

ZOOM ZOOM

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2003 PROTEGÉ

Get more detailed information on your Mazda Protégé. Check out our website at www.mazda.ca for specifications and features, option packages, pricing, financing and to find a dealer near you.

BETTER DRIVERS
BUCKLE UP

Mazda Canada Inc., Suite 400, 305 Milner Avenue, Scarborough, Ontario M1B 3V4
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A quick reminder **fun**
is both a **verb** and a **noun**.

It's time you put your foot down. Demand your rights as an enthusiast.

Drive the Mazda Protegé, a car that orders its priorities the same way you do.

Quick and intuitive response to your input, on the gas or at the wheel. Smooth power. Sure-footed agility. A sports car heritage that shines through every time you take the wheel. And of course, room for your friends, because they'll admire your assertiveness. Enthusiasm is contagious...



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Why fly below the radar when you can now fly above it?

If stealth is your style, you can choose from any number of cars that won't draw a second glance from anyone. This isn't one of them. Clean, crisp lines speak to motion and fun and call up the sports car soul of the Mazda Protegé. We can't promise you fame, but fun is definitely on the list.



In **clutch** situations, it's best to **keep** your options **open**.

To shift or not to shift...that is the question you can answer differently each time you drive the Mazda Protegé. That's if you choose the new *Sport* AT transmission option. Keep it in Drive, it's a smooth, electronically controlled 4-speed automatic transmission. On those days you feel like choosing your own gears, thank you, notch the lever over to *Sport* mode. Then sequentially shift up or down through the gears, similar to the system in many of today's race cars. If you're a manual fan, don't worry – a slick-shifting 5-speed stick is still standard equipment. Whichever transmission you choose, the essential Mazda Protegé character remains the same – sporty and pure fun to drive.



Mazda Protegé on the track.

We designed the Mazda Protegé for sporty, everyday driving on real roads. But its sports car heritage becomes evident on the track as well, where it has proven quite successful. A Mazda Protegé won the Showroom Stock C class in the 2001 Valvoline® Runoffs (the SCCA national championships), and a second Mazda Protegé finished fifth. On the pro side, the car is very competitive in the SCCA Speed World Challenge Touring Car Championship series – you can catch all the action on the Speed Channel.

A 2.0L 16-valve DOHC engine is standard in both the Mazda Protegé LX and ES.

Put your foot down, and you'll feel instant response, snappy acceleration and power that pulls all the way to the redline. So you can make the best use of that power, there's a fully independent suspension featuring Mazda's exclusive Twin Trapezoidal Links at the rear. These provide a subtle "steering" effect that helps the Mazda Protegé track surely through turns.





What good's **adrenaline** if you can't share it with **friends?**

Get behind the wheel of the Mazda Protegé and you'll find just about everything – from the shifter to the gauges to the stereo controls – is a call to action. "See me, touch me, let's go!" And while we designed it for the driver first, passengers take a backseat only literally. There's plenty of room and comfort for up to five people. Split fold-down rear seatbacks give you lots of flexibility in carrying extra cargo. And thoughtful details include heater ducts for the rear seats, cup holders up front and much more. Driving a Mazda Protegé, there's enough adrenaline to go around. Give your friends a lift.



Keep those tunes coming with the four-speaker AM/FM/CD stereo system. And if that's still not enough, a 6-disc in-dash CD changer and a MiniDisc player are available as accessories.

A sliding glass moonroof adds to the airy feel of the interior. At the touch of a button, you can tilt it up for ventilation, or open it all the way. Available with LX GT and ES GT packages.

There's a **Cage** in here because it's a **jungle** out there.

Not that you'll ever feel penned up in your Mazda Protegé. Quite the contrary, thanks to its generous glass area and responsive driving feel. But you know how some of those other drivers are, so we've taken a lot of engineering effort to make each trip as safe as possible. The structure of the Mazda Protegé is strong and rigid, which helps to give the car its nimble handling. And it also creates a "safety cage" around the passenger cabin. Our unique "Triple H" construction adds up to 2mm of steel reinforcements in key structural spots for extra strength and protection. Built-in crumple zones absorb impact energy rather than passing it on to you. On a more obvious level, every Mazda Protegé has 3-point safety belts for all five passengers, dual front air bags*, and international-standard ISOFIX latches for securing child safety seats in the rear. It may be a jungle, but in a Mazda Protegé, you're ready for it.



*Always wear your safety belt and secure children in the rear seat. Consult owner's manual.

Four-wheel disc brakes give sure stops with a linear pedal feel for a better sense of control (standard on ES). The available Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD) (LX GT option, ES) can provide added control in hard stops.



2003 MAZDA PROTEGÉ ACCESSORIES



Pictured below from left to right: moonroof wind deflector, cargo net and fog lights.



For further information please refer to the Mazda Accessories Brochure. Mazda notes that all Genuine Mazda Accessories, if installed by your Mazda Dealer prior to or at an initial vehicle retail delivery, carry the same new-vehicle warranty as the Mazda Protegé.

- Cassette player • In-dash 6-disc CD changer • Cargo net • Perimeter alarm system • Mud guards (front and rear)
- Front mask • Moonroof wind deflector
- Rear spoiler • Wheel locks (Set of 4)
- Engine block heater • Electrochromatic mirror w/ compass • Electrochromatic mirror w/ compass & temperature • Fog lights • MiniDisc player • Touch-up Paint
- Hood deflector

COLOUR COMBINATIONS

EXTERIOR	INTERIOR	
	SE/LX	ES
Black Mica	Grey	Sport Black
Emerald Mica	Beige	Sport Black
Sunlight Silver Metallic	Grey	Sport Black
Light Sandalwood Metallic	Beige	Sport Black
Laser Blue	Grey	Sport Black
Sand Mica	Beige	Sport Black
Garnet Red Mica	Grey	Sport Black
Pure White	Grey	Sport Black



Light Sandalwood Metallic



Sport Black Cloth



Laser Blue



Elegant Beige Cloth



Black Mica



Sand Mica



Elegant Grey Cloth



Emerald Mica



Garnet Red Mica



Casual Beige Cloth



Sunlight Silver Metallic



Pure White



Casual Grey Cloth

2003 PROTEGÉ SPECIFICATIONS

ENGINE	SE	LX/ES
Type	1.6L Inline 4-cylinder	2.0L Inline 4-cylinder
Valve gear	DOHC 16-valve	DOHC 16-valve
Displacement	1,597 cc	1,991 cc
Bore and stroke	78mm x 83.6mm	83mm x 92mm
Compression ratio	9.0:1	9.1:1
Horsepower SAE net	103 @ 5,500 rpm	130 @ 6,000 rpm
Torque, SAE net lb. ft.	106 @ 4,000 rpm	135 @ 4,000 rpm
Fuel system	Electronic Fuel Injection (EFI)	Electronic Fuel Injection (EFI)
Recommended fuel	Regular (unleaded)	Regular (unleaded)
DRIVETRAIN		
Type	Transverse front engine/front-wheel drive	
Clutch type	Single dry plate with diaphragm spring	
Transmission	5-speed manual with overdrive	
	Optional: 4-speed electronically controlled automatic with overdrive and lock-up torque converter (SE & LX models)	
	Optional Sport mode AT (ES)	
	SE	LX/ES
Gear ratios: 1st	3.416	2.816
2nd	1.842	1.497
3rd	1.290	1.000
4th	0.972	0.725
5th	0.775	0.755
Reverse	3.214	2.648
Final drive	3.850	3.904

ELECTRICAL SYSTEM

Type	12 Volt
Battery	Maintenance free 60 amp/hr.
Alternator	70 amp/hr (1.6L), 80 amp/hr. (2.0L)
Starter	0.85kW (1.6L MT), 1.0kW (1.6L AT & 2.0L)
Ignition system	Breakerless electronic
CHASSIS	
Frame	Unit body (Monocoque) with side door impact protection beams and Triple "H" construction
Front suspension	Independent, strut type, coil springs, stabilizer bar
Rear suspension	Independent, strut type with Twin Trapezoidal Links (TTL), coil springs and stabilizer bar
Shock-absorbers	Telescopic, double acting
Steering	Rack-and-pinion with engine-speed-sensitive variable power-assist
Steering ratio	15.0 : 1
Steering wheel turns	2.7 (lock-to-lock)
Min. turning circle	10.4m (curb-to-curb)
Brakes	Power-assisted ventilated front disc/rear drum brakes (SE & LX) Power-assisted ventilated front and rear disc brakes (ES) Anti-lock Brake System (ABS) w/ Electronic Brake Force Distribution (EBFD) (ES)
Wheels	14" styled steel wheels w/ full wheel covers (SE) 15" styled steel wheels w/ full wheel covers (LX) 15" alloy wheels (LX GT Pkg) 16" alloy wheels (ES)
Tires	185/65R14 all-season steel-belted radials (SE) 195/55R15 all-season steel-belted radials (LX) 195/50R16 all-season steel-belted radials (ES)

CHASSIS (cont'd)

Curb weight	1,131kg (1.6L MT), 1,194kg (2.0L MT)		
CAPACITIES			
Seating	5 persons	Washer fluid tank	5.1L
Fuel tank	50L (SE), 55L (LX & ES)	Crankcase	3.4L (SE), 3.7L (LX & ES)
Coolant	6.0L (SE); 7.5L (LX & ES)		
EXTERNAL DIMENSIONS (mm)			
Wheelbase	2,610	Track (fr/r)	1,470/1,470
Overall length	4,450	Overall width	1,705
Overall height	1,410	Ground clearance	140
INTERNAL DIMENSIONS (mm)			
Headroom (fr/r)	998/949		
Legroom (fr/r)	1,073/900		
Shoulder Room (fr/r)	1,370/1,356		
Passenger volume	2,622.1L		
Trunk room capacity	365.3L		
Total interior volume	2,987.4L		
TRANSPORT CANADA FUEL ECONOMY RATINGS			
	1.6L	2.0L	
	5MT	4AT	5MT 4AT/Sport AT
City	8.5L/100km	9.3L/100km	9.6L/100km 9.9L/100km
Highway	6.7L/100km	6.9L/100km	7.3L/100km 7.4L/100km
ESTIMATED PERFORMANCE DATA			
	SE	LX/ES	
Acceleration (0 - 100km/h: sec)	MT: 11.4/AT: 13.3	MT: 10.4/AT: 11.9	
Top speed (km/h)	MT: 178/AT: 165	MT: 195/AT: 176	
Acceleration (1/4 mile: sec)	MT: 18.2/AT: 19.1	MT: 17.4/AT: 18.2	
Weight distribution (% fr/r)	60:40		
Coefficient of drag (Cd)	0.32		
Bumpers, fr/r crash test	8km/h		

2003 PROTEGÉ FEATURES

ENGINEERING FEATURES

	SE	LX	ES
1.6L DOHC 16-valve 4-cylinder engine	S	-	-
2.0L DOHC 16-valve 4-cylinder engine	-	S	S
Transmission 5 MT	S	S	S
Transmission 4 AT	O	O	-
Sport mode AT	-	-	O
4-wheel disc brakes	-	-	S
Anti-lock Brake System (ABS) w/ Electronic Brake Force Distribution (EBFD)	-	O	S
Rack-and-pinion steering with variable power-assist	S	S	S
Front and rear stabilizer bar	S	S	S
Side door impact protection beams	S	S	S
Front washer fluid tank (5.1L)	S	S	S

EXTERIOR FEATURES

14" styled steel wheels with full wheel covers; 185/65R14 all-season steel-belted radial tires	S	-	-
15" styled steel wheels with full wheel covers; 195/55R15 all-season steel-belted radial tires	-	S	-
15" alloy wheels; 195/55R15 all-season steel-belted radial tires	-	LX GT	-
16" redesigned alloy wheels; 195/50R16 all-season steel-belted radial tires	-	-	S
Front mud guards - black	A	A	S
Body-colour rear spoiler	A	A/LX GT	A/ES GT
Dual manual remote-control folding door mirrors w/ integrated rain gutters - black	S	S	-
Dual power-operated folding door mirrors w/ integrated rain gutters - body-colour	-	CP/LX GT	S
Fixed intermittent windshield wipers	S	S	S
Single exhaust outlet w/ garnish	-	-	S
2-light head light w/ black inner vessel	S	S	S
Fog lights	-	LX GT	S

INTERIOR FEATURES: COMFORT AND CONVENIENCE

AM/FM/CD player w/ 4 speakers and clock	S	S	-
AM/FM/CD player w/ clock, 4 speakers and 2 tweeters	-	-	S
Air conditioning	O	O/CP	O/ES GT
Cruise control	-	CP/LX GT	S
Tilt steering	S	S	S
Remote fuel door and hood release	S	S	S

INTERIOR FEATURES: COMFORT AND CONVENIENCE (cont'd)

	SE	LX	ES
Internal trunk release	S	S	S
L/R front door central locking	-	S	S
Power door locks w/ 2-action unlock feature (driver side)	-	S	S
Keyless entry (2 key fobs)	-	S	S
Power windows w/ driver's one-touch down feature	-	CP/LX GT	S
Power window switch illumination	-	CP/LX GT	S
Power glass moonroof w/ dual front seat map lamps	-	LX GT	ES GT
Map lamps (non-moonroof models)	S	S	S

INTERIOR FEATURES: SAFETY AND SECURITY

Driver and front passenger depowered air bags (SRS)	S	S	S
Adjustable front safety belt anchors	S	S	S
Integrated child seat anchor brackets	S	S	S
3-point rear safety belts	S	S	S
Driver and front passenger safety belt pretensioners and load limiters	S	S	S
Child-proof door locks	S	S	S

INTERIOR FEATURES: SEATING AND TRIM

Upgraded cloth seats	-	S	-
Sport type cloth seats	-	-	S
Centre console box w/ lid	S	S	S
60/40 split fold-down rear seatback w/ lock function	S	S	S
Leather-wrapped 3-spoke steering wheel	-	-	S
Leather-wrapped shift knob	-	-	S
Floor mats	S	S	S

INTERIOR FEATURES: INSTRUMENT PANEL

Ignition key illumination	S	S	S
Silver meter set	-	-	S
Tachometer	S	S	S
Warning lights for low washer fluid and low fuel level	S	S	S

S = Standard O = Optional A = Accessory - = Not available
CP = Convenience Package LX GT = LX GT Package ES GT = ES GT Package

Convenience Package: Includes air conditioning, power windows, body-colour outer power mirrors, cruise control.

LX GT Package: Includes power windows, body-colour outer power mirrors, cruise control, fog lights, moonroof, 15" alloy wheels, body-coloured rear spoiler.

ES GT Package: Includes moonroof, body-colour rear spoiler, air conditioning.

MAZDA WARRANTY The basic warranty on the Mazda Protegé covers all parts found to be factory defective for 3 years or 80,000 km whichever comes first. Additional warranties cover powertrain components for a period of 5 years or 100,000 km whichever comes first, body sheet metal perforation for 5 years and unlimited mileage and specific emission control components for up to 8 years or 128,000 km. Exclusions from coverage are limited to maintenance items or adjustments (repairs not requiring parts replacement) on vehicles over 12 months old and repairs due to normal wear and tear. Ask your Mazda Dealer for additional information.

ROADSIDE ASSISTANCE PROGRAM As part of our commitment to your total satisfaction, 2003 Mazda Protegé owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your Mazda Protegé for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Dealer.

MAZDA ADDED PROTECTION For peace of mind motoring, we've created the Mazda Added Protection Plan (MAP). MAP complements your Mazda Limited Warranty for up to 7 years or 160,000 km, and protects you from unexpected repair expenses and the rising cost of repairs. All MAP plans include Personal Budget and Repair Inflation Protection. In addition, all MAP plans include Premium Roadside Assistance, which extends the roadside assistance coverage offered during the new vehicle limited warranty period throughout the MAP term. The Premium Roadside Assistance offers Towing, Battery Boost, Out-of-Fuel Coverage, Tire Service, Lockout Service, Emergency Travel Expense Reimbursement and Travel Planning. Should you ever decide to sell your Mazda vehicle, MAP is transferable to future owners and will enhance the resale value of your vehicle. The Mazda Added Protection Plan is fully backed and administered by Mazda Canada Inc. For more information, please contact your Mazda Dealer.

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