

MAZDA PROTEGÉ





MAZDA PROTEGÉ LX

THE COMPACT SEDAN, ALL GROWN UP.



NEW MAZDA THINKING ELEVATES THE COMPACT SEDAN TO A HIGHER LEVEL OF EVOLUTION.

Experience what happens when creative minds at Mazda search well beyond pure engineering to the human emotions that a new Mazda inspires—what you actually experience and how you feel in driving it.

We call it "Kansei Engineering"—it's looking beyond mechanical specifications to the emotional satisfactions which will make a new Mazda "feel just right" to you in very special ways.

What that takes varies, of course, car by car, truck by truck. But it is the challenge of every Mazda development team to anticipate your desires—even those you don't know you have—and to fulfill them in a vehicle

Mazda hopes you'll fondly remember as "the best I've ever owned."

In designing the all-new 323 Protégé, Mazda engineers established a new benchmark for the compact sedan. While maintaining practical external dimensions, Protégé leads the way in adding such big-car amenities as generous interior room, a supple yet solid ride, and confidence-inspiring power and handling.

To enrich your satisfaction beyond expectations continues to be our goal for every new Mazda of the '90s. Thoughtfully conceived, designed, engineered and built, for your greater pride and pleasure in owning a Mazda that just feels right.

When you first see the new Protégé LX, you'll know you're on to something special. When you first sit in it, you'll marvel at the space, at the comfort. And when you get it on the road, any notions you had regarding the limits of compact cars will vanish. The all-new Protégé will show you just how good a compact sedan should be. It's the definitive new small car—all grown up and ready to take you into the '90s.

Protégé just feels right. Climb in, stretch out, and you might easily imagine yourself in a much larger luxury car. Headroom, legroom, elbow-room, front and rear... more space than most cars in the class. And it's not only the room: Perfectly padded bucket seats cradle you in luxurious comfort, providing exactly the right support for trips long or short, leisurely or spirited. Reach for the turn signal, the wipers, the lights... everything's exactly where you expect and want it to be.

Now, turn the key. Listen to the engine. The 125-hp DOHC powerplant is among the most powerful in its class. But what's really important is what you'll feel when you press the accelerator. Confidence. From the instant, silky-smooth response. From the reserve of power that makes passing a snap. From the way the Protégé glides over rough roads and sticks to tight curves. And from the wonderful feel of the brake pedal, the short and sure stops that only four-wheel discs can provide.

A truly complete car, Protégé quickly becomes part of you, an extension of your automotive desires. Practical? You bet. Sporty? When asked. And a car that just feels right? Definitely.



Upper left: Optional power sunroof (LX) adds to your driving pleasure on sunny days. It can be tilted up for ventilation or opened all the way to let the sunshine in.

Far left: 60/40 split fold-down rear seatback adds to Protégé versatility, opening up space for items large or long. Seatbacks can be locked in the upright position for added security.

Left: Protégé rear seat offers generous room. Three-point safety belts are provided; center passenger has a lap belt.

ALL DRESSED UP AND EVERYWHERE TO GO.



If "compact sedan" conjures up images of cramped spaces, a washboard ride and barely enough power to get out of your own way, it's time to take a look at the all-new 1990 Protegé SE. Or better yet, take a test drive. You'll be in for a very happy surprise—the discovery of one of the best automotive values around. Not to mention a car that rewrites all the so-called rules regarding compact sedans. Protegé offers spacious interior room typical of larger cars, yet fits easily into parking spaces. Step on the gas, and you'll enjoy lively, responsive performance—but the Protegé SE is not likely to put you on a first-name basis with your local gas station attendant.

From the supportive driver's seat, you'll enjoy a panoramic view. The low hood line and smooth-flowing dash not only lend a graceful design unity, they contribute to a more airy and spacious feeling. Intensive Mazda attention to ergonomics—the science of comfort—means that everything from the shift lever to the turn signal stalk is placed where you expect and want it to be. Other design details you'll appreciate extend to a trunk lid that opens to the bumper to make loading easy, and to the flat floor of a roomy

trunk that swallows up your luggage.

Once behind the wheel of the Protegé SE, you'll get another pleasant surprise. Power. And the instant response that helps you master today's traffic conditions. Thanks to the patented Mazda Twin Trapezoidal Link (TTL) independent rear suspension, you'll also find the front-wheel-drive Protegé an easy car to maneuver and a pleasure to drive on twisty roads. Everything about the road feel and ride inspires confidence.

But maybe what you'll most appreciate about Protegé SE is the overall feeling of quality, of substance and solidity. Some features you can see—such as the notably smooth paint finish.

Mazda engineers paid particular attention to developing an advanced painting process. Other features, such as the exceptional rigidity of the body structure, and the quiet, solid feel, will only become apparent as you drive. All of them, large or small, contribute to a car that just feels right.



Optional AM/FM auto-reverse cassette stereo sound system delivers premium sound.

INNOVATIVE MAZDA DESIGN MAKES A DIFFERENCE YOU'LL FEEL.

In making Protegé a car that will "just feel right," Mazda engineers channeled their creative thinking toward eliminating the typical compromises that accompany compact-car design. Power, structural integrity, comfort, handling—Protegé establishes standards that will dramatically change your perception of what a compact sedan can be.



For eager response and confidence-inspiring power, Mazda developed a new 1.8-litre, DOHC, 16-valve fuel-injected engine for the LX that produces 125 horsepower. An SOHC version gives the SE its responsive performance. Particular attention

was paid to reducing engine vibration and noise, with such refinements as hydraulic lash adjusters that quiet the valvetrain, and newly designed four-point engine mounts. You'll feel the difference—the Protegé is responsive yet silky smooth.

Specially designed transmissions further contribute to the just-right feel. Smooth action and short

throws make the 5-speed manual a pleasure to shift. Or choose the optional 4-speed electronically controlled automatic transmission with overdrive. Its "Hold" mode lets you maintain any of the lower three gears for

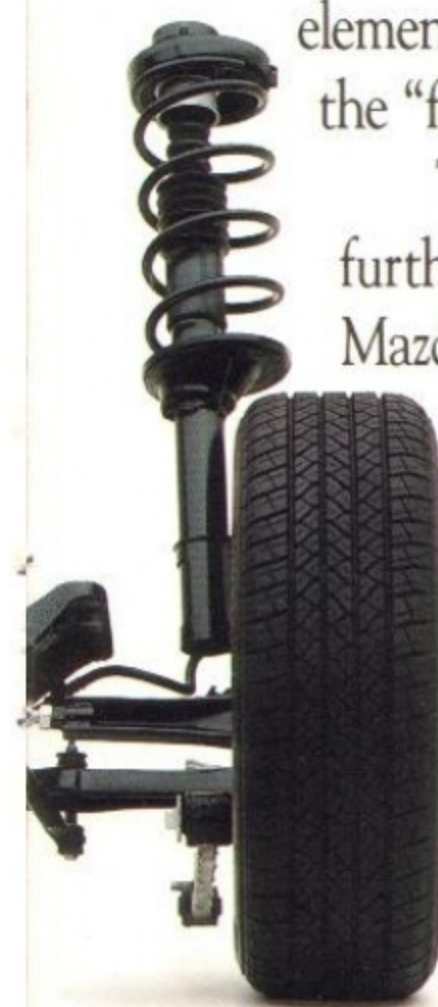


smoother power delivery to help you negotiate steep hills or slippery streets.

To achieve the solid and substantial feel of a larger car without adding excessive weight, Mazda engineers devoted considerable attention to making the Protegé body structure as strong and as rigid as possible. Dynamic Modal Analysis and Finite Element Analysis, two computer design techniques, helped minimize noise, vibration and harshness. To reduce wind noise, particularly at highway speeds, Mazda engineers conducted thorough aerodynamic studies that led to such refinements as flush-fitting doors and semi-concealed windshield wipers. Supple-

menting the computers, extensive real-world road tests added the all-important human element necessary to fine-tune the "feel" of the car.

The Protegé 4WD model further demonstrates outstanding Mazda engineering. With its full-time four-wheel-drive system, you gain an extra measure of control in bad weather. On particularly slippery roads, the center differential can be locked for added traction. So that you can take full advantage of the added control



and security offered by four-wheel drive, all-season radial tires on 14-inch wheels and power-assisted four-wheel disc brakes are standard equipment.

Top left: LX and 4WD have four-wheel disc brakes.

Far left: DOHC 16-valve engine (LX) delivers confidence-inspiring power.

Left: Patented Mazda Twin Trapezoidal Link (TTL) independent rear suspension.

Above: Read-at-a-glance instruments (LX shown).

SPECIFICATIONS AND FEATURES.

Engine		
Availability	SE, 4WD	LX
Type	SOHC 16-valve 4-cylinder	DOHC 16-valve 4-cylinder
Displacement	1839 cc (112.5 cubic inches)	1839 cc (112.5 cubic inches)
Bore and stroke	3.27 x 3.35 inches	3.27 x 3.35 inches
Compression ratio	8.9:1	9.0:1
Horsepower, SAE net	103 @ 5500 rpm	125 @ 6500 rpm
Torque, SAE net lb.-ft.	111 @ 4000 rpm	114 @ 4500 rpm
Fuel system	Multi-port electronic fuel injection	Multi-port electronic fuel injection

Transmission	
Type	5-speed manual with overdrive and hydraulic clutch linkage 4-speed electronically controlled automatic with overdrive, lockup torque converter, and "Hold" mode (optional)
Ratios	Final drive with manual transmission: 3.619 (SE); 4.105 (LX); 4.388 (4WD) Final drive with automatic transmission: 3.476 (SE); 3.736 (LX); 3.842 (4WD) Overall, top gear with manual transmission: 2.645 (SE); 3.263 (LX); 3.146 (4WD) Overall, top gear with automatic transmission: 2.433 (SE); 2.615 (LX); 2.689 (4WD)

Electrical System	
Type	12 Volt
Battery	Maintenance-free, 50 amp/hour; 60 amp/hour (4WD, cold areas)
Alternator	65 amp
Ignition system	Breakerless electronic

Chassis	
Frame	Semi-monocoque
Front suspension	Independent, strut-type with coil springs and stabilizer bar
Rear suspension	Independent, strut-type with Twin Trapezoidal Links (TTL), coil springs and stabilizer bar
Steering	Rack-and-pinion type Engine-speed-sensing variable power assist (4WD, LX; optional on SE) Steering wheel turns, lock-to-lock: 4.3; 3.0 (with power assist) Turning circle diameter, curb-to-curb: 32.2 feet
Brakes	Power-assisted, with dual diagonal hydraulic circuits 9.3-inch ventilated front discs and 7.9-inch rear drums (SE) 10.1-inch ventilated front discs and 9.9-inch solid rear discs (4WD, LX)
Wheels	5J-13 styled steel wheels (SE); 5.5J-14 steel wheels (4WD, LX) 5.5J-14 aluminum alloy wheels (optional on LX)
Tires	175/70SR13 all-season steel-belted radials (SE); 185/60R14 all-season steel-belted radials (LX) 185/65R14 all-season steel-belted radials (4WD)
Fuel capacity	14.5 gallons (SE, LX); 15.9 (4WD)
Curb weight	With manual transmission: 2359 pounds (SE); 2480 (LX); 2635 (4WD)

Dimensions (inches)		
	SE, LX	4WD
Wheelbase	98.4	98.4
Length	171.5	171.5
Width	65.9	65.9
Height	54.1	54.5
Track: f/r	56.3/56.5	56.3/56.5
	SE, LX	4WD
Headroom: f/r	38.4/37.1	38.4/36.3
Legroom: f/r	42.2/34.6	42.2/34.9
Shoulder room: f/r	53.4/53.7	53.4/53.7
Cargo volume	12.8 cubic feet	10.7 cubic feet

Exterior/Interior Colors			
	SE	LX	4WD
Clear White/Taupe	•	•	•
Clear White/Blue	—	•	—
Niagara Silver Mica/Taupe	•	•	•
Current Blue Metallic/Gray	•	—	•
Current Blue Metallic/Blue	—	•	—
	SE	LX	4WD
Harbor Blue Metallic/Taupe	•	—	•
Harbor Blue Metallic/Blue	—	•	—
Blaze Red/Taupe	•	•	•
Graceful Red Mica/Taupe	•	•	•
Brilliant Black/Taupe	•	•	•

EPA Mileage Estimates (mpg)			
Manual transmission (SE)	28 city, 36 highway	Automatic transmission (SE)	24 city, 31 highway
Manual transmission (LX)	25 city, 30 highway	Automatic transmission (LX)	23 city, 29 highway
Manual transmission (4WD)	24 city, 29 highway	Automatic transmission (4WD)	21 city, 26 highway

Information and illustrations in this brochure are based on the latest competitive and Mazda product information available at the time of publication. Some equipment shown is optional at extra cost; specific options may be available only in combination with other options. Specific combinations of colors, interiors, equipment or features may vary from time to time and by geographic area; colors in illustrations may vary from actual upholstery or paint colors due to reproduction and printing processes. Mazda reserves the right to make changes without notice in product content and price at any time.

Mechanical Features	SE	LX	4WD
1.8L SOHC 16-valve 4-cylinder engine with multi-port electronic fuel injection	S	—	S
1.8L DOHC 16-valve 4-cylinder engine with multi-port electronic fuel injection	—	S	—
5-speed manual transmission with overdrive	S	S	S
4-speed electronically controlled automatic transmission with overdrive and "Hold" mode	O	O	O
Front-wheel drive	S	S	—
Full-time four-wheel drive with locking center differential	—	—	S
Rack-and-pinion steering with engine-speed-sensing variable power assist	O	S	S
Power-assisted ventilated front disc/rear drum brakes	S	—	—
Power-assisted 4-wheel disc brakes	—	S	S
Front and rear stabilizer bars	S	S	S

Exterior Features	SE	LX	4WD
13-inch styled steel wheels with half covers and trim rings	S	—	—
14-inch steel wheels with full wheel covers	—	S	S
14-inch aluminum alloy wheels	—	O	—
175/70SR13 all-season steel-belted radial tires	S	—	—
185/60R14 all-season steel-belted radial tires	—	S	—
185/65R14 all-season steel-belted radial tires	—	—	S
Dual-outlet muffler with bright tail pipes	—	S	—
Front mud guards	S	S	S
Rear mud guards	—	—	S
Body-color bumpers and front grille	S	S	S
Protective body side moldings	S	S	S
Dual manual remote-control rearview mirrors	S	—	S
Dual body-color power remote-control rearview mirrors	—	S	—
Tinted glass	S	S	S
2-speed windshield wipers with 1-wipe feature	S	S	S
Intermittent-action windshield wipers	—	S	S

Interior Features	SE	LX	4WD
Reclining front bucket seats with adjustable head restraints	S	S	S
Adjustable driver's thigh support	—	S	—
60/40 split fold-down rear seatback	S	S	S
Fold-down rear-seat center armrest	—	S	—
Tweed cloth upholstery	S	—	S
Velour upholstery	—	S	—
Cut-pile carpeting	S	S	S
Center console with forward storage tray	S	—	S
Center console with covered storage compartment and cup holder	—	S	—
Lockable glove compartment	S	S	S
Driver's and passenger's door map pockets	S	S	S
Power windows and door locks	—	O	—
Remote trunk and fuel-filler door releases	S	S	S
Trunk light	—	S	—
Day/night rearview mirror	S	S	S
Passenger's sun visor vanity mirror (both visors on LX)	S	S	S
Digital clock	S	S	S
Resettable trip odometer and coolant temperature gauge	S	S	S
8000-rpm tachometer	—	S	—
Warning lights for low fuel level, low windshield-washer fluid level	—	S	—
Tilt steering column	—	S	—
Cruise control	A	O	A
Heater/defroster with 4-speed blower, front side-window demisters and rear-seat heater vents	S*	S	S
Air conditioning	O	O	O
Rear window defogger	S	S	S
AM/FM auto-reverse cassette stereo sound system	O	O	O
Power sunroof with tilt-up ventilation feature	—	O	—

S: Standard O: Optional —: Not Available A: Dealer-installed accessory *Without rear-seat heater vents

36-Month/50,000-Mile Warranty

Mazda warrants that the Mazda vehicle will be free of defects with normal use and prescribed maintenance for 36 months or 50,000 miles, whichever comes first, or Mazda will repair any problem without charge. Ordinary maintenance items or adjustments, parts subject to normal wear and replacement, and certain other items are excluded. This transferable, "limited warranty" is free on all new 1990 Mazda vehicles sold and serviced in the United States. See your Mazda Dealer for details.

THE MAZDA COMMITMENT TO YOUR SATISFACTION CONTINUES WITH A LONGER, STRONGER WARRANTY.

It only begins with inspired engineering... it carries through in the extraordinary quality of the cars and trucks we build... and it is proudly reflected in a warranty that is more comprehensive than is provided for most other cars and trucks.

Mazda warranty protection extends for 36 months or 50,000 miles—and affords complete “bumper-to-bumper” protection, including many components that other

warranties do not cover. Moreover, there are no deductible fees for warranty services during the life of the warranty.

It's a better kind of easy-to-use, owner-friendly protection preferred by buyers today. And another Mazda way of demonstrating our pride and confidence in every product that wears the Mazda name—and another reason you can just feel right about the new Mazda you drive in the '90s.



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IT JUST FEELS RIGHT.™