

MAZDA RX-8

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www.mazda.ca

LIKE MOST REVOLUTIONS, THIS ONE IS FUELLED BY IMAGINATION.

Imagine a new kind of sports car. A truly original, innovative sports car – born from a car company that dares to break from, and re-invent, tradition. Introducing the all-new, rotary-powered Mazda RX-8. The sports car that pushes the limits of cutting-edge technology, casts aside outdated definitions, and gives Mazda's sports car heritage a radical new spin. The revolutionary 2004 Mazda RX-8. Experience it for yourself. Once you do, the way you think about sports cars will never be the same.



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

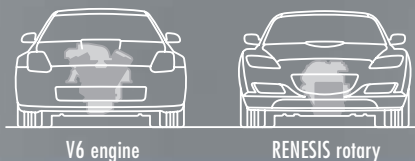
Underneath Mazda RX-8's handsome aluminum hood is the smooth-revving, high-output 238-hp RENESIS rotary engine.* No cylinders. No pistons. Just a remarkable 9,000-rpm redline. For sure-footed handling, the RX-8 boasts a fully-independent suspension system with double-wishbones up front and a multi-link design in the rear. And to ensure precise control, its rack-and-pinion steering system utilizes a speed-sensitive electric boost. Linear, fade-resistant stops are also a given with Mazda's technology – thanks to the RX-8's massive, 4-wheel ventilated disc brakes and Electronic Brake Force Distribution (EBFD). Phenomenal braking power. All great reasons to join the revolution.

ROTARY-DRIVEN INNOVATION: The RX-8's advanced RENESIS rotary engine is the culmination of more than 40 years of extensive research, development, racing and refinement conducted by Mazda engineers. Since 1961, Mazda has designed and built more than 80 different rotary engines in 2, 3, and even 4-rotor configurations. In 1991, a rotary-powered Mazda won the legendary 24 Hours of Le Mans, beating out the favoured entries from Mercedes Benz and Jaguar. Mazda has now sold more than 1.8 million rotary-powered vehicles worldwide, including three distinct generations of the legendary, rotary-powered Mazda RX-7.

*The Sport mode AT (4-speed automatic transmission) engine delivers 197-hp with a 7,500-rpm redline.



The Mazda RX-8's RENESIS rotary engine is lighter and 30% more compact than conventional piston engines of comparable power. This allows the engine to be placed behind the front axle and in a lower position, providing several key advantages: An exceptional power-to-weight ratio for enhanced



V6 engine

RENESES rotary

acceleration. A low centre of gravity for superb handling. Plus more cabin space to comfortably enjoy the inspiring performance that rotary power makes possible. Note: Superb handling is achieved by attaining a low polar moment. See following page for details.



—238HP @ 8500 RPM
RX-8 6-speed MT

—225HP

—197HP @ 7200 RPM
RX-8 4-speed Sport mode AT

—200HP

—175HP

—150HP

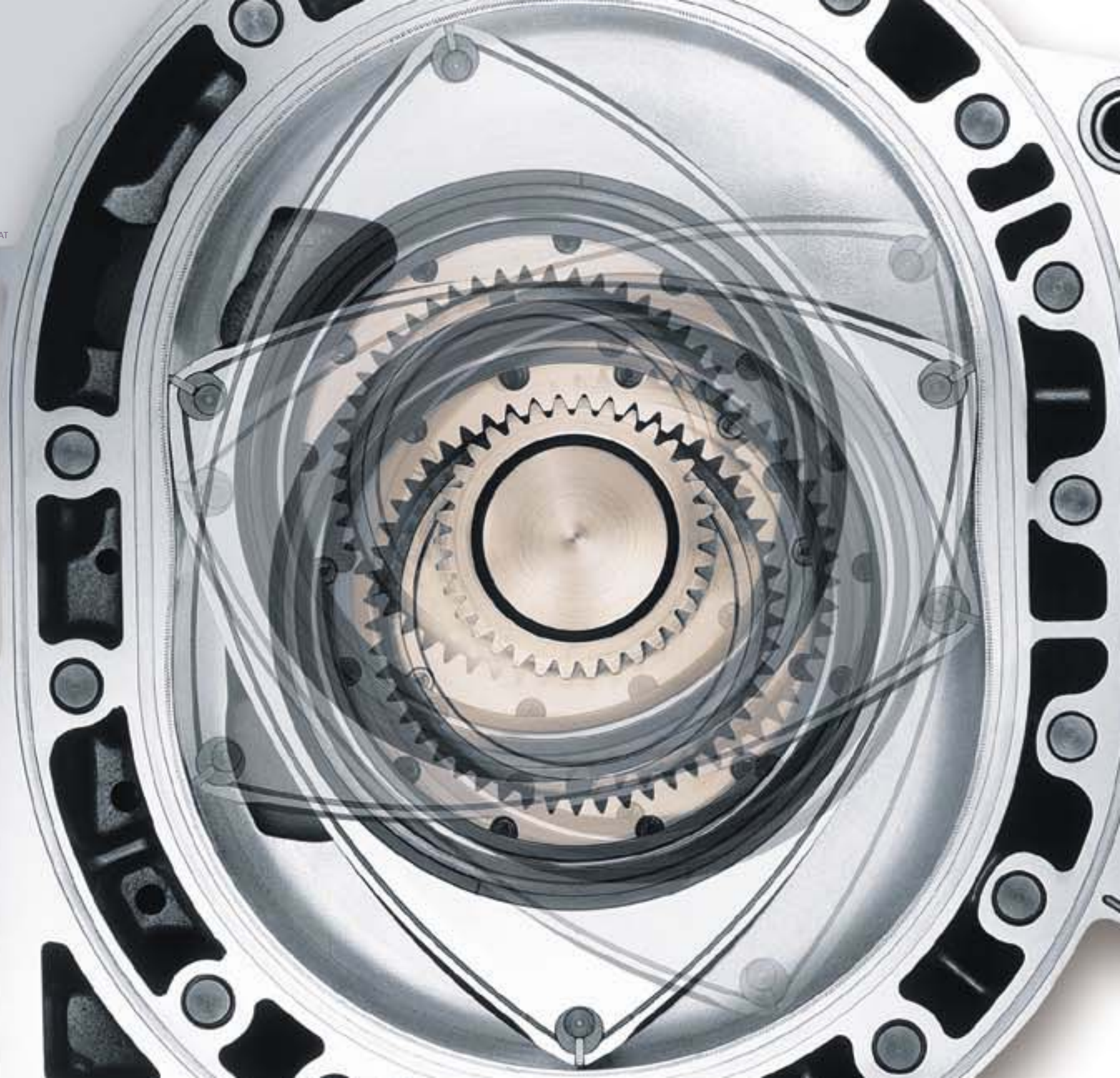
—125HP

—100HP

—75HP

—50HP

—25HP



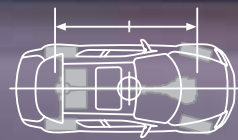


UNDERNEATH ITS EXQUISITE EXTERIOR BEATS THE HEART OF A COMPETITOR. AND A BACKBONE OF STEEL.

Sophisticated rotary technology is just the tip of the iceberg when it comes to the Mazda RX-8's advanced engineering. Because in addition to a choice of two rotary engine transmission packages, the RX-8 also utilizes the integral Power Plant Frame (PPF) technology of Miata legacy. Generally, under acceleration the driveshaft torque tends to twist the whole drivetrain, wasting energy and performance. To combat this, the Power Plant Frame marries engine, transmission and differential into a single, rigid unit. The remarkable result of this design is a drivetrain that virtually eliminates the twisting. So when you step on the accelerator, maximum power is swiftly and directly provided to the rear wheels giving the RX-8 its tight, quick feel. What it takes to stay ahead of the pack.



High polar moment



Low polar moment

An important contributor to the Mazda RX-8's excellent handling is its "low polar moment of yaw inertia." Translation: "Yaw inertia" can be described as the resistance of a vehicle to being turned from its natural straight line path. Thanks to its "low polar moment," the RX-8 is very responsive to a change in direction

and provides more agile handling than cars with a "high polar moment." The RX-8's rotary engine helps make this possible by allowing more mass to be positioned close to the car's centre point — its yaw axis. Core powertrain components, and the fuel tank, are located between the axes of the wheels for better dynamics. A car with its mass more widely distributed is less responsive to any desired change in direction.



ITS INGENIOUS ENGINEERING DOESN'T HINGE SOLELY ON ITS POWERTRAIN.

The rewards of Mazda RX-8's inventive thinking aren't limited to the engine compartment. For openers, its freestyle door system banishes the centre pillars, granting pilot and passengers unrestricted access to first-class seating for up to 4 adults. The structural integrity of the vehicle is maintained by an innovative door system, integrating the catch pins, door latches and virtual B-pillar. All this provides side impact safety that leaves no doubt. Aft, an unobstructed cargo area thoughtfully welcomes any weekend luggage. Unshackled from tradition's trade-offs, the RX-8 re-defines the sports car. And opens up a whole new world of possibilities.





ALL EXCHANGES BETWEEN MAN AND MACHINE SHOULD BE THIS INTUITIVE.

A quick glance around the Mazda RX-8's cockpit telegraphs its driver-centric design. Electroluminescent gauges ignite before your eyes – changing from blue to amber. A thick, leather-wrapped steering wheel puts the controls of the sound system as well as the paddle-style shifters for the available *Sport* mode automatic transmission, quite literally, at your fingertips. The drilled-aluminum foot pedals (6MT) reflect its competitive heritage. Sight unseen, dual-stage driver and front passenger side air bags* provide peace of mind, along with curtain and front side air bags.* As the 9-speaker Bose® stereo blasts out an appropriate tune, you truly appreciate the patented noise compensation technology that allows only pure sound to your ears. With all unwanted noise removed, you are focused as you consult the available DVD navigation system. The tach skyrockets to its 9,000-rpm redline. And suddenly, there's not a stretch of road that's remotely your equal.

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



Rear engine

The RENESIS rotary engine's compact size enabled Mazda engineers to design a sports car chassis and rigid cabin structure that can accommodate four full-size adult passengers –



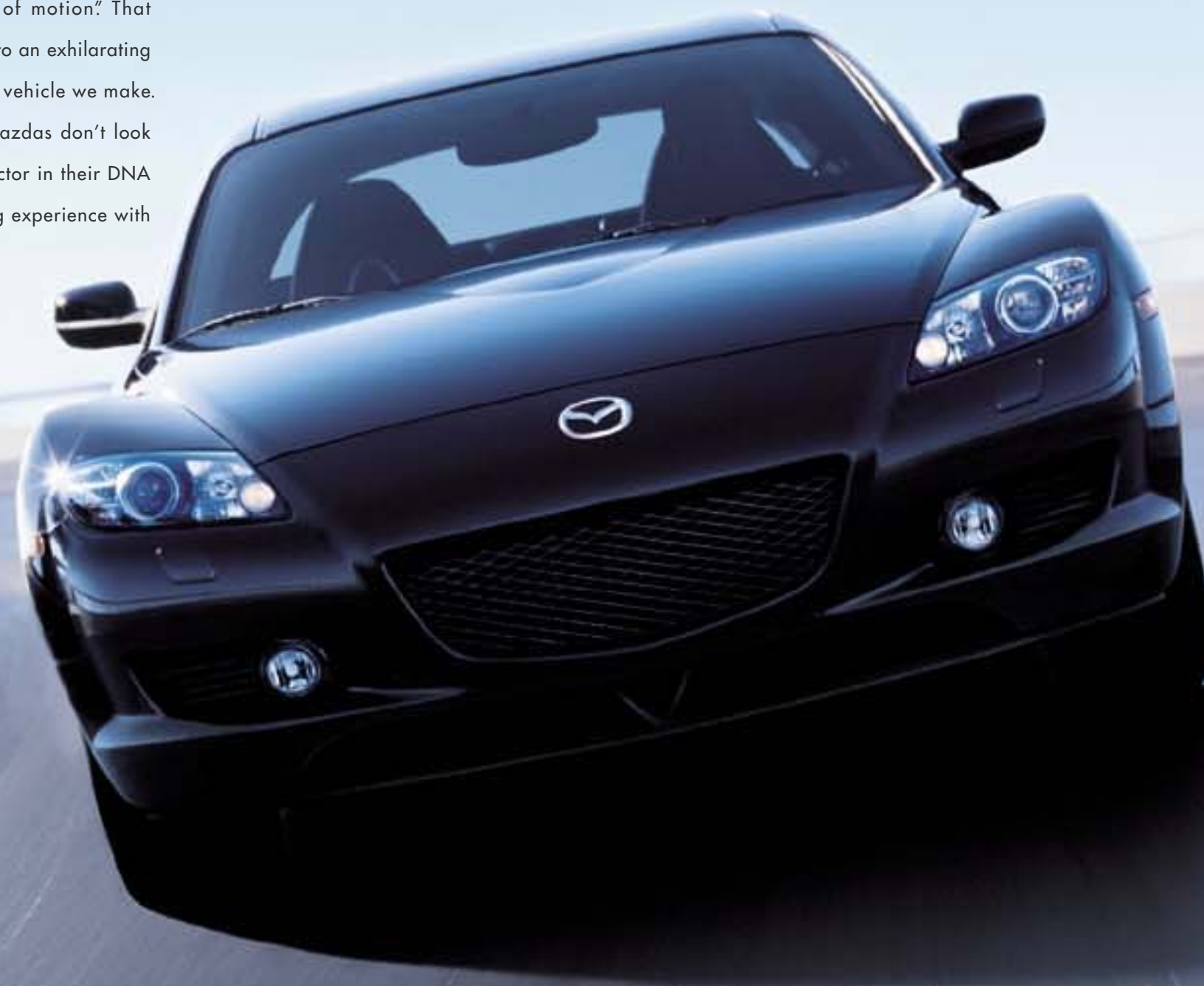
Front mid-engine

twice as many as a conventional sports car of similar dimensions. It's a graphic example of how rotary technology allows form to beautifully follow function.



EXCITING PAST. AN EXHILARATING FUTURE.

Innovative. Stylish. Fun-to-drive. For more than 40 years, Mazda has dedicated itself to engineering vehicles for drivers who truly savour the "emotion of motion." That fun-to-drive, connected-to-the-road feeling that can turn a simple drive into an exhilarating experience. Which is why you'll find the "soul of a sports car" in every vehicle we make. From the remarkable RX-8 and MX-5 Miata to the Tribute and MPV, Mazdas don't look like – or drive like – anything else on the road. There's a Zoom-Zoom factor in their DNA – part engineering, part spirit. We invite you to share the Mazda driving experience with us soon. You'll quickly discover yourself in good company.



ACCESSORIES



Pictured above from left to right: mud guards (rear), front mask, moonroof wind deflector.

- Front air dam
- Side deflector
- Rear spoiler
- 18" aluminum alloy wheel (polished)
- Mud guards, front
- Mud guards, rear
- Scuff plates, aluminum
- All-weather floor mats
- Aluminum fuel-filler door (chrome)
- Cargo tray
- Cargo net
- Moonroof wind deflector
- Front mask
- Wheel locks

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 RX-8.

EXTERIOR COLOURS



INTERIOR COLOURS



COLOUR COMBINATIONS

EXTERIOR	INTERIOR	
	CLOTH	LEATHER
Winning Blue Metallic	Black	Black
Brilliant Black	Black	Black/Taupe
Velocity Red Metallic	Black	Black/Red
Titanium Grey Metallic	Black	Black/Taupe
Sunlight Silver Metallic	Black	Black
Lightning Yellow	Black	Black

MAZDA WARRANTY The basic warranty on the Mazda RX-8 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, 2004 Mazda RX-8 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your Mazda RX-8 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.



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.

Product changes and options availability: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, 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 and accessories shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations. E. & O. E.

ENGINE	4-speed Sport mode AT	6-speed MT	DRIVETRAIN (cont'd)	4AT	6MT	CHASSIS (cont'd)	Headroom (fr/rr)	
Type	1.3L rotary engine	1.3L rotary engine	3rd	1.000	1.645	Brakes	960/935 (w/o moonroof)	
Displacement	654 cc x 2	654 cc x 2	4th	0.694	1.187	Power-assisted 4-wheel ventilated disc brakes	922/927 (w/ moonroof)	
Compression ratio	10.0:1	10.0:1	5th	-	1.000	Anti-lock Brake System (ABS) w/ Electronic Brake Force Distribution (EBFD)	Legroom (fr/rr)	
Horsepower SAE net hp	197 @ 7,200 rpm	238 @ 8,500 rpm	6th	-	0.843	Dynamic Stability Control (DSC) (GT models)	1,084/820	
Torque, SAE net lb.ft.	164 @ 5,000 rpm	159 @ 5,500 rpm	Reverse	2.272	3.564	18" aluminum alloy wheels	Shoulder room (fr/rr)	
Fuel system	Electro magnetic	Electro magnetic	Final drive	4.444	4.444	Tire	1,393/1,395	
Recommended fuel	Premium (unleaded)	Premium (unleaded)	SUSPENSION			225/45R18	Hip room (fr/rr)	
DRIVETRAIN			Frame			225/45R18	Cargo volume	
Type	Front rotary engine/rear-wheel drive		Unit body (Monocoque), Power Plant Frame (PPF)			Curb weight	290L	
Clutch type	Single dry plate, (diaphragm spring) (Except AT)		Suspension			4AT: 1,394 kg; 6MT: 1,384 kg	TRANSPORT CANADA FUEL ECONOMY RATINGS	
Transmission	4-speed Sport mode automatic transmission with paddle shifters; 6-speed manual with short-throw shifter		Sport-tuned suspension with independent front double-wishbone, rear multi-link, gas-filled shock absorbers, front strut tower bar, front and rear stabilizer bars			4-speed Sport mode AT		
CHASSIS			Steering			6-speed MT		
Gear ratios:			Direct drive electronically assisted steering			City		
1st	4AT	6MT	Steering ratio			12.9L/100 km		
2nd	2.785	3.760	16.43:1			Highway		
			Steering wheel turns			8.8L/100 km		
			2.99 (lock-to-lock)			Coefficient of drag (Cd)		
			Min. turning circle			0.31		
			10.6m (curb-to-curb)			Weight distribution % (fr/rr)		
						48/52		
						ESTIMATED PERFORMANCE DATA		
						Coolant capacity		
						8.7L		
						EXTERNAL DIMENSIONS (mm)		
						Wheelbase		
						2,700		
						Overall width		
						1,770		
						Track (fr/rr)		
						1,500/1,505		
						Overall height		
						1,340		
						Overall length		
						4,424		
						Ground clearance		
						120 (laden)		
						INTERNAL DIMENSIONS (mm)		

2004 MAZDA RX-8 FEATURES

ENGINEERING FEATURES	GS	GT	INTERIOR FEATURES: COMFORT AND CONVENIENCE (cont'd)	GS	GT	INTERIOR FEATURES: SEAT AND TRIM (cont'd)	GS	GT
1.3L Rotary engine	S	S	Air conditioning	S	S	Synthetic leather door panel trim – front and rear	-	S
Variable dynamic effect intake system	S	S	Micro-filter	S	S	Leather-wrapped 3-spoke steering wheel	S	S
6-speed manual overdrive transmission with short-throw shifter or 4-speed Sport mode automatic transmission with paddle shifters	S	S	Rear seat heater ducts	S	S	Adjustable steering wheel	S	S
Limited-slip rear differential	6MT only	S	Rear window defroster	S	S	Leather-wrapped shift knob	S	S
Dynamic Stability Control (DSC) w/ Traction Control System (TCS)	-	S	Power door locks w/ 2-stage unlocking	S	S	Front door handles – bright finish	S	S
Direct drive electronically assisted steering	S	S	Slam locks	S	S	Rear door handles – black finish	S	S
Power-assisted 4-wheel ventilated disc brakes	S	S	Remote keyless entry system with welcome mode and panic alarm (includes two transmitters)	S	S	Scuff plates with aluminum inserts	S	S
Anti-lock Brake System (ABS) w/ Electronic Brake Force Distribution (EBFD)	S	S	Driver/front passenger illuminated power door lock switch	S	S	INTERIOR FEATURES: SAFETY AND SECURITY		
Front engine/rear-wheel drive	S	S	Central locking feature on driver's door	S	S	Side-impact door beams – front	S	S
Front independent double-wishbone suspension	S	S	Remote fuel door and trunk lid releases	S	S	Door catch pins	S	S
Rear independent multi-link suspension	S	S	Power windows with driver-side one-touch down feature and power delay	S	S	Advanced dual front air bag Supplemental Restraint System (SRS)	S	S
Sport-tuned suspension	S	S	Driver/front passenger illuminated power window switch	S	S	Dual front side-impact air bag Supplemental Restraint System (SRS)	S	S
Front and rear stabilizer bars	S	S	Power-operated glass moonroof	-	0	Dual front and rear side air curtains	S	S
Power Plant Frame (PPF)	S	S	Ignition key illumination	S	S	Front safety belt pretensioners with force limiters	S	S
Strut tower bar	S	S	Front door courtesy lamps	S	S	3-point safety belts for all seating positions (2 front, 2 rear)	S	S
Engine immobilizer theft-deterrent system	S	S	Illuminated entry	S	S	ISOFIX child safety-seat anchors	S	S
EXTERIOR FEATURES			Cargo area light	S	S	Anti-theft alarm system	-	S
18" aluminum alloy wheels; 225/45R18 performance radial tires	S	S	Driver/passenger illuminated vanity mirrors	S	S	Internal trunk release	S	S
Body-colour bumpers and door handles	S	S	Day/night rearview mirror – manual	S	-	INTERIOR FEATURES: INSTRUMENT PANEL		
Indoor high mount stop lamp	S	S	Auto-dimming rearview mirror with HomeLink®	-	S	Outside ambient temperature indicator	S	S
Dual body-colour power remote-control heated door mirrors	S	S	Navigational system	-	0	12-volt power outlet (1)	S	S
Headlights – halogen	S	-	Illuminated locking glove compartment	S	S	Cigarette lighter and illuminated ash tray	S	S
Headlights – Xenon	-	S	Delayed fade-out on interior lights	S	S	Blue LED concealed meter lighting with red night-time gauge illumination	S	S
Automatic headlight leveling	-	S	Cup holders (2 front, 2 rear)	S	S	Black gauges with chrome bezels and white lettering	S	S
Headlight cleaners	S	S	Map lamps	S	S	Tachometer, engine coolant temperature gauge and fuel gauge	S	S
Fog lights	S	S	Aluminum foot pedals and left foot rest	6MT only	6MT only	Twin trip odometers	S	S
Windshield with sunshade	S	S	INTERIOR FEATURES: SEAT AND TRIM			Warning lights for low fuel level, washer fluid, door ajar, check engine, oil pressure, volts, parking brake, high beam, air bags & safety belts	S	S
Variable intermittent windshield wipers	S	S	Reclining front bucket seats	S	-	INTERIOR FEATURES: STORAGE		
Glass imprinted antenna	S	S	Driver's manual seat lifter	S	-	Front door storage pockets	S	S
Dual outlet exhaust system (chrome garnish)	S	S	8-way power adjustable driver's seat with lumbar support	-	S	Front passenger seatback pocket	S	S
INTERIOR FEATURES: COMFORT AND CONVENIENCE			Heated front seats	-	S	Coin box	S	S
Bose® premium audio sound system w/ AM/FM 6-disc in-dash CD changer and clock w/ built-in audio display (includes 9 speakers)	S	S	Integrated head restraints for front seats	S	S	Overhead console w/ sunglass storage	S	S
Cruise control	S	S	Floor mats	S	S	Centre console with lockable storage and power outlet (1)	S	S
Steering wheel-mounted audio and cruise controls	S	S	High grade cloth upholstery	S	-	Rear console	S	S
			Cloth door panel trim – front and rear	S	-	Lockable, illuminated glove compartment	S	S
			Leather-trimmed upholstery	-	S			

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S = Standard 0 = Optional