



REVOLUTIONARY RENESIS ROTARY ENGINE

DOUBLE-WISHBONE FRONT SUSPENSION

SEATING FOR 4 ADULTS

LIKE MOST REVOLUTIONS, THIS ONE IS FUELED BY IMAGINATION.

"PRE-LOADED" MULTILINK REAR SUSPENSION

4-WHEEL VENTILATED DISC BRAKES

"FREESTYLE" DOOR SYSTEM





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.





THE DRIVING FORCE BEHIND ITS STUNNING SHAPE IS ACTUALLY UNDER THE HOOD.

The athletic tension captured by the Mazda RX-8's bold design is, to a large extent, made possible by its unique rotary engine. Better still, its original, nothing-else-like-it design inspired even the experts at *Automobile Magazine* (4/03) to conclude: "The RX-8 is different, but it's a true sports car."



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EVEN BACKSEAT DRIVERS ARE LEFT SPEECHLESS.



ITS UNIQUE APPEAL DOESN'T HINGE SOLELY ON ITS HORSEPOWER.

The benefits of the Mazda RX-8's innovative technology don't begin and end in the engine compartment. Instead, you'll find them throughout the car, inside and out. Its "Freestyle" door system, for example, banishes both center pillars, granting pilot and passengers unrestricted access to first-class seating for four adults. At the turn of an ignition key, its electroluminescent gauges ignite before your eyes. The RX-8's thick leather-wrapped wheel puts controls for the audio system and cruise control literally at your fingertips—and paddle shifters as well, if you choose an RX-8 equipped with the 4-speed Sport AT automatic transmission. Opening the trunk reveals an unobstructed cargo area big enough to thoughtfully accommodate your weekend luggage. Unshackled from traditional trade-offs, the RX-8 redefines the sports car. And opens up a whole new world of possibilities in the process.









IT HITS ON ALL CYLINDERS. EVEN THOUGH IT DOESN'T HAVE ANY.

Hear that distinctive "snarl" resonating from the Mazda RX-8's dual exhaust outlets? It's a sound cylinders and pistons simply can't duplicate. Because this RX-8's propulsion comes from a smooth-revving 250-hp RENESIS rotary engine mated to a short-throw 6-speed gearbox*. No cylinders. No pistons. Just a remarkable 9,000-rpm redline. For sure-footed handling, the RX-8 boasts a fully independent suspension system with double wishbones up front and a multilink design in the rear. And to promote precise control, its rack-and-pinion steering system utilizes a speed-sensitive electric boost. Linear, fade-resistant stops are also a given—thanks to the RX-8's massive 4-wheel ventilated disc brakes.

*A 250-hp rotary (7,500-rpm redline) paired with a 4-speed Sport AT automatic is also available.

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. Well-balanced, 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), rack-and-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 rotary-powered RX-8 could have on every road you travel. Once you do, the way you feel about sports cars will never be the same.

FUELED BY IMAGINATION.

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

