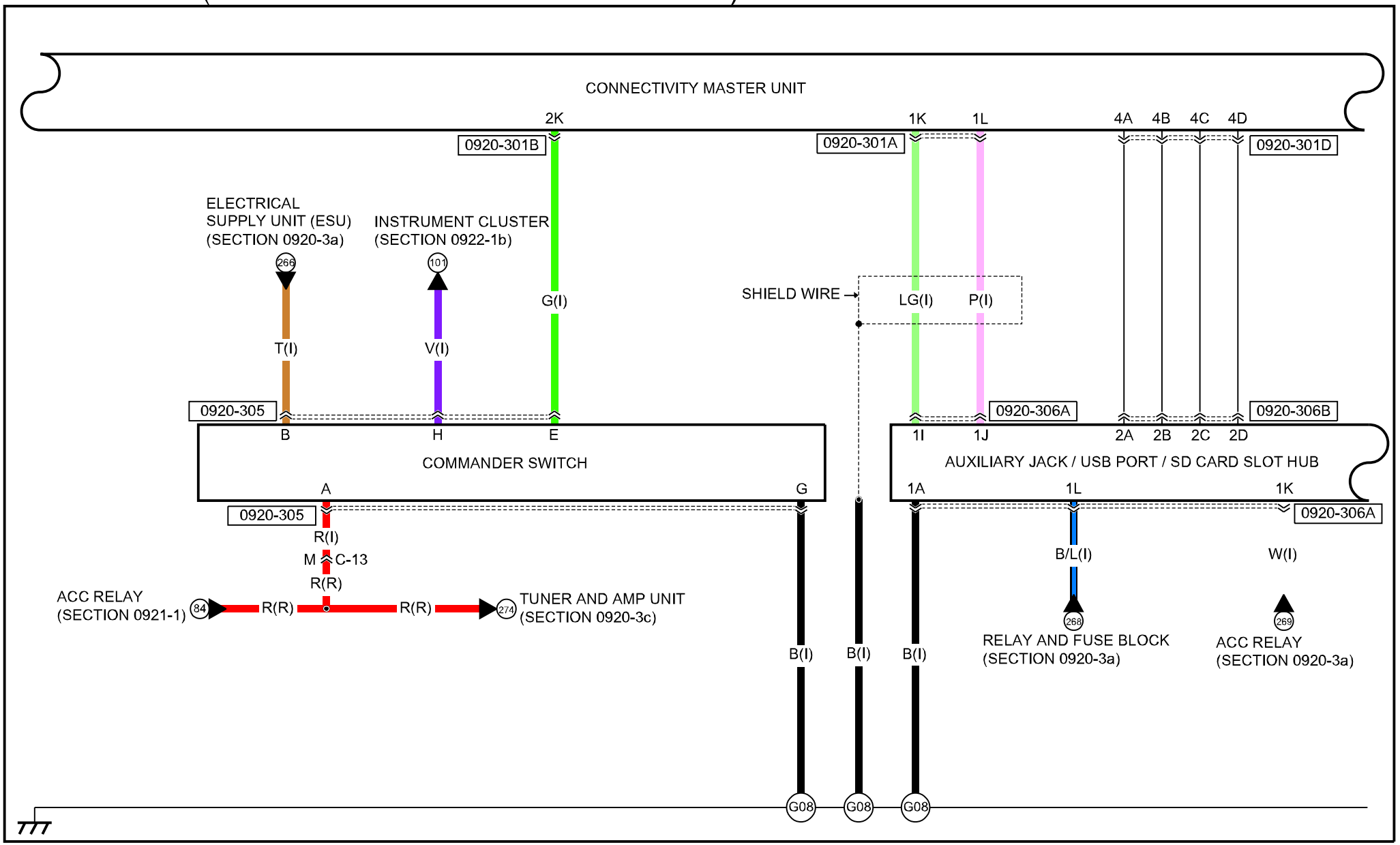
Electrical supply unit (ESU) Terminal Voltage Table (Reference)

Terminal	Measurement condition		Voltage (V)
2B	Under any condition		B+
2D	Ignition is switched ON (engine off or on)	Light switch is in ON position	B+
		Light switch is in OFF position	Voltage changes according to the tester specification, therefore determination is not possible.

2016 Mazda MX-5

AUDIO SYSTEM (WITH CENTER DISPLAY / Bose® TYPE AUDIO)



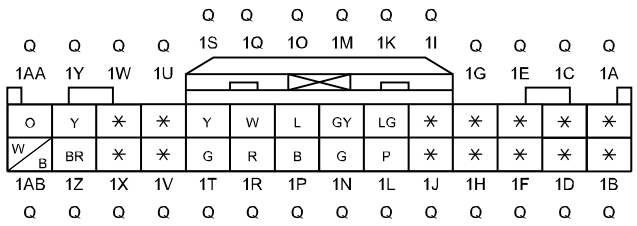

CONNECTIVITY MASTER UNIT
2K
1K
1L
4A
4B
4C
4D
0920-301B
0920-301A
0920-301D
ELECTRICAL SUPPLY UNIT (ESU) (SECTION 0920-3a)
INSTRUMENT CLUSTER (SECTION 0922-1b)
266
101
G(I)
SHIELD WIRE
LG(I)
P(I)
T(I)
V(I)
0920-305
0920-306A
0920-306B
B
H
E
1I
1J
2A
2B
2C
2D
COMMANDER SWITCH
AUXILIARY JACK / USB PORT / SD CARD SLOT HUB
A
G
1A
1L
1K
0920-305
0920-306A
R(I)
M
C-13
R(R)
B/L(I)
W(I)
ACC RELAY (SECTION 0921-1)
84
R(R)
R(R)
274
TUNER AND AMP UNIT (SECTION 0920-3c)
B(I)
B(I)
B(I)
268
RELAY AND FUSE BLOCK (SECTION 0920-3a)
269
ACC RELAY (SECTION 0920-3a)
G08
G08
G08

2016 Mazda MX-5

AUDIO SYSTEM (WITH CENTER DISPLAY / Bose® TYPE AUDIO)

0920-3b

0920-301A
CONNECTIVITY MASTER UNIT



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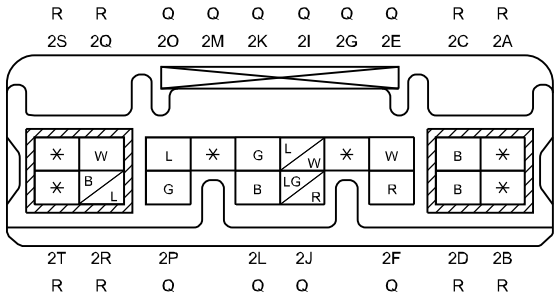

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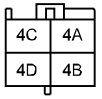
CONNECTIVITY MASTER UNIT



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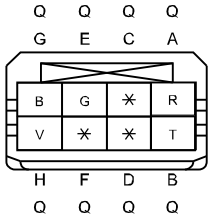
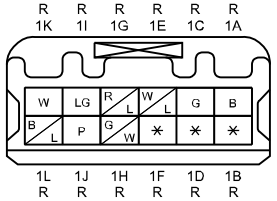
COMMANDER SWITCH



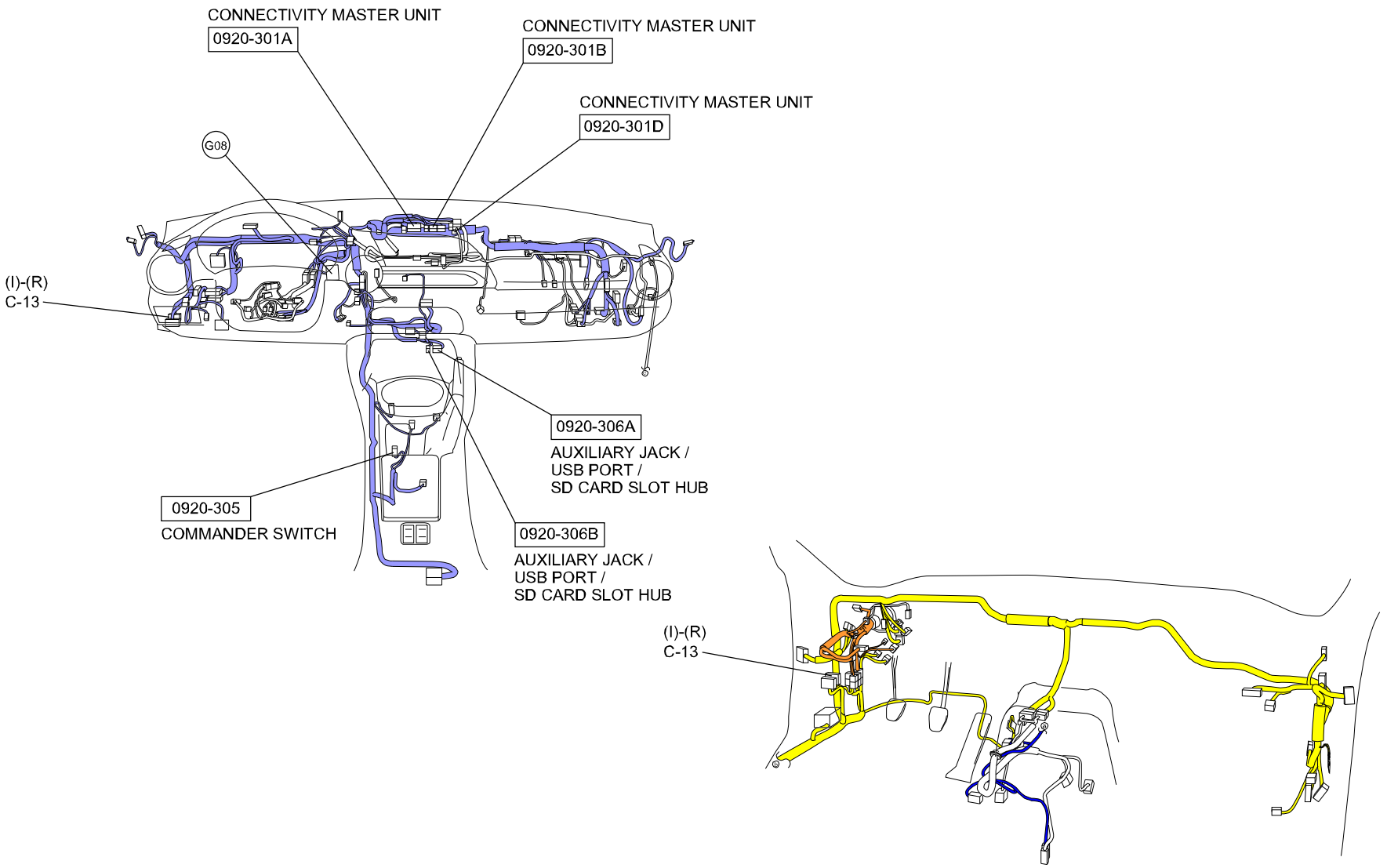
0920-306A
AUXILIARY JACK /
USB PORT /
SD CARD SLOT HUB



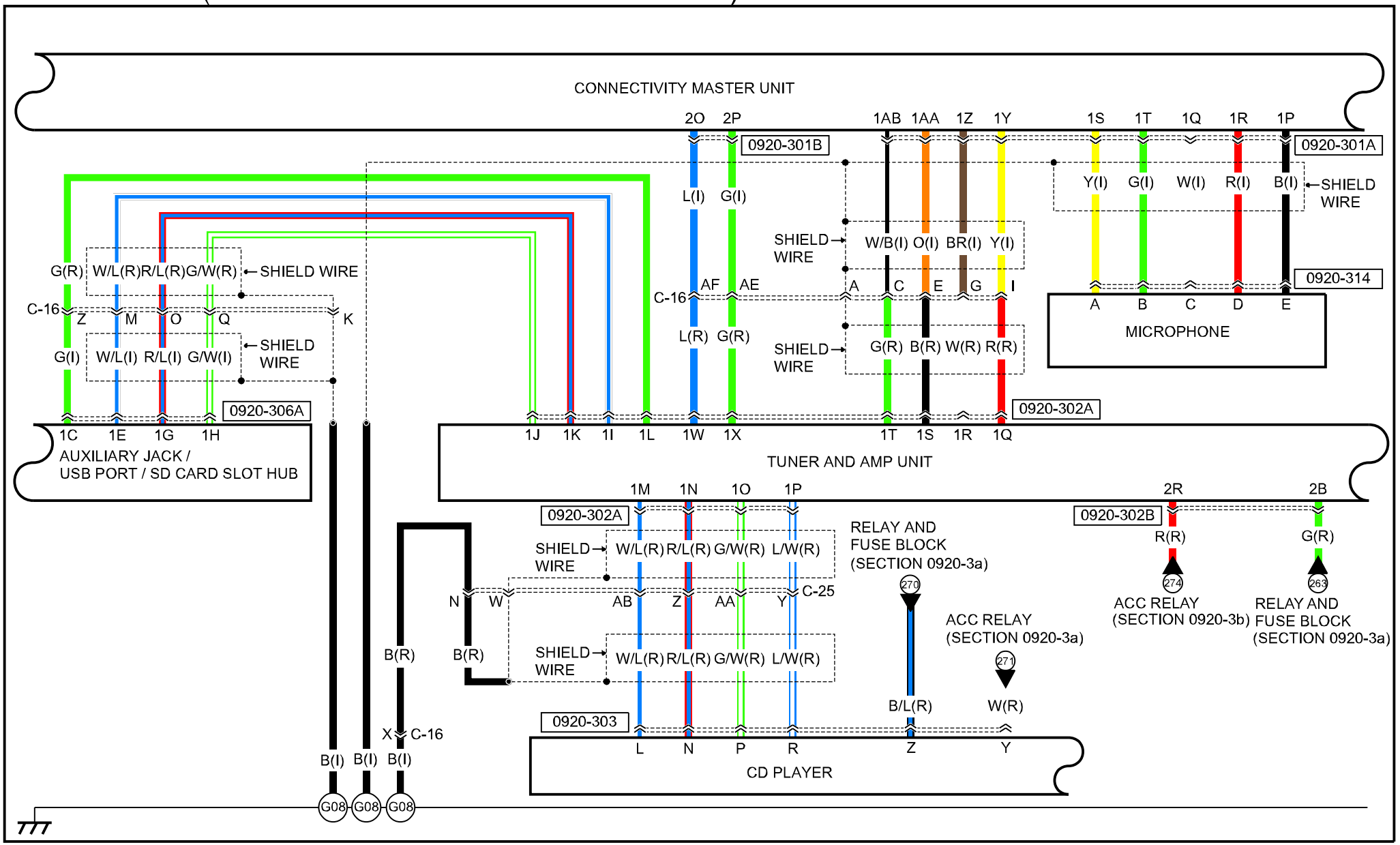
0920-306B
AUXILIARY JACK /
USB PORT /
SD CARD SLOT HUB

2016 Mazda MX-5

AUDIO SYSTEM (WITH CENTER DISPLAY / Bose® TYPE AUDIO)



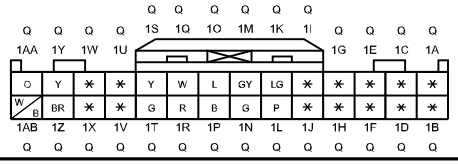
2016 Mazda MX-5
AUDIO SYSTEM (WITH CENTER DISPLAY / Bose® TYPE AUDIO) 0920-3c



2016 Mazda MX-5
AUDIO SYSTEM (WITH CENTER DISPLAY / Bose® TYPE AUDIO)

0920-3c

0920-301A
CONNECTIVITY MASTER UNIT



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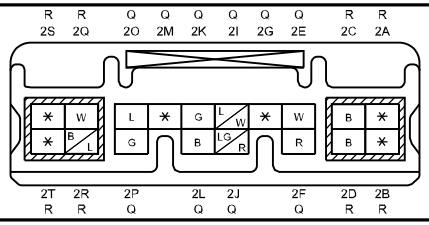
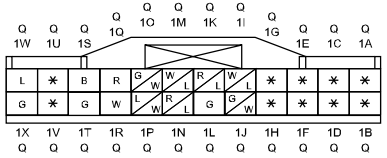
CONNECTIVITY MASTER UNIT



0920-302A
TUNER AND AMP UNIT



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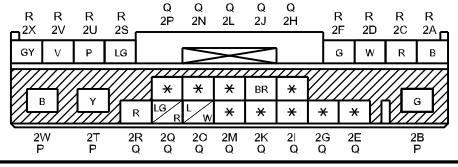
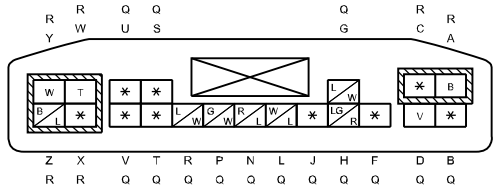
TUNER AND AMP UNIT



0920-303
CD PLAYER



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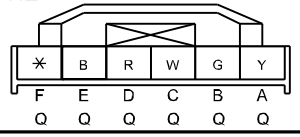
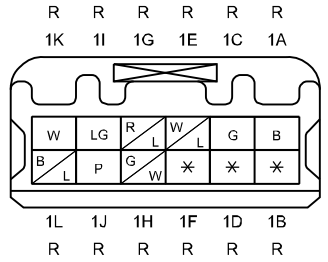
MICROPHONE

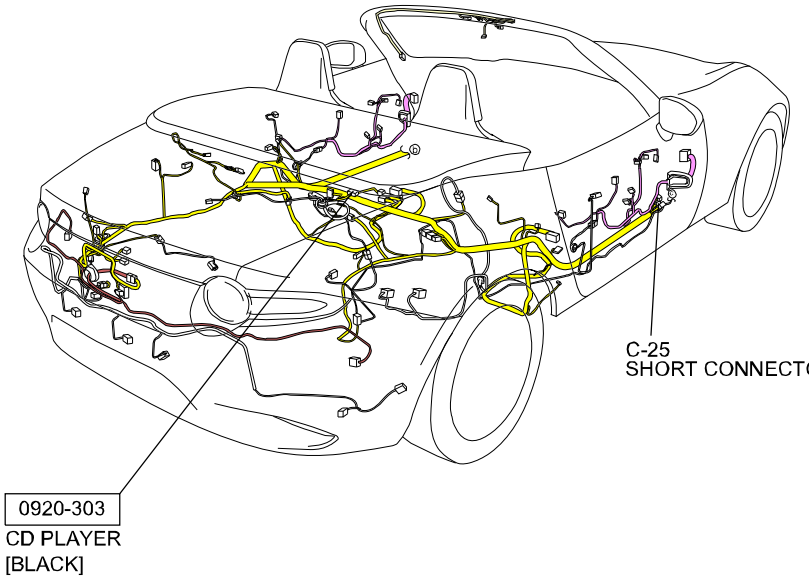


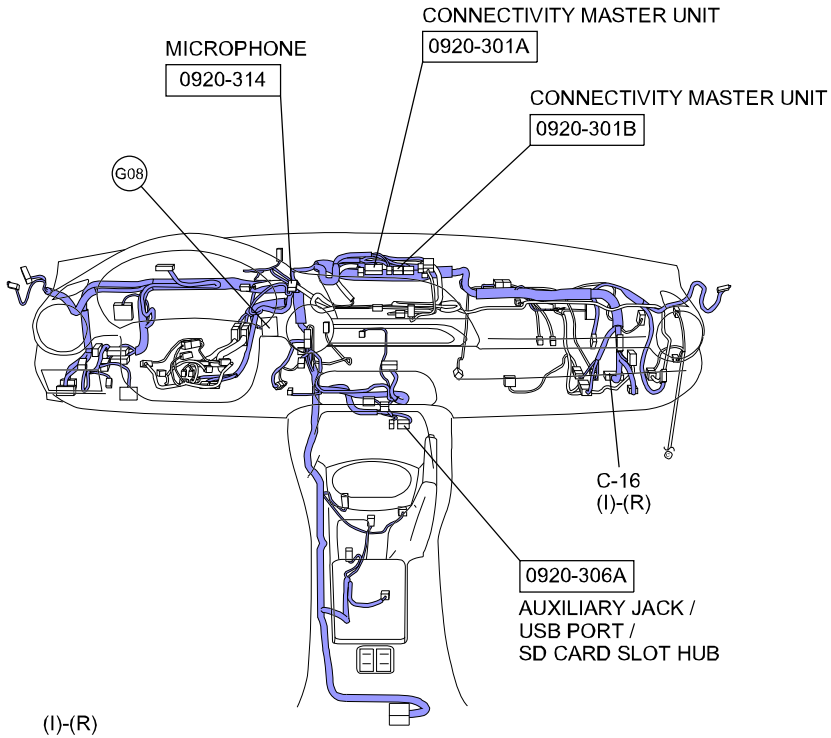
0920-306A
AUXILIARY JACK / USB PORT / SD CARD SLOT HUB

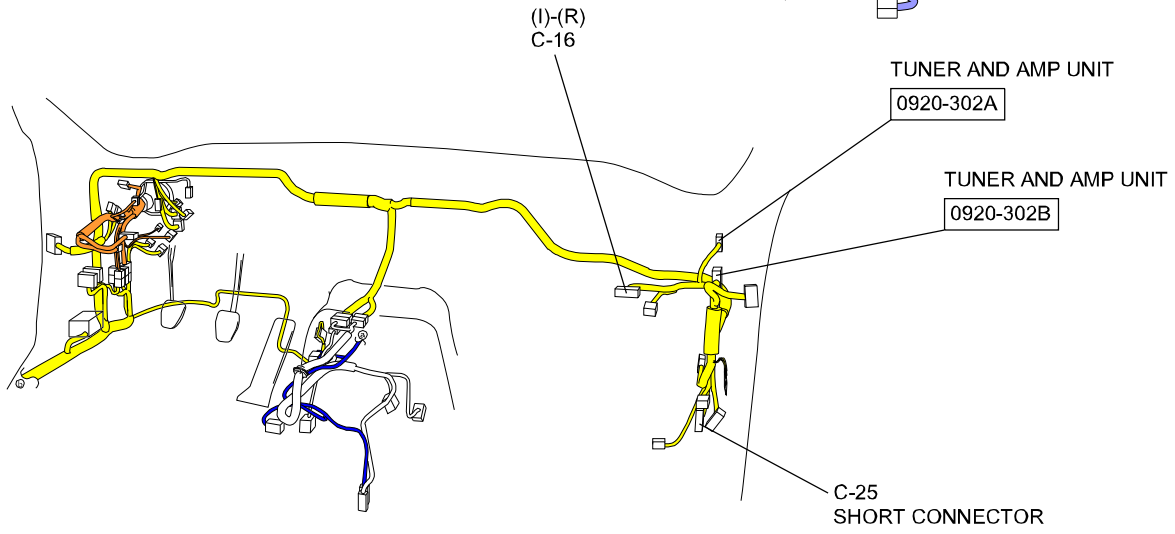


2016 Mazda MX-5

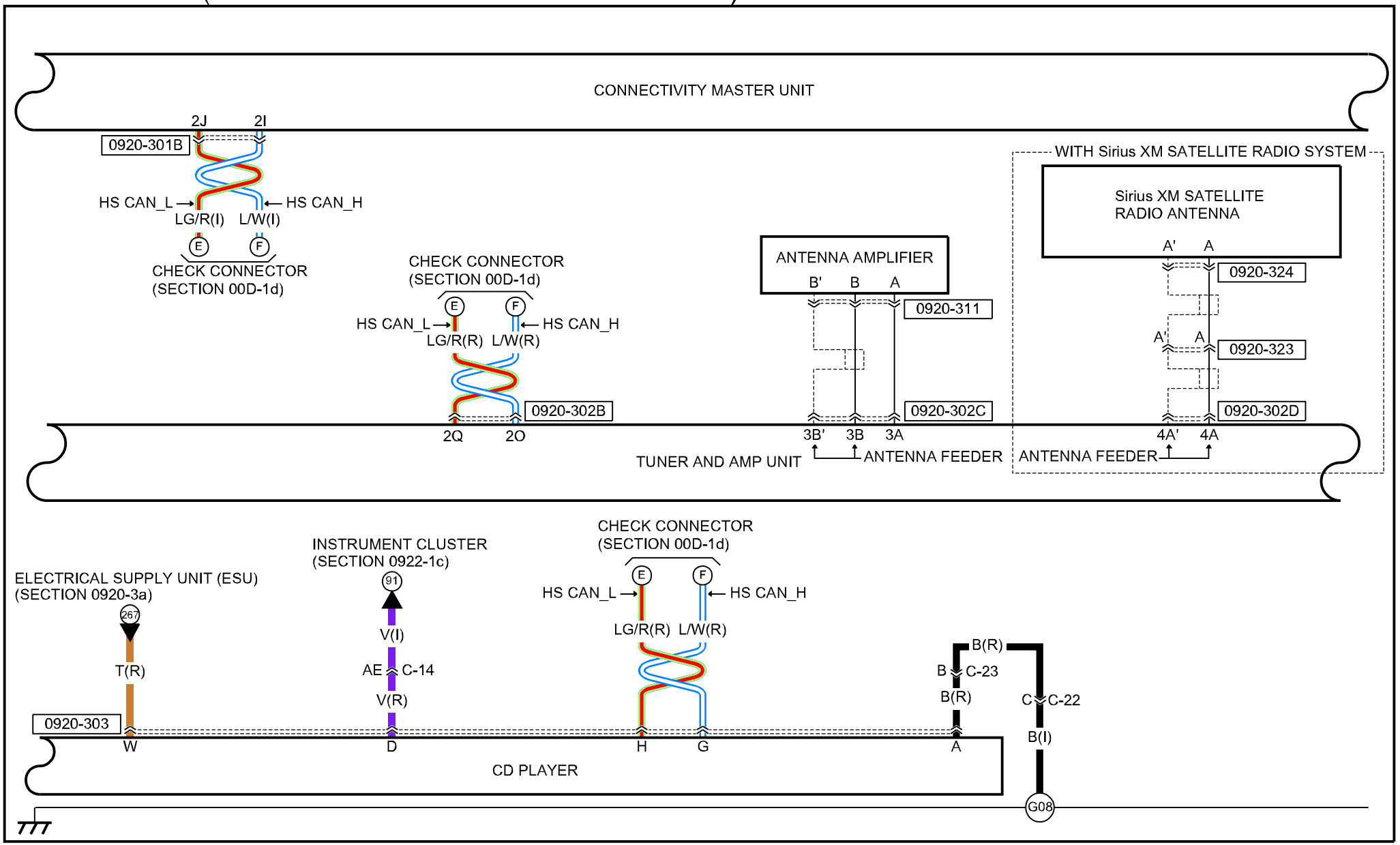
AUDIO SYSTEM (WITH CENTER DISPLAY / Bose® TYPE AUDIO)



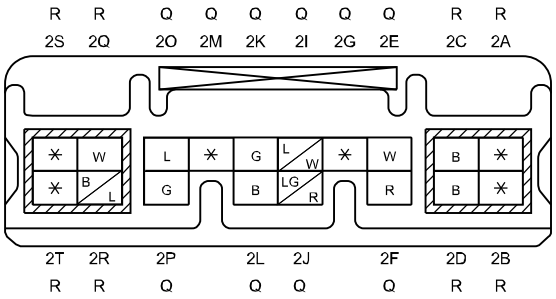




: FRONT HARNESS
: EMISSION HARNESS
: REAR HARNESS
: INSTRUMENT PANEL HARNESS
: REAR No.4 HARNESS
: DOOR HARNESS
: INTERIOR LIGHT No.2 HARNESS


CONNECTIVITY MASTER UNIT
2J
2I
0920-301B
HS CAN_L
HS CAN_H
LG/R(I)
L/W(I)
E
F
CHECK CONNECTOR
(SECTION 00D-1d)
CHECK CONNECTOR
(SECTION 00D-1d)
HS CAN_L
HS CAN_H
LG/R(R)
L/W(R)
0920-302B
2Q
2O
ANTENNA AMPLIFIER
B'
B
A
0920-311
0920-302C
3B'
3B
3A
TUNER AND AMP UNIT
ANTENNA FEEDER
WITH Sirius XM SATELLITE RADIO SYSTEM
Sirius XM SATELLITE
RADIO ANTENNA
A'
A
0920-324
0920-323
0920-302D
4A'
4A
ANTENNA FEEDER
ELECTRICAL SUPPLY UNIT (ESU)
(SECTION 0920-3a)
267
T(R)
0920-303
W
INSTRUMENT CLUSTER
(SECTION 0922-1c)
91
V(I)
AE
C-14
V(R)
D
CHECK CONNECTOR
(SECTION 00D-1d)
E
F
HS CAN_L
HS CAN_H
LG/R(R)
L/W(R)
H
G
B(R)
B
C-23
B(R)
A
C
C-22
B(I)
G08
CD PLAYER

0920-301B
CONNECTIVITY MASTER UNIT



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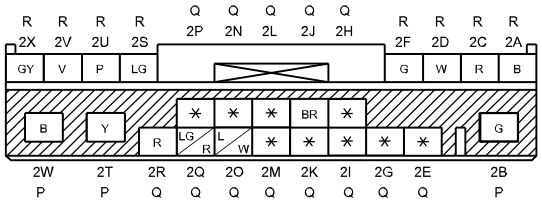
TUNER AND
AMP UNIT



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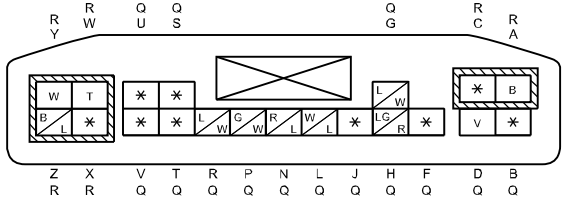
CD PLAYER



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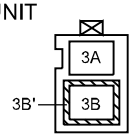
TUNER AND
AMP UNIT



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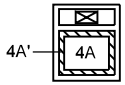
TUNER AND
AMP UNIT



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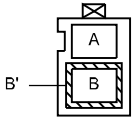
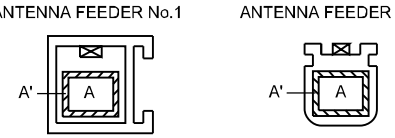
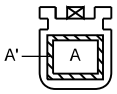
ANTENNA AMPLIFIER

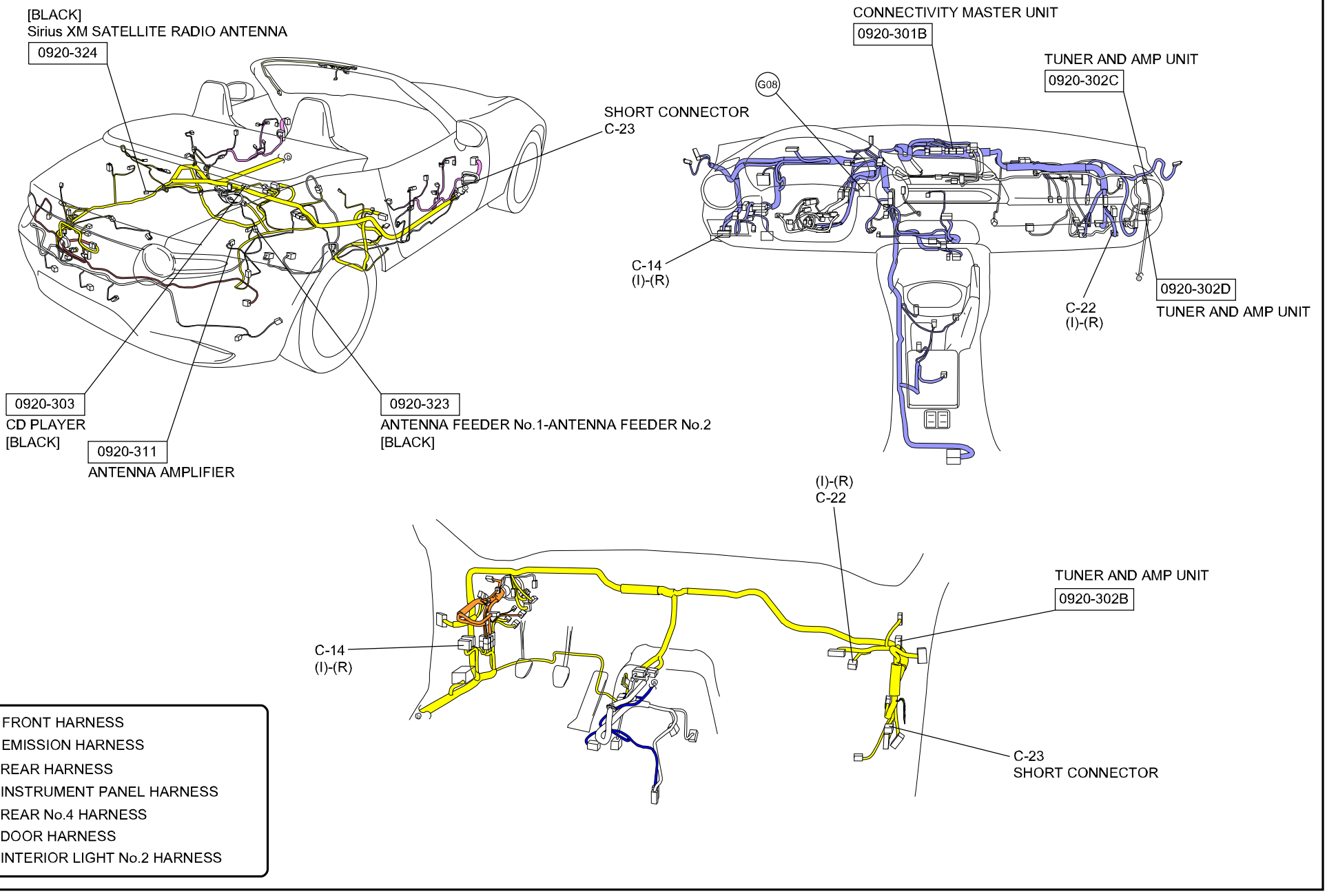


0920-323
ANTENNA FEEDER No.1-ANTENNA FEEDER No.2



0920-324
Sirius XM SATELLITE
RADIO ANTENNA

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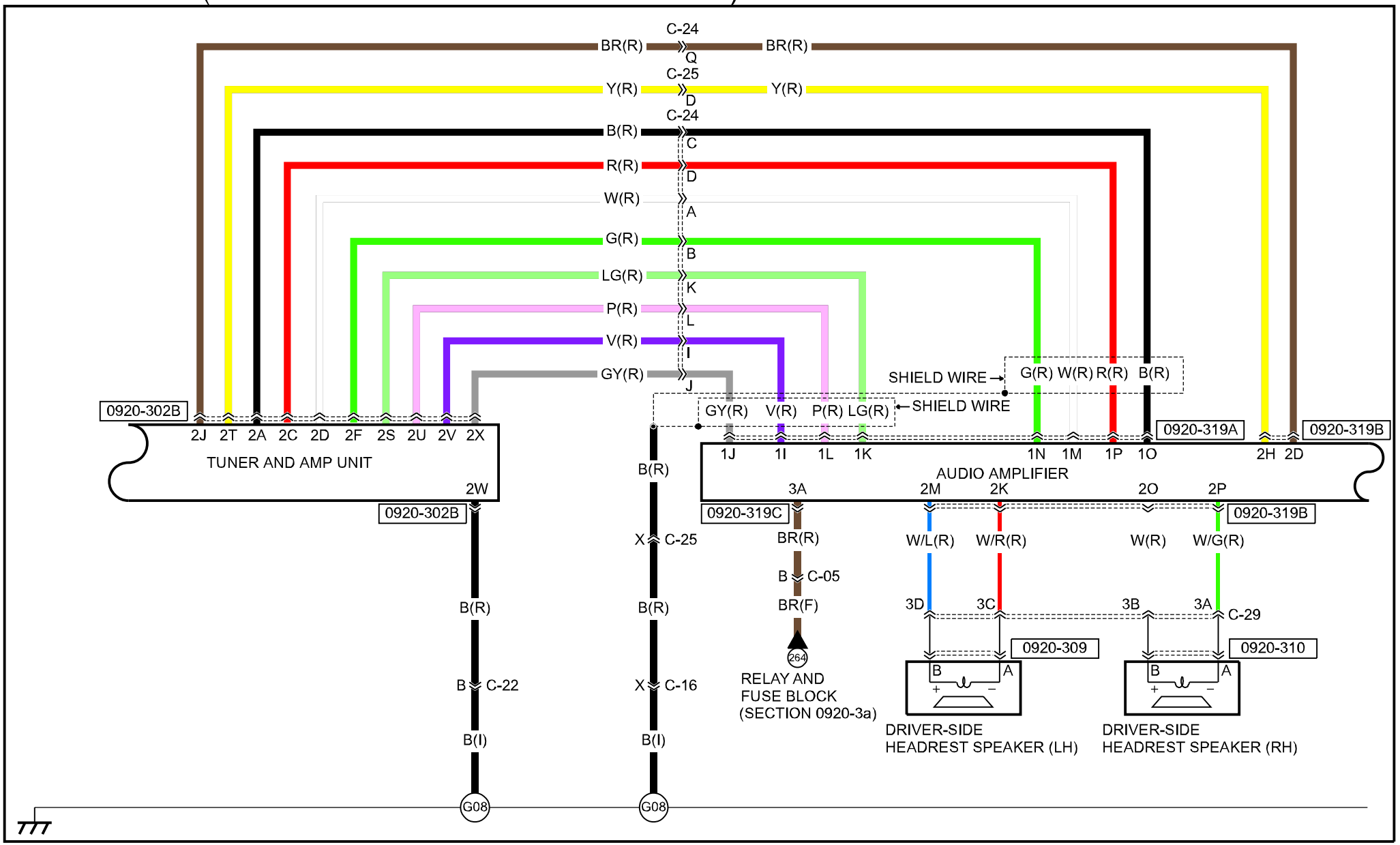
Sirius XM SATELLITE RADIO ANTENNA
0920-324
SHORT CONNECTOR
C-23
CONNECTIVITY MASTER UNIT
0920-301B
TUNER AND AMP UNIT
0920-302C
G08
C-14
(I)-(R)
C-22
(I)-(R)
0920-302D
TUNER AND AMP UNIT
0920-303
CD PLAYER
[BLACK]
0920-311
ANTENNA AMPLIFIER
0920-323
ANTENNA FEEDER No.1-ANTENNA FEEDER No.2
[BLACK]
(I)-(R)
C-22
TUNER AND AMP UNIT
0920-302B
C-14
(I)-(R)
C-23
SHORT CONNECTOR
: FRONT HARNESS
: EMISSION HARNESS
: REAR HARNESS
: INSTRUMENT PANEL HARNESS
: REAR No.4 HARNESS
: DOOR HARNESS
: INTERIOR LIGHT No.2 HARNESS

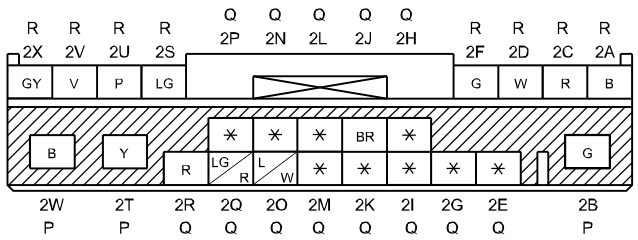
2016 Mazda MX-5

AUDIO SYSTEM (WITH CENTER DISPLAY / Bose® TYPE AUDIO)

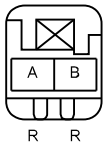
0920-3e



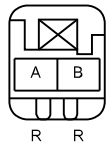
0920-302B
TUNER AND AMP UNIT



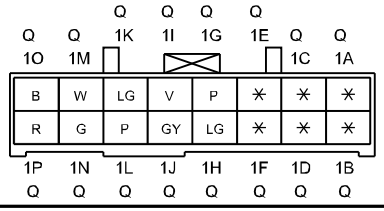
0920-309
DRIVER-SIDE HEADREST SPEAKER (LH)



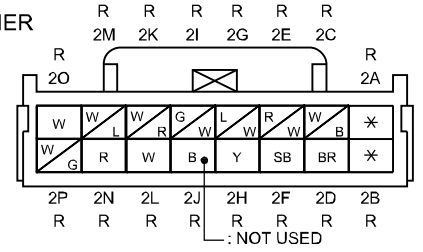
0920-310
DRIVER-SIDE HEADREST SPEAKER (RH)



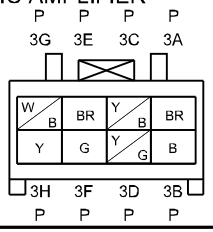
0920-319A
AUDIO AMPLIFIER



0920-319B
AUDIO AMPLIFIER

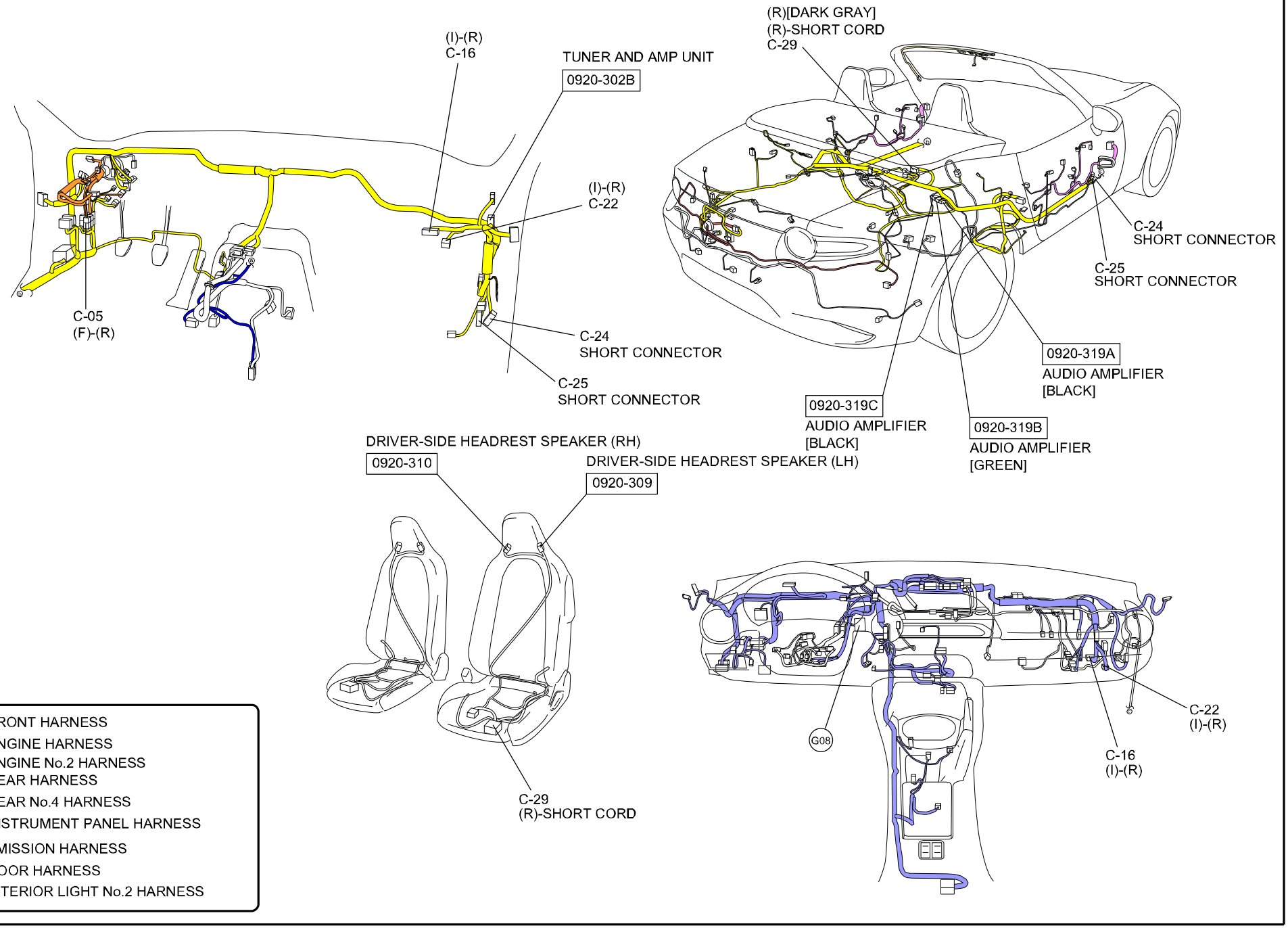


0920-319C
AUDIO AMPLIFIER



Headrest speaker

Headrest speaker resistance
With Bose®: approx. 4.0 ohms


(I)-(R)
C-16
TUNER AND AMP UNIT
0920-302B
(I)-(R)
C-22
C-05
(F)-(R)
C-24
SHORT CONNECTOR
C-25
SHORT CONNECTOR
(R)[DARK GRAY]
(R)-SHORT CORD
C-29
C-24
SHORT CONNECTOR
C-25
SHORT CONNECTOR
0920-319A
AUDIO AMPLIFIER
[BLACK]
0920-319C
AUDIO AMPLIFIER
[BLACK]
0920-319B
AUDIO AMPLIFIER
[GREEN]
DRIVER-SIDE HEADREST SPEAKER (RH)
0920-310
DRIVER-SIDE HEADREST SPEAKER (LH)
0920-309
C-29
(R)-SHORT CORD
G08
C-22
(I)-(R)
C-16
(I)-(R)
: FRONT HARNESS
: ENGINE HARNESS
ENGINE No.2 HARNESS
: REAR HARNESS
: REAR No.4 HARNESS
: INSTRUMENT PANEL HARNESS
: EMISSION HARNESS
: DOOR HARNESS
: INTERIOR LIGHT No.2 HARNESS

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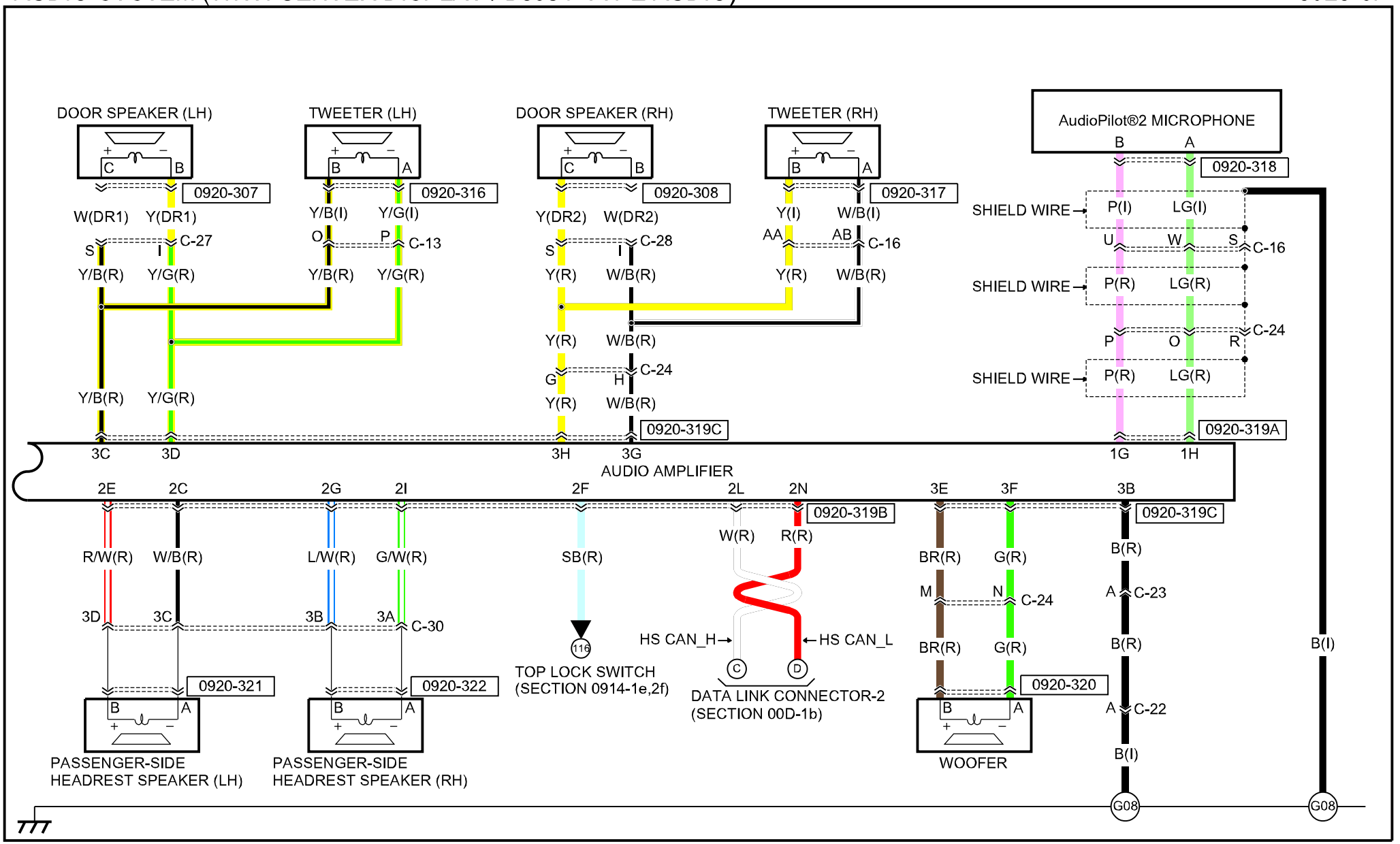
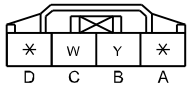
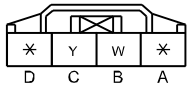
AUDIO SYSTEM (WITH CENTER DISPLAY / Bose® TYPE AUDIO)



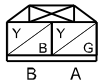
0920-307
DOOR SPEAKER (LH)



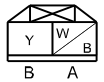
0920-308
DOOR SPEAKER (RH)



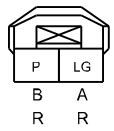
0920-316
TWEETER (LH)



0920-317
TWEETER (RH)

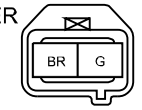


0920-318
AudioPilot®2
MICROPHONE

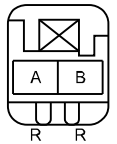


(AudioPilot®2 is a registered trademark of Bose Corporation.)

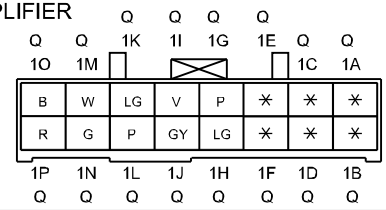
0920-320
WOOFER



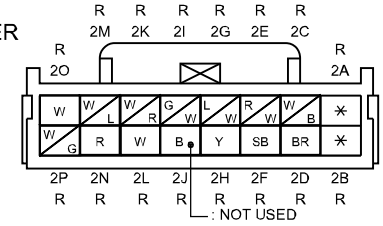
0920-321
PASSENGER-SIDE
HEADREST
SPEAKER (LH)



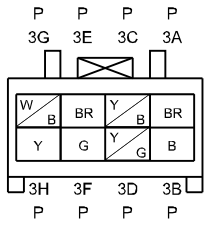
0920-319A
AUDIO AMPLIFIER



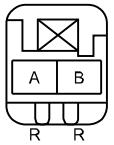
0920-319B
AUDIO AMPLIFIER



0920-319C
AUDIO AMPLIFIER



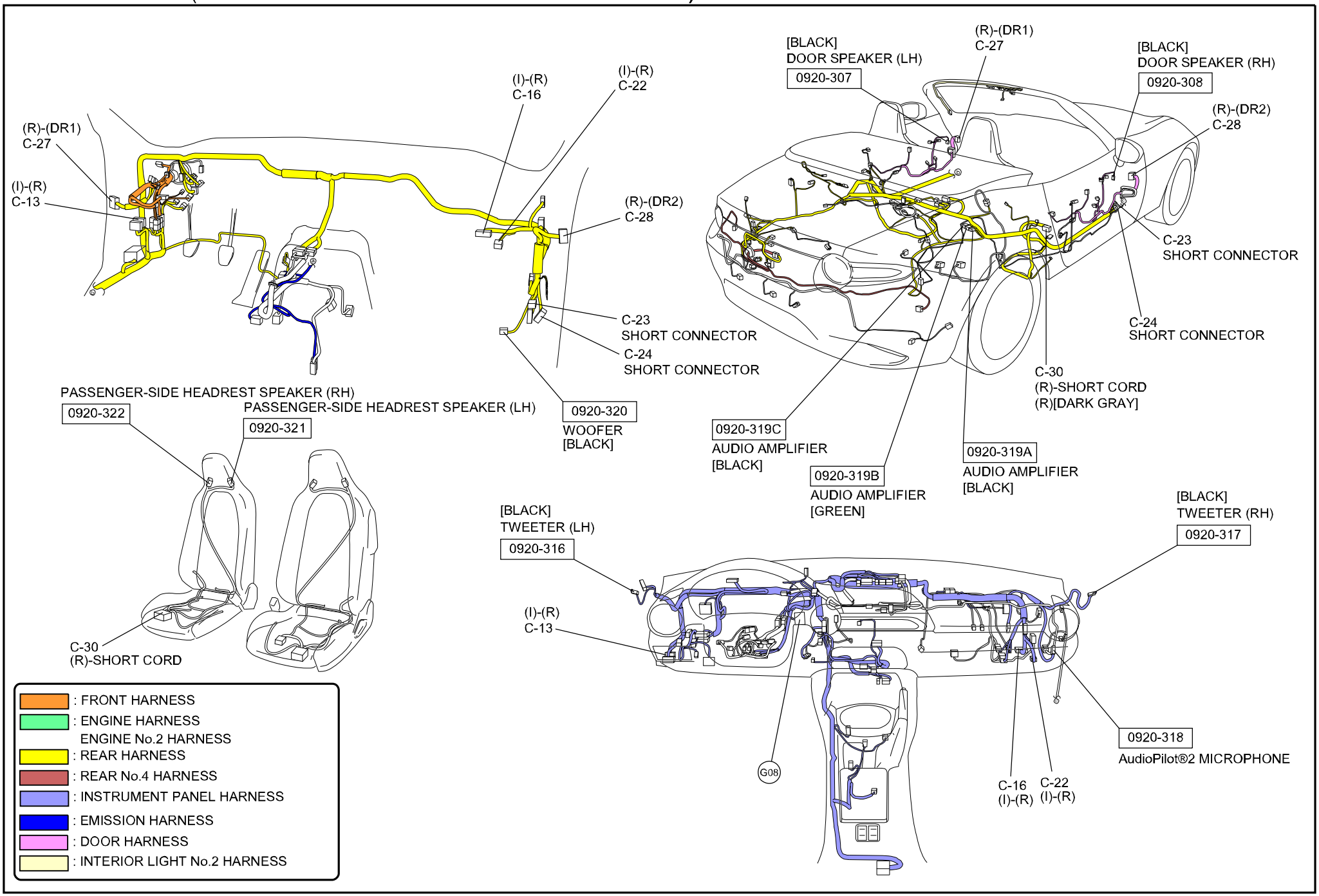
0920-322
PASSENGER-SIDE
HEADREST SPEAKER (RH)



Door speaker Door speaker resistance With Bose®: approx. 2.1 ohms	**Headrest speaker** Headrest speaker resistance With Bose®: approx. 4.0 ohms
Tweeter Tweeter resistance With Bose®: 3.06—4.74 ohms	**Woofer** Woofer resistance Approx. 1 ohm

2016 Mazda MX-5

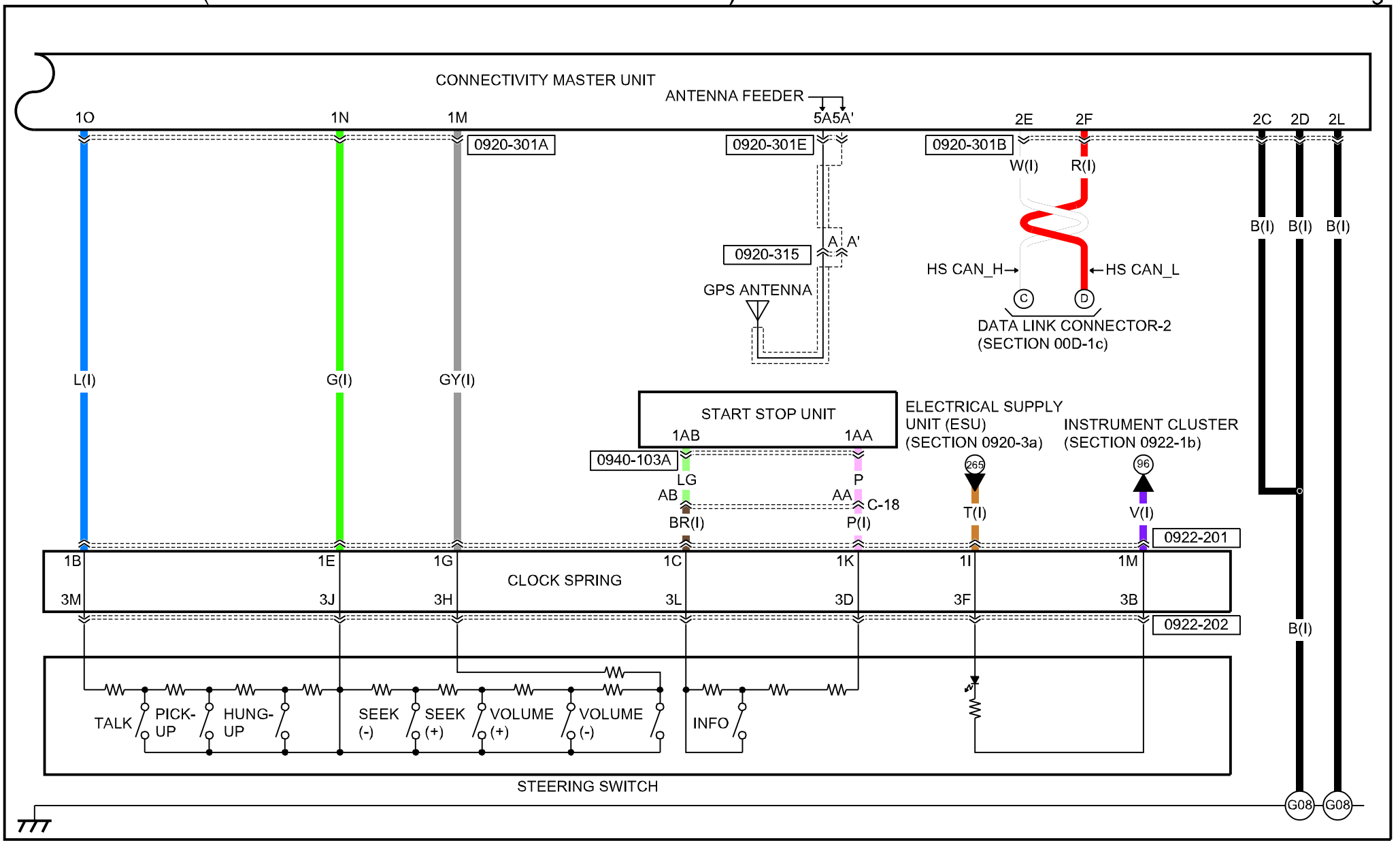
AUDIO SYSTEM (WITH CENTER DISPLAY / Bose® TYPE AUDIO)



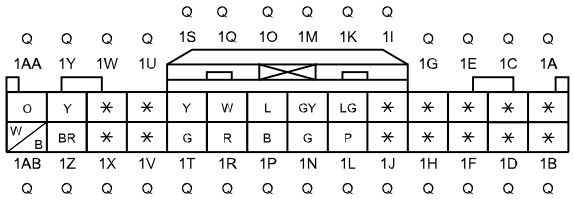
2016 Mazda MX-5

AUDIO SYSTEM (WITH CENTER DISPLAY / Bose® TYPE AUDIO)

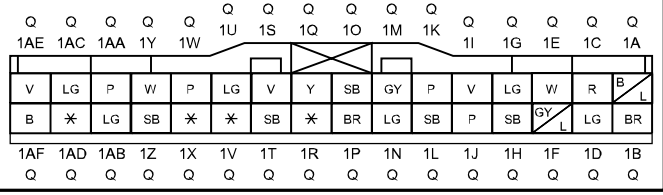
0920-3g



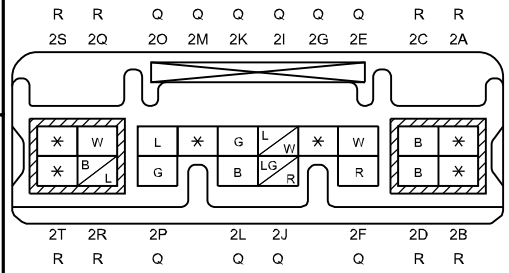
0920-301A
CONNECTIVITY MASTER UNIT



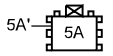
0940-103A
START STOP UNIT



0920-301B
CONNECTIVITY MASTER UNIT

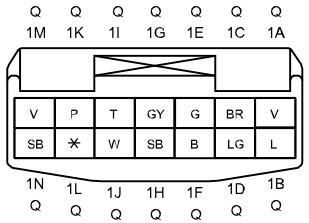


0920-301E
CONNECTIVITY MASTER UNIT

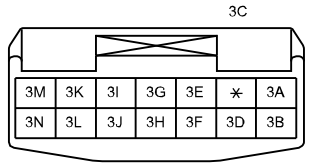


0920-315
GPS ANTENNA

0922-201
CLOCK SPRING



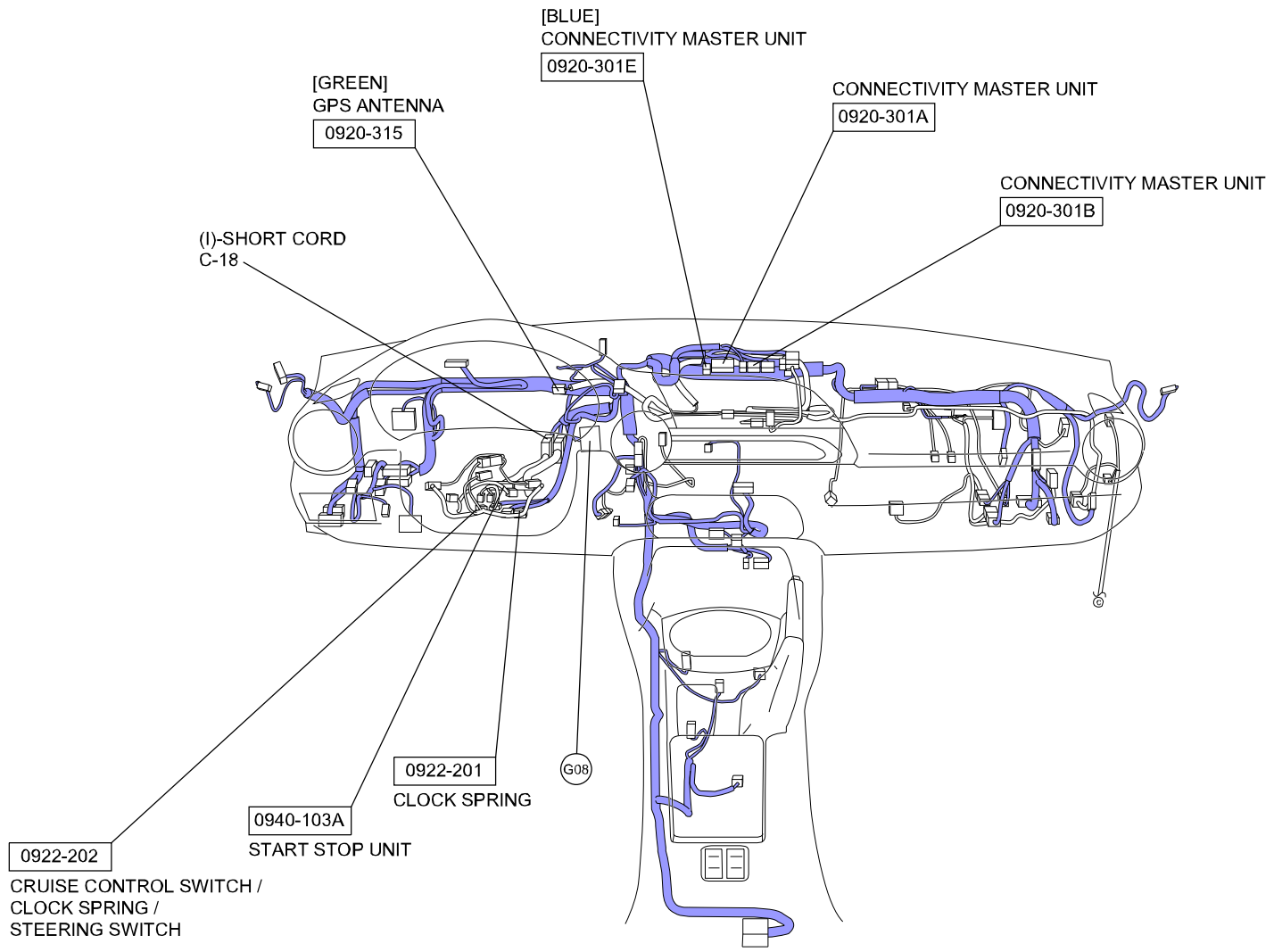
0922-202
CRUISE CONTROL SWITCH / CLOCK SPRING / STEERING SWITCH



Start stop unit terminal voltage table (reference)

Terminal	Measurement conditions	Voltage (V)
1AA	Up switch is pressed	1.0 or less
	Down switch is pressed	Approx. 1.2
	INFO button is pressed	Approx. 2.2
	Except above	Approx. 3.3
1AB	Under any condition	1.0 or less

AUDIO SYSTEM (WITH CENTER DISPLAY / Bose® TYPE AUDIO)



: INSTRUMENT PANEL HARNESS