



# SOME SPORTS CARS PUSH THE ENVELOPE. THIS ONE TEARS IT TO SHREDS. Imagine a sports car like no other—from how it looks and feels to how it's powered and performs. A strikingly original design in every conceivable detail. The Mazda RX-8 is just such a vehicle. In fact, from its "Freestyle" door system and accommodating cockpit to its unique RENESIS rotary engine and advanced suspension system, the way you feel about sports cars will never be the same.









## MAZDA RX-8: EXHILARATION FUELED BY IMAGINATION.

### DARING DESIGN:

From the low, sensuous slope of its aluminum hood - made possible by its unique engine - to the firmly supportive contours of its race-car-inspired seating, every inch of the Mazda RX-8's stunning design testifies to a single revolutionary idea: It won't be shackled to any outdated definition of what a sports car can or can't be. Instead, the RX-8's radical design allows it to break new ground in several remarkable ways. Producing a vehicle with the uncanny ability to rewrite the rules. The result is a beautiful paradox. It's responsive, yet reliable. Agile, yet accommodating. Wellbalanced, yet well-equipped. But then, no matter how you look at it, there's nothing else quite like it on the road.

### PEERLESS PERFORMANCE:

Envision a sports car with an engine like no other. One so advanced that its ingenious rotary technology is capable of granting a multitude of wishes. For more power. More control. More balance. More passenger room. And, of course, more exhilaration. Envision a sports car so innovative, it puts a matrix of other sophisticated technologies at your command—including an Anti-lock Brake System (ABS)



with Electronic Brakeforce Distribution (EBD), rackand-pinion steering with computer-controlled electric assist, available Dynamic Stability Control (DSC) with Traction Control System (TCS), and a host of other active and passive safety systems. Now, envision yourself at the wheel of that vehicle-a sports car so original, its credentials are impossible to ignore—the new Mazda RX-8.



### INSIGHTFUL INNOVATION:

Some are born to follow. But those who are born to lead—and blaze new trails—will delight in the Mazda RX-8's array of innovations: From its unique RENESIS rotary engine, "Freestyle" door system and advanced independent suspension system to its tri-mode electroluminescent gauges and available custom-engineered Bose\* sound system. The RX-8 renders conventional ideas about sports-car performance, design and innovation obsolete. Now, picture the exhilarating impact Mazda's rotarypowered RX-8 could have on every road you travel. Once you do, the way you feel about sports cars will never be the same.

HERE'S OUR PLAN TO BRING YOUR PEACE OF MIND UP-TO-SPEED.

TO ENSURE YOUR NEW MAZDA RX-8 CONTINUES TO BE A SOURCE OF PRIDE AND EXHILARATION FOR

YEARS TO COME, WE CREATED THE 2003 MAZDA DRIVER'S ASSURANCE PLAN. IT INCLUDES A 48-MONTH/

50,000-MILE "BUMPER-TO-BUMPER" LIMITED WARRANTY, AS WELL AS A 24-HOUR

EMERGENCY ROADSIDE ASSISTANCE PROGRAM TO HELP MINIMIZE ANY

INCONVENIENCE IF AN UNEXPECTED PROBLEM OCCURS ON THE ROAD.

AND SHOULD YOUR MAZDA REQUIRE A WARRANTY REPAIR, THE MAZDA

SERVICE TRANSPORTATION SOLUTION CAN TYPICALLY MAKE SURE YOU HAVE ANOTHER

VEHICLE TO DRIVE. WITH THE MAZDA DRIVER'S ASSURANCE PLAN, YOUR TIME AND PEACE OF MIND

COME FIRST. FOR COMPLETE DETAILS, SEE YOUR MAZDA DEALER, FIND OUT HOW THE ROTARY-POWERED

MAZDA RX-8 PUTS A WHOLE NEW SPIN ON SPORTS-CAR PERFORMANCE AT: WWW.MAZdaUSA.com/rx8

# 04 mazda RXS







# ITS ADVANCED ROTARY ENGINE PUTS A WHOLE NEW SPIN ON PERFORMANCE.

Coiled under the Mazda RX-8's weight-saving aluminum hood is an engine unlike any other -- a painstakingly hand-assembled, remarkably responsive RENESIS rotary powerplant. It is an engine so advanced that it has no cylinders, pistons or valves. Just three major moving parts and an outrageously broad powerband. The rotary's compact size, light weight, reliability and power-to-weight ratio provide so many inherent advantages that the RX-8 was literally designed around it. From every angle -- compared to an ordinary powerplant -- a rotary is the ideal engine for a sports car. Better still, two distinct engine/transmisson choices ensure the RX-8 is tailor-made to fit your driving style. For undiluted exhilaration, a high-revving 250-hp powerplant, with a stratospheric 9,000-rpm redline, is offered with a short-throw 6-speed manual gearbox. For both convenience and fun, a higher-torque 210-hp version, with a 7,500-rpm redline, is paired with a 4-speed Sport AT automatic.







UNLIKE A CONVENTIONAL PISTON ENGINE, the RX-8's rotary engine has no cylinders, pistons or valves. Instead, two triangular rotors spinning within their own oval housings—and around a common output shaft—are used to smoothly generate power. Each of the internal combustion engine's four basic cycles occurs in a different section of the oval housing.









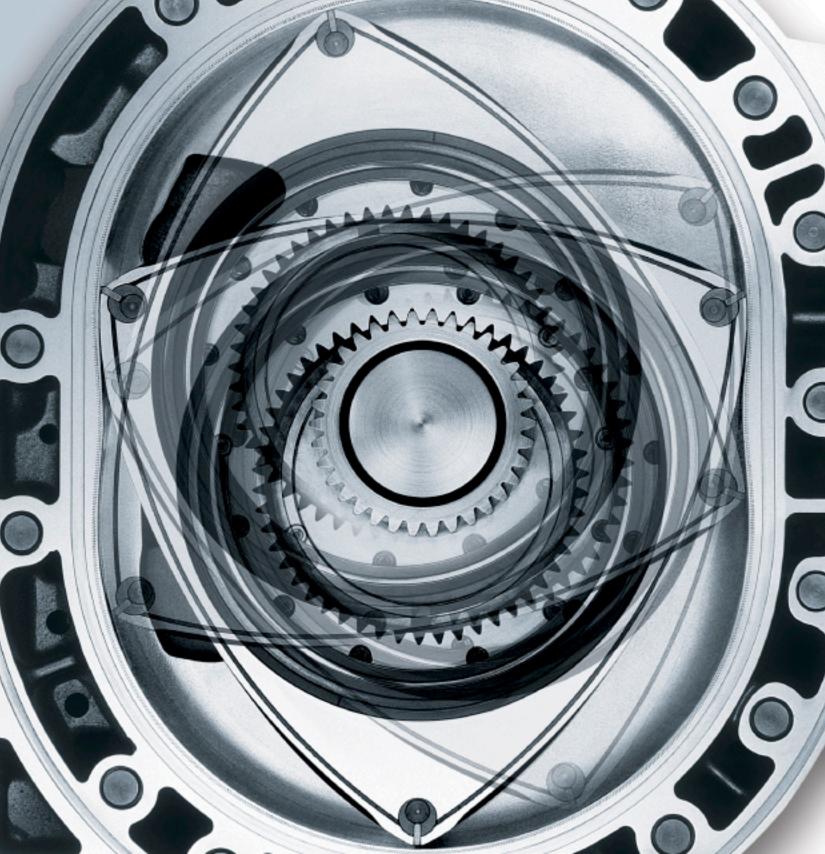
mixture is drawn in. compressed.

intake Stroke: As an Compression Stroke: Combustion Stroke: The compressed Exhaust Stroke: The rotor's apex of the rotor passes. The intake ports are blocked. fuel-air mixture is ignited by two spark. continuing orbit forces exhaust. the intake ports, fuel-air and the fuel-air mixture is plugs. The force created by this combustion gases out the exhaust port. The spins both rotor and output shaft.



-125 HP

- 75HP

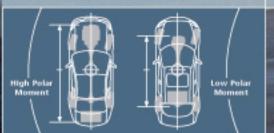




# THE GAP BETWEEN YOUR WANTS AND NEEDS WILL DISAPPEAR IN A BLUR.

Forged from today's cutting-edge technologies, the Mazda RX-8 delivers an exhilarating experience—at speed or at rest. But its sports-car credentials are best reviewed on the road. Its advanced, fully independent suspension system will inspire both your awe and your confidence—with sophisticated double wishbones up front. Plus a "pre-loaded" multilink design in back to minimize any lag in rear suspension response.

Head into a curve "hot" and its available Dynamic Stability Control (DSC) deftly adjusts power and braking, as necessary, to expertly help you maintain your course. And when you need it most, you'll instantly appreciate the impressive stopping power of the RX-8's power-assisted 4-wheel disc brakes—not to mention its massive ventilated rotors, Anti-lock Brake System (ABS) and Electronic Brakeforce Distribution (EBD).







**EXCELLENT HANDLING** is achieved, in part, by strategically positioning much of the RX-8's mass, including its entire powertrain and fuel tank, near the car's center point—its yaw axis. This endows the RX-8 with what engineers call a low polar moment of yaw inertia. Since "yaw" is simply a vehicle's movement, left or right, and "inertia" the tendency to continue in the same direction, having a "low polar moment" means the RX-8 is very responsive to a desired change in direction. Cars with heavy engines and widely distributed masses have a higher polar moment and can be less responsive and more difficult to control.

# COMPLEMENTING ITS HIGH-PERFORMANCE HEART IS A BACKBONE OF STEEL.

Sophisticated rotary technology is just the tip of the iceberg when it comes to the Mazda RX-8's advanced engineering. For example, regardless of which engine/transmission pairing you select, you'll also benefit from the RX-8's integral Power Plant Frame (PPF). Functionally speaking, the Power Plant Frame marries engine, transmission and differential into a single, super-rigid unit. The remarkable result of this mechanical magic is a drivetrain that virtually eliminates the typical powertrain twisting that wastes precious energy. So even the slightest request your right foot makes for more power is instantly—and more efficiently—transformed into meaningful performance.





WEIGHT DISTRIBUTION, front to rear, significantly impacts handling. So the Mazda RX-8 is designed to maintain an approximate 50:50 weight distribution—regardless of passenger load. Much of the credit for this remarkable feat goes to its rotary engine. Smaller and lighter than a piston engine of comparable power, it also provides the RX-8 with a superb power-to-weight ratio for spirited acceleration. And more cabin space to comfortably enjoy its inspiring performance.





### AZDA RX-8: EXHILARATION

### ROTARY-DRIVEN DESIGN:



The Mazda RX-8 wears its rotary heritage with genuine pride. In fact, both inside and outside the car, its designers have tastefully integrated the Mazda rotary engine icon into everything from the RX-8's aluminum hood and fascia panels to its seatbacks and manual shift knob. The icon is a badge of honor representing over four decades of continuous evolution and refinement. The eye-catching icon's three corners also symbolize the three key areas where the RX-8 excels: Design, Performance, and Innovation. For those who've driven an RX-8, it's also a reminder that the way you think about a sports car will never be the same.

### ROTARY-DRIVEN PERFORMANCE:

Mazda engineers have more practical experience with rotary engines than anyone else in the world. Fact is, the RX-8's advanced RENESIS rotary engine is the culmination of more than 40 years of extensive research, development, racing and refinement. Since 1961, Mazda



has designed and built more than 80 different rotary engines in 2-, 3-, and even 4-rotor configurations. For the record, Mazda has sold nearly 1.8 million rotary-powered vehicles worldwide, including three generations of the RX-8's immediate sports car predecessor, the legendary RX-7.

### ROTARY-DRIVEN INNOVATION:

Mazda's ingenious RENESIS rotary engine has also inspired a host of other innovations in other areas of the RX-8's design.

For example, in addition to the side reinforcement beams found in the front doors, the RX-8's "Freestyle" rear doors utilize vertical reinforcement beams with special top-and-bottom latch mechanisms to eliminate the need for conventional center pillars and provide excellent side-impact protection. Additional innovations include an advanced multilink rear suspension that's "pre-loaded" to minimize any lag in rear suspension response, plus an available Dynamic Stability Control (DSC) system with traction control to enhance performance, handling and safety under many driving conditions.



SPECIFICATIONS	(AUTOMATIC)	(e-speed)		
Engine size and type	1.3-liter RENESIS 2-rotor rotary	1.3-liter RENESE	2-rotor rotar	
Compression ratio	10.0:1	10.0:1		
Engine intake configuration	4-port	6-port		
Horsepower, SAE Net	210 @ 7200 rpm	250 @ 8500 rpm		
Torque, SAE Net Ib-ft	164 @ 5000	159 Ø 5500		
Transmission	4-speed Sport AT automatic	6-speed manual		
Drivetrain/lepost	Front mid-engine/rear-wheel drive with Power Plant Frame	Front mid-engine/sear-wheel drive with Power Plant Frame		
Steering ratio	16.4:1 (3.0 turns, lock-to-lock)	16.4:1 (3.0 turns, lock-to-lock		
Turning dirde	34.8 feet, ourb-to-curb	34.8 feet, ourb-to-curb		
Front brakes	11.9-inch ventilated discs (std.) 12.7-inch ventilated discs (avail.)	12.7-inch ventilated discs		
Rear brakes	11.9-inch ventilated discs	11.9-inch ventile	11.9-inch ventilated discs	
Fuel capacity/recommended fuel	15.9 U.S. gallons/premium unleaded gasoline	15.9 U.S. gallons/premium unleaded gasoline		
EPA estimated fuel economy, mpg	18 city/25 highway	18 city/24 highway		
Curb weight with popular options (lb)	3053	3029		
DIMENSIONS (NCHES)				
Wheelbaseloverall length	106.4/174.3	106.4/174.3		
Overall width/height	69.7/52.8	69:7/52.8		
Track, front/rear	58.9/59.3	58.9(59.3		
Front headroom/legroom/shoulder room	38.2/42.7/54.9	38.2(42.7/54.9		
Front headroom with moonroof	36.7	36.7		
Rear headroom/legroom/shoulder room	36.8/32.2/54.9	36.832.2/54.9		
Rear headroom with moonroof	36.5	36.5		
Trunk valume, cubic feet	7.6	7.6		
MECHANICAL FEATUR		RX-8 (automatic)	RX-8	
Dual engine-oil coolers		5	5	
Lightweight carbon-fiber driveshaft		_	5	
Tochigi-Fuji torque-sensing limited-slip differen	rtial	P	S	
Rado-and-pinion steering with electric variable		5	5	
Power-assisted 4-wheel disc brakes		5	5	
Anti-lock Brake System (ABS) with Electronic B	trakeforce Distribution (EBD)	S	S	
Upgraded brake system with larger front brake		P	5	
Couble-wishbone front suspension with light-alloy upper and lower arms, suspension-tower brace, coil springs and stabilizer bar		\$	S	
Multilink rear suspension with low-mounted o	oil springs and stabilizer bar	5	5	
Sport-tuned suspension		P	S	
Tire-pressure monitoring system		S	S	
EXTERIOR FEATURES		RX-8 (automatic)	RX-E	
Twin bright-tipped exhaust outlets		5	5	
16-inch alloy wheels with 225/55R16 high-performance tires		5	20	
18-inch alloy wheels with 225/45R18 high-performance ties		P	S	
"Freestyle" door system	recovered was	5	s	
Aluminum hood and rear doors		5	5	
Flip-out rear quarter windows		S	S	
In-glass radio antenna; rear window defogger		5	5	
Dual body-color power remote mirrors		5	S	
2-speed variable intermittent windshield wipers		5	S	
Cleanlant balance headlights with ambattants	eta loss hastes 17	6		

Clear-lens halogen headlights with projector-type low beams

SPECIFICATIONS

INTERIOR FEATURES	RX-B (automatic)	RX-8 (6-speed)	
Dual 2nd-generation 2-stage front air bags*	s	S	
Front seat-mounted side-impact air bags	S	S	
Side air curtains with coverage for front and rear seats	S	S	
3-point safety belts for all seating positions	s	S	
Rear-seat LATCH child-seat anchors, including upper tether anchors	S	5	
Reclining front bucket seats	S	S	
4-passenger seating with rear bucket seats and trunk pass-through	S	S	
Cloth-trimmed upholstery; carpet floor mats	5	5	
Center console with covered storage, dual cup holders and 12-volt power point	S	S	
Rear console with covered storage and dual cup holders	5	5	
Overhead console with sunglasses holder and front map lights	5	S	
Power windows with driver's one-touch-down feature	S	S	
Power door locks with 2-stage unlocking (driver's door; all doors)	5	S	
Remote keyless entry system with two transmitters	5	S	
Cruise control	S	S	
Tri-mode gauge lighting: blue (entry); white-on-black (daytime); red-on-black (nighttime)	5	S	
Digital speedometer with dual trip odometers	5	S	
Center instrument-panel display for dock, audio system, climate control and outside ambient temperature	5	S	
Leather-wrapped 3-spoke tilt steering wheel with audio and cruise control switches	\$	S	
Steering-wheel-mounted paddle shifters for Sport AT automatic transmission	S	-	
Leather-wrapped gearshift knob	5	5	
Heater/defroster with CFC-free air conditioning and dust/pollen filter	s	S	
100-watt AM/FM/CD stereo with 6 speakers, including 2 tweeters	5	S	
Antitheft alarm system with engine immobilizer	S	S	
Antitheft alarm system with engine immobilizer  S: Standard O: Optional P: Package A: Dealer-installed accessory —: Not availab  * Always wear your safety belt and secure children in the rear seat.	le		S

# OPTION PACKAGES

heated front seats with power lumbar support; heated mirrors

Sport Package: Self-leveling HID headlights; fog lights; Dynamic Stability Control with traction control; limited-slip differential (standard on 6-speed); 18-inch wheels and tires (standard on 6-speed); larger front brakes (standard on 6-speed); sport-tuned suspension (standard on 6-speed)

Touring Package: Sport Package items plus 300-watt Bose\* 9-speaker audio system with AUDIOPILOT automatic noise compensation technology; power sliding-glass moonroof; auto-dimming mirror with Homelink® system Grand Touring Package: Touring Package items plus leather-trimmed upholstent, 8-way power driver's seat:

Appearance Package: Front air dam, side and rear aero flares (not available with front and rear splash quards) Rotary Accent Package: Polished front and rear rotary accents

OPTIONS	RX-8		RX-8
Navigation System:	0	All-weather floor mats	O/A
DVD-based with retractable 7-inch LCD screen		Alarm shock sensor upgrade	O/A
Rear ming spoiler	D/A.	Cargo tray	O/A
Front and rear splash guards (not available with Appearance Package	D/A	Collapsible cargo carrier	0/A
In-dash 6-disc CD changer	D/A	Cargo net	O/A
		Door edge guards	O/A
Cassette player	D/A	Moontoof wind deflector	O/A
Spare tire kit (trunk-mounted; includes wheel, tire and mounting hardware)	0	(requires Touring or Grand Touring Package)	

ACCESSORIES AVAILABLE THROUGH YOUR MAZDA DEALER





### INTERIOR FABRICS











BLACK/RED LEATHER BLACK/CHAPARRAL LEATHER

Rear wing spoiler

front sunshield

• 18" polished aluminum wheel . Grille trim ring '

Car cover cable lock

· Rear splash guards . Wheel centers "

. Full front mask Aldehyde filter

· Polished aluminum fender strakes . Polished front rotary accent

· Polished rear rotary accent

 Rear door trim protectors Side aero flares

. Fog lights 2 front air dam<sup>3</sup> · Rear aero flares \*

Front splash guards

Carpeted floor mats

. Leather parking brake lever

· Leather gearshift knob

with rotary emblem"

MiniDisc player

MP3 player

. Night lights

· Rotor-shaped valve stem caps

 Aluminum brake pedal<sup>3</sup> Aluminum foot rest.<sup>1</sup>

Aluminum accelerator pedal \*

 Aluminum door sill trim plates Aluminum air vent bezels

Exhaust finishers

Premium carpeted floor mats

window switch Touch-up paint.

Wheel locks

Car cover <sup>3</sup>

Aluminum-tone power

Spare tire mounting kit \*\*\*

1: cannot be used with front air dans and automatic transmission. 2: blue-tint, clear, or multi-tint. 3: cannot be used with grille trins ring and automatic transmission 4: cannot be used with rear splash guards 5: cannot be used with rear aero flares 4: polished with Wapia emblem or black with rotary emblem 7: driver/passenger 8: with automatic transmission 9: available in 6 color combinations 10: includes requiring hardware and wheet the sold separately

PRODUCT CHANGES AND OPTIONS AWARABILITY: Following publication of this brothuse, certain changes in standard equipment, options, priors and the libe, or product delays may have occurred which would not be included in these pages. Your Mazda dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options shown or described in this brochuse are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

All Geruine Mazda Accessories, if installed by a Mazda dealer prior to or at initial vehicle retail delivery.





MAZDA'S ROTARY TECHNOLOGY HAS BEEN WINNING FANS FOR DECADES.

CREDIT MUCH OF THE MAZDA RX-8'S SUPERB PERFORMANCE AND HANDLING TO ITS SPORTS-CAR DNA

AND RACING HERITAGE. MANY OF THE RX-8'S ROTARY-POWERED PREDECESSORS ARE STILL BEING RACED

ON A REGULAR BASIS—ESPECIALLY IN SCCA-SANCTIONED EVENTS, IN FACT,

ROTARY-POWERED MAZDAS HAVE AMASSED MORE THAN 100

AND GTP CLASSES, BUT EVEN IMSA VICTORIES IN GTU. GTO

THAT A ROTARY-POWERED MORE IMPRESSIVE IS THE FACT

MAZDA 787B PROTOTYPE WON THE LEGENDARY 24 HOURS OF

LE MANS IN 1991. AFTER 24 GRUELING HOURS AND 3,058.9 MILES, ONE AMAZING

MAZDA POWERED BY A REVOLUTIONARY ENGINE HAD OUTRUN FAVORED ENTRIES FROM BOTH

MERCEDES-BENZ AND JAGUAR. TO THIS DAY, MAZDA REMAINS THE FIRST AND ONLY JAPANESE

CAR MAKER TO ACHIEVE AN OVERALL VICTORY AT LE MANS. THE RX-8'S RENESIS ENGINE IS A DIRECT

DESCENDANT OF THAT WINNING TECHNOLOGY. FIND OUT HOW THE ROTARY-POWERED MAZDA

RX-8 PUTS A WHOLE NEW SPIN ON SPORTS-CAR PERFORMANCE AT: WWW.Mazda

### EXTERIOR COLORS



+ Seating surfaces upholstered in leather except for leather-look viryl on seat side panels and other minor areas.

TITANIUM GRAY METALLIC Black Cloth, Black Leather, Black/Red Leather, Black/Chaparral Leather



SUNLIGHT SILVER METALLIC Black Cloth, Black Leather, Black/Red Leather



NORDIC GREEN MICA Black Cloth, Black Leather, Black/Chaparral Leather



WINNING BLUE METALLIC Black Cloth, Black Leather



LIGHTNING YELLOW Black Cloth, Black Leather



BRILLIANT BLACK CLEARCOAT Black Cloth, Black Leather, Black/Red Leather, Black/Chapanral Leather



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