

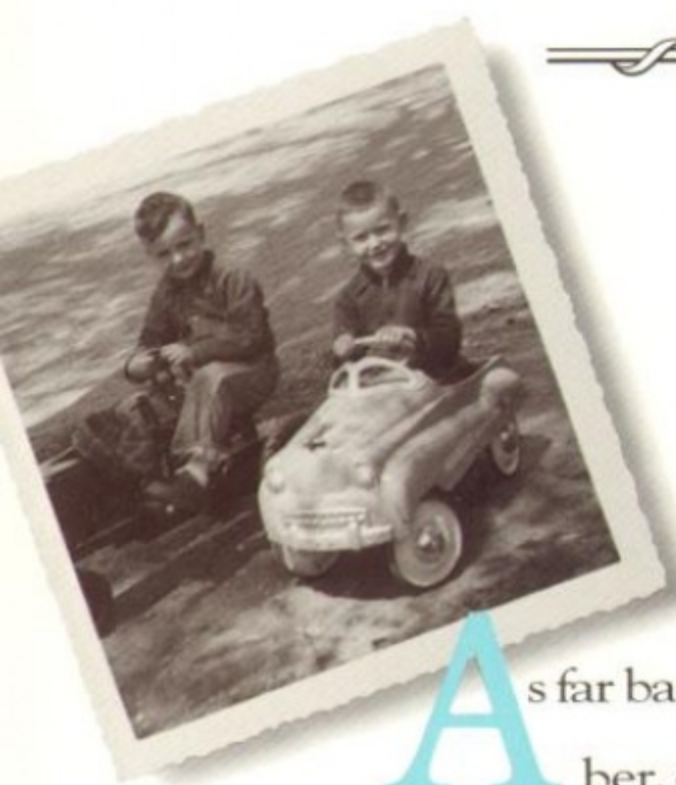
M a z d a

Protegé
—
sedan

1 9 9 5







As far back as you can remember, did you dream about cars? Eat, sleep and talk cars? Well, we did. Because at Mazda, it's not enough to be a great engineer. You have to really love cars. Practically have motor oil in your veins.

An attitude that fits with our unique and deeply held company philosophy. We call it Kansei Engineering, and it goes far beyond charts and stopwatches to explore the emotions, the feelings that connect people to their cars. It's the guiding force behind every car we build.

That's why we couldn't settle for making our all-new Protegé just another compact car. Take it once around the block. You'll forever forget it's a compact. The Protegé is the roomiest car in its class. Roomier, even, than such midsize cars as Altima and Accord, with the ride qualities of a larger car too. While keeping the best compact attributes, like fuel efficiency and price.

Introducing the Mazda Protegé. Created with the passion that only Mazda, through Kansei Engineering, can bring to a car.



OVERVIEW

We'll say it right away. The new Mazda Protegé is fun to drive. Lots of fun, when that's just what you're looking for.

Yet fun is only one of the qualities setting the new Protegé apart from its class. Our other goals in designing it included creating a car that would meet your every-day needs. A compact car with a mid-sized interior. An efficient and practical vehicle that you can count on. One that you'll even take for granted.

To that end, we engineered it in the same manner as we engineered our Millennia luxury sedan. To offer obvious quality in a class that sees mostly compromises. To last, because the Protegé is a car you'll want to keep for a while. To offer the superior value that can come only from such quality and longevity. And to give the Protegé ride quality, spaciousness and a level of fit and finish that remove any aura of a compact car.

Engineered for value, not cost.

You can't see body rigidity, for instance, or fuel-tank construction or many other details that add up to the difference between a car that will just please you today and one that will still feel like new many thousands of miles from now. But our engineers know the difference. Unlike many cars, particularly in this class, the Protegé is built to reach a level of quality, not a specific price point.



Standard dual air bags.
And the best basic warranty in its class.
For peace of mind, now and down the road.

The roomiest car in its class with the most rear legroom in its class.
Because there's no reason a small car should feel small. There's plenty of headroom too. Your car pool will appreciate the space, not to mention the smooth and quiet ride more typical of a larger car. Of course, you may find yourself being asked to drive more often than you'd planned.



Rear Legroom Comparison	
Mazda Protegé	35.6"
Ford Escort	34.6"
Toyota Corolla	33.0"
Honda Civic	32.8"
Saturn SL	32.6"

Better standard mileage than Corolla, Escort, Prizm and Saturn SL.

Some more numbers you'll like. The mileage estimates for the Protegé DX and LX with the manual transmission are 31 mpg city, 39 highway. Comparison based on published EPA data.

Unsurpassed cargo room in its class; more than Civic, Neon and Escort.

Practicality isn't measured by passenger volume alone. We didn't short the new Protegé on trunk space. So ambitious shopping trips pose no problem.



< You'd expect people to write letters of praise for their sports cars, as those are bought for fun and breed enthusiasm. But write fan letters for practical sedans? Protegé owners do. Here's one from Daniel W. Massie of Kingsport, Tennessee, who told us, "My 1990 Mazda Protegé has been absolutely superb—perhaps the best car I've ever bought. It has over 98,000 miles on it, runs like a top, still looks brand new, and is far and away the most popular car in our family... we allowed our son to take it to Memphis where he is a college student living off campus. My wife and I genuinely miss the Protegé and would have him trade cars with us... By the way, he's never even suggested trading and enjoys the Protegé as much as his mother and father do."



INTERIOR

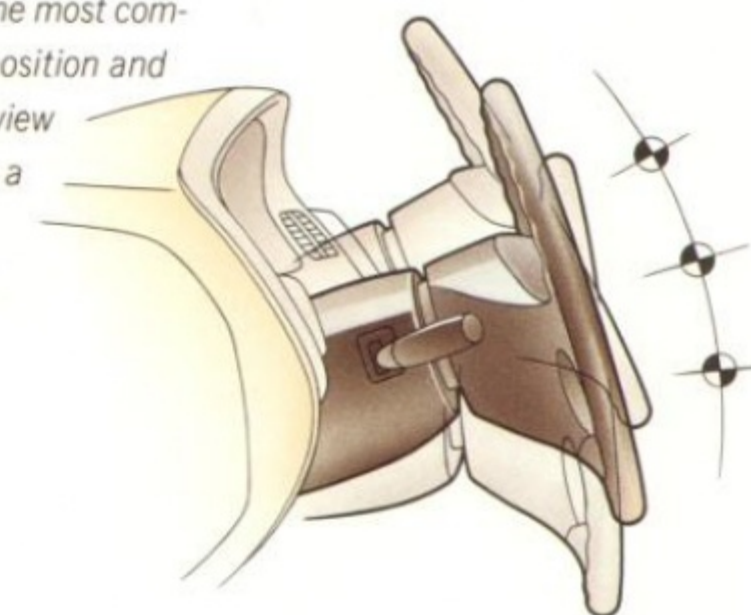


✓ Air conditioning is available for every Protégé. On the ES model, it's standard, and electronic controls add a further touch of luxury.



▲ Power windows, mirrors and door locks are standard on the LX and ES. We designed the window controls for intuitive operation—push down to lower the windows, pull up to raise them. And the driver can lock the side windows in any position, a nice feature when children are aboard. Controls for the power mirrors are also on the door.

➤ The steering column tilts, to help you find the most comfortable driving position and maintain a clear view of the gauges. It's a standard feature on every Protégé.



A big part of the Protégé story is how big it is inside. This is a car that makes outstanding use of space. It not only has more measurable room, but more psychological room too—the result of our unique and new OptiSpace design. OptiSpace incorporates a long wheelbase, a short hood line and an extended roofline to take full advantage of the car's transverse engine/front-wheel-drive layout. So the Protégé offers extra headroom and legroom, not only for front seat passengers but those in the rear as well.

The interior comfort of the Protégé is more than a matter of spaciousness. It's also in the way we handle the details. For instance, positioning the gauges so you won't have to search for information. A retracting cup holder. Plenty of storage areas. Driver and passenger seats that are designed with extra shoulder support and specific lumbar support, to provide long-term comfort. Even adjustable anchors for the front shoulder belts.

Because practicality should be convenient and comfortable, not Spartan.



Protégé LX

➤ Gauges and warning lights are elegantly simple and clearly marked. A straightforward design feature that's more unusual than you might think.



▲ A smooth-shifting 5-speed manual transmission is standard equipment. But should you wish to let the car do more of the work, a 4-speed electronically controlled automatic transmission is available for all models.



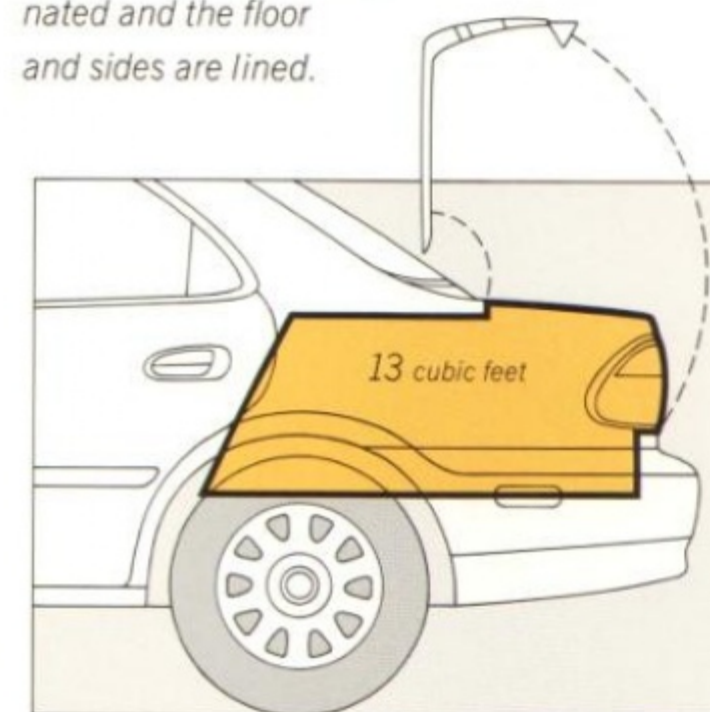
◀ The retractable dual cup holder stays hidden until you want to use it, then slides open with just a touch.

➤ Extra shoulder support, plus specific support for the 4th and 5th lumbar vertebrae, make the Protégé seats particularly comfortable on long trips. On the LX and ES, the driver's seat features multiple adjustments, including cushion tilt and height. The ES (shown) also features a sporty and sturdy tweed cloth upholstery.





◀ Pull out the stops for that tailgate party—there's plenty of room for the supplies you and your friends will want to bring along. That's because we paid the same careful attention to the trunk design as to the rest of the car. Our supercomputers helped us achieve the maximum possible cargo room, unsurpassed by any other sedan in its class. The numbers: 13 cubic feet, more than you'll get in a Civic, a Neon or an Escort. The trunk is illuminated and the floor and sides are lined.



◀ To stay out of your way, the trunk lid opens to 90°, and the low lift-over helps make loading easier.

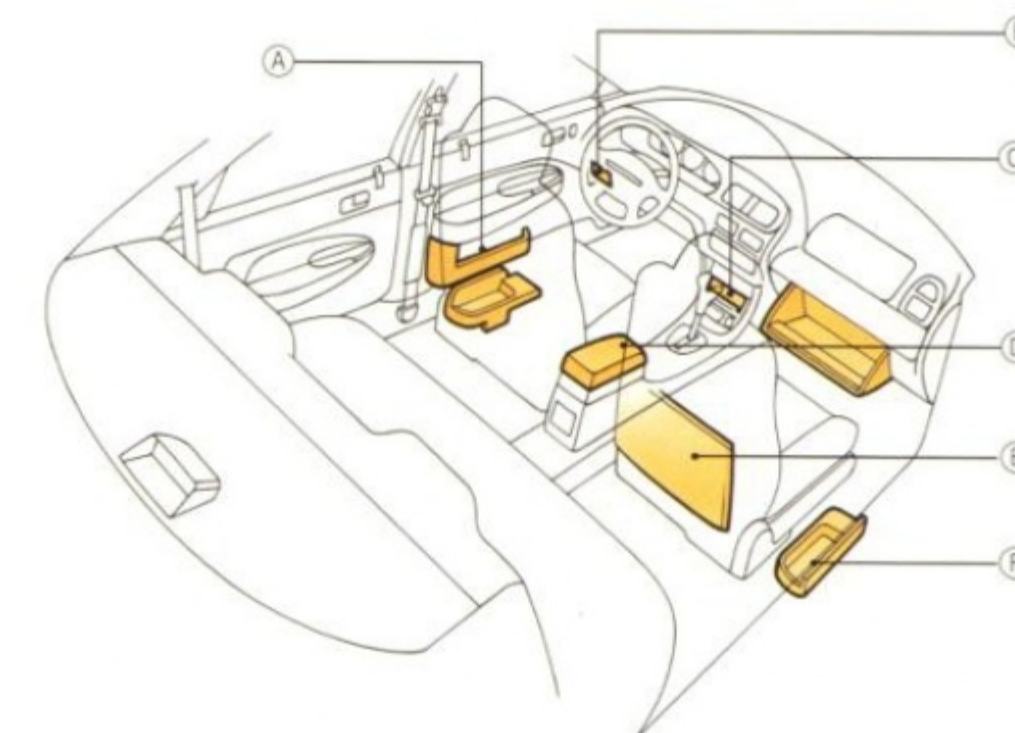
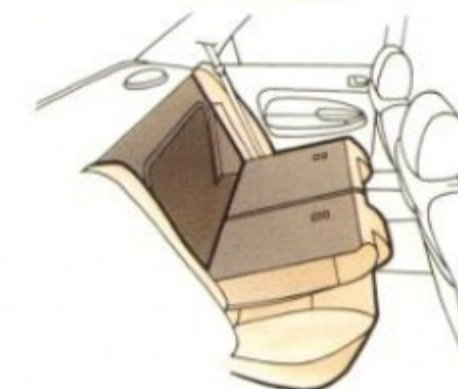
➤ The 60/40 split fold-down rear seatback of the LX and ES gives you added practicality for everyday use. Each section locks in the upright position.



➤ Fold one section down, and you can carry long cargo and still have lots of room for a rear passenger too.



➤ When it's time for a trip to the building supply store or to pick up that bookcase you've needed, the Protegé is ready. Simply fold down both sections of the seatback.



◀ The Protegé interior abounds with useful storage spaces. In addition to the glove box, it has a large pocket in each front door (A), a recess in the instrument panel (B), a pocket in the forward console (C) and a center console bin. The LX and ES models have a covered console bin (D), and they add a pocket on the passenger seatback (E) and trays at the side of the front seats (F).



◀ You'll find a handy covered mirror on the passenger's sun visor in the LX and ES models. And the driver's visor on every Protegé has a document pocket.



▲ A power moonroof is available on the LX and ES models. You can open it all the way, or just tilt it up for extra ventilation. And it includes a sliding sunshade.

▲ Adjustable anchors to let you position the front safety belts for better comfort and performance.



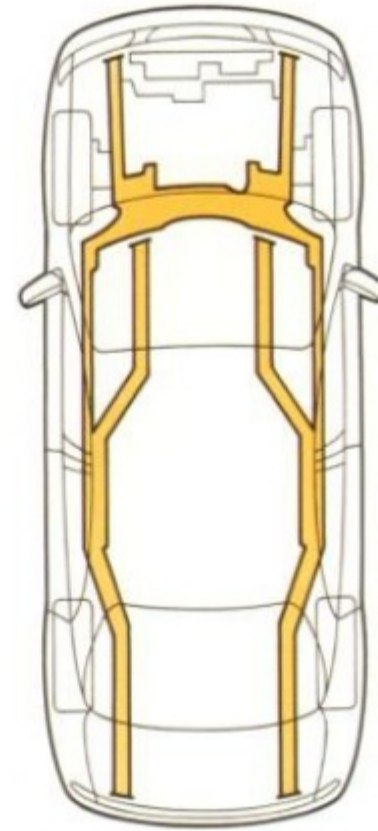
▲ An AM/FM/cassette stereo system is standard on the LX and ES and available for the DX. It delivers rich and satisfying sound through four high-quality speakers. And the unit is designed for easy operation on the go, with large controls and buttons.

SAFETY



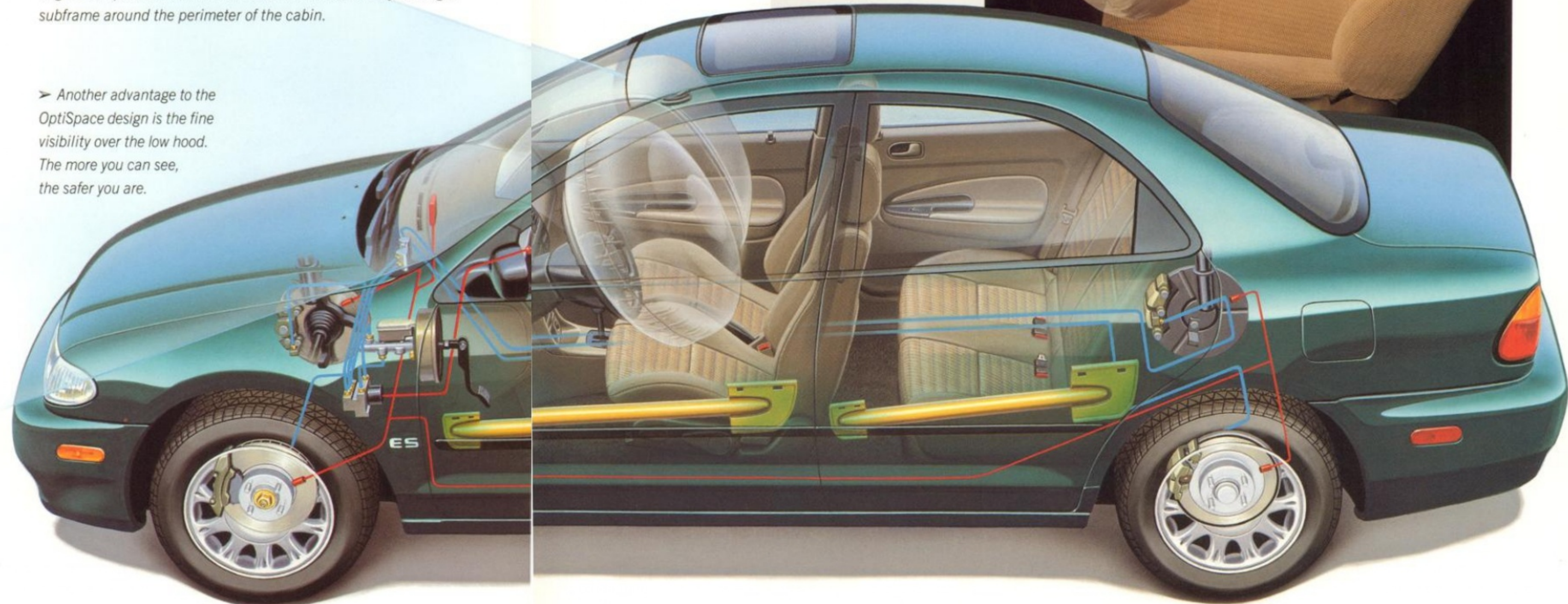
Concern for the security of Protegé occupants is fundamental to the design of the car. Starting with the basic structure: Exceptionally strong and rigid, it's engineered with "crumple zones" at the front and rear that progressively absorb impact forces. An innovative frame design directs those forces around the passenger compartment, and reinforcement beams in the doors add protection in side impacts. Dual air bags are standard on every Protegé. And a computerized Anti-lock Brake System (ABS) is standard on the ES and available on the LX.

But while we've done everything we can to help protect you if something does happen, we've placed equal emphasis on designing the Protegé to help you avoid trouble in the first place. A sweeping glass area lets you clearly see what's going on around you. At night, halogen headlamps light your way. Nimble and agile handling, thanks to the advanced, patented TTL rear suspension, can help you keep command in tricky situations. And responsive power makes it easier to pass.



▲ To help protect the occupants, the Protegé structure directs the forces of a frontal impact around the cabin, not through it. We accomplished this by separating the primary frame runner behind the engine compartment from the rest of the frame, and by adding a subframe around the perimeter of the cabin.

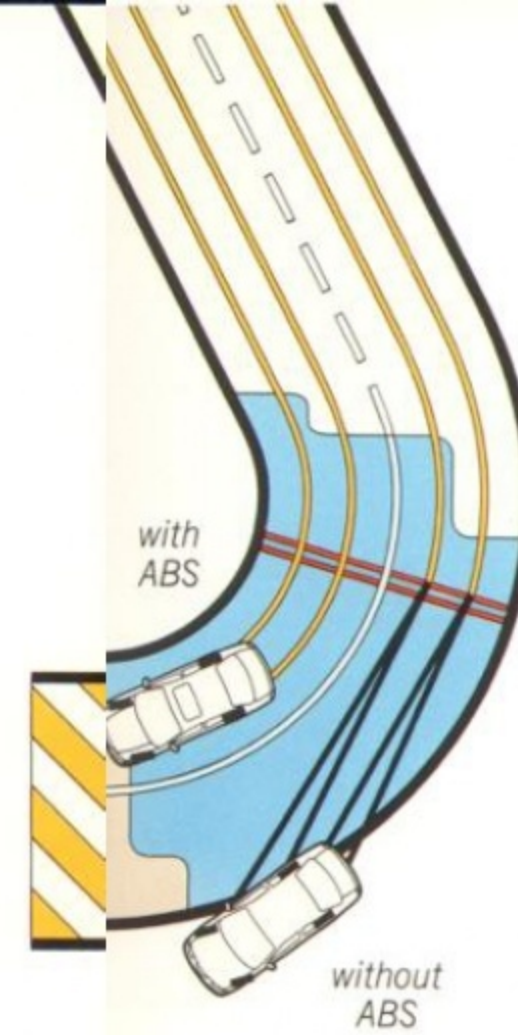
➤ Another advantage to the OptiSpace design is the fine visibility over the low hood. The more you can see, the safer you are.



▲ An air bag Supplemental Restraint System (SRS) for both the driver and front passenger is standard on every Protegé. For the air bags to be fully effective, you should always fasten your safety belts properly.*

* Never use a rear-facing child restraint in the front passenger seat of this or any vehicle with dual air bags. See the Features page for details.

➤ An Anti-lock Brake System (ABS) is standard on the ES model and available for the LX. A locked wheel has less traction than a rolling one, and by preventing lockup, ABS can help you maintain control of the car in a hard stop. Or while braking in a turn or on a slippery surface. Computer-controlled sensors at each wheel monitor wheel speed. If a tire is about to lock up, the ABS pulses many times per second so that the tire keeps rotating while still slowing the car.



SAFETY FEATURES

The Mazda Protegé features the following safety equipment:

- Three-point safety belts for all outboard occupants, with direct-clamp reels and adjustable shoulder belt anchors in front
- Driver's- and passenger's-side air bag Supplemental Restraint System (SRS)
- Side-impact door beams
- Anti-lock Brake System (ABS) (optional LX, standard ES)
- Energy-absorbing steering column and instrument panel
- 4-wheel disc brakes (ES)
- Laminated windshield glass
- Head restraints for all outboard occupants
- Center high-mount stop lamp
- Energy-absorbing crumple zones
- Breakaway inside rearview mirror
- Halogen headlights
- Side marker lamps and reflectors
- Child-safety rear door locks
- Automatic transmission shift interlock (A/T)

▲ During development, the Protegé structure was put through countless computer-simulated crashes. Numerous actual cars were also crash-tested, many for the purpose of engineering the "crumple zones" that absorb the force of an impact. Beams in the doors add protection in side impacts.

▲ Power-assisted front disc brakes are standard equipment on every Protegé. Rear discs are standard on the ES in combination with the Anti-lock Brake System (ABS). The 4-wheel, 3-channel ABS system is shown above; sensors in red, pump and fluid lines in blue.



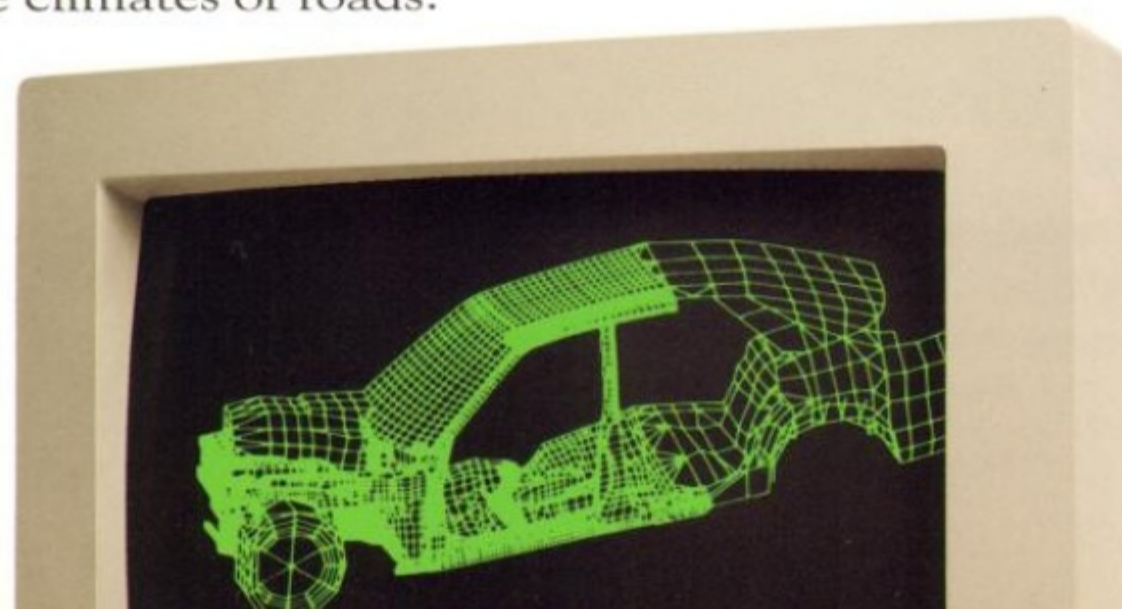
While we've put a lot of emphasis on practicality and safety in the new Protegé, performance is certainly not an afterthought. In fact, we've developed an all-new 1.5-liter DOHC engine specifically for this car. Standard in the DX and LX, it's smooth, responsive and environmentally friendly. The Protegé ES has an even more powerful 1.8-liter DOHC engine, a design shared with our Miata sports car. And every Protegé has an advanced suspension that plays an important part in the car's nimble handling and comfortable ride.

▲ Our Global Road Circuit exactly duplicates over 20 different road surfaces from all around the world, ranging from Belgian cobblestones to super-highways to gravel. Here, during development, many new Protegé prototypes were driven 24 hours a day for three and a half months per car. And this testing continues today with actual production models.

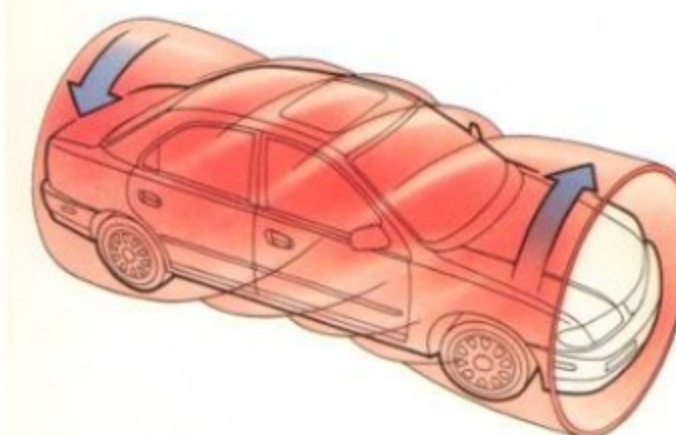
➤ Mazda has long been a leader in suspension engineering, and the new Protegé offers the latest refinements on our proven Twin Trapezoidal Link (TTL) rear suspension. The benefits are especially apparent on a less-than-ideal road surface. You'll have an easier time keeping control. And enjoy a ride that's smoother and more comfortable.

But the Protegé engineering story goes far beyond horsepower and handling. It's also a story of durability, reliability and enduring quality. Of countless miles of testing—on our own electronically monitored Global Road Circuit test track and in a wide variety of real world locations chosen for their inhospitable climates or roads.

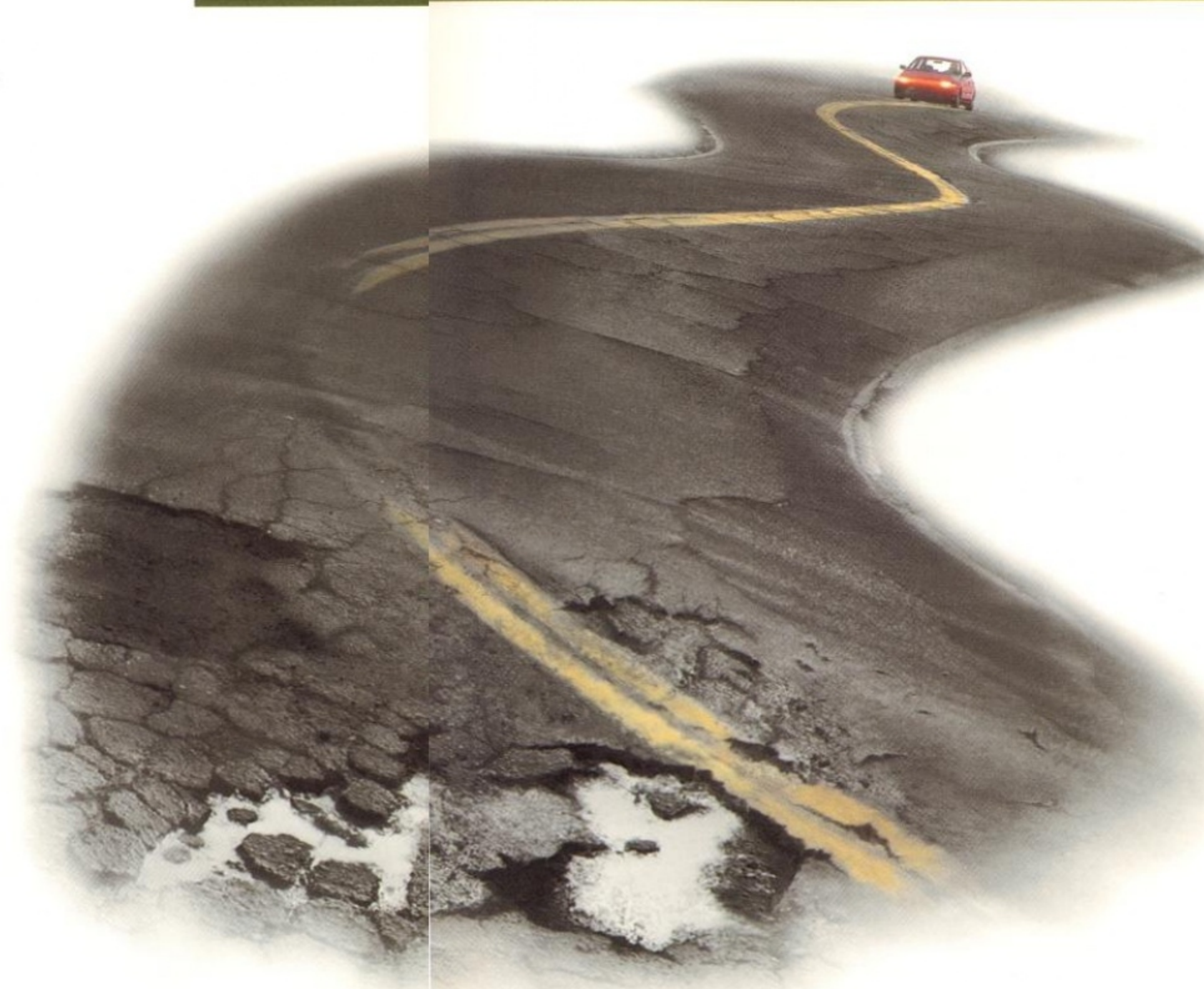
The Protegé is new to you. But to us, it's already a seasoned performer.



◀ Advanced supercomputer modeling techniques enabled our engineers to design an exceptionally rigid body structure that provides a stable platform and contributes to the outstanding ride and road poise of the new Protegé.



◀ Even normal driving exerts strong, twisting forces on a car's body and chassis. Engineered with a particularly strong and rigid body structure, the Protegé effectively resists these forces. You'll enjoy better handling—and a very solid and stable road feel.



▲ Real-life rainstorms are nothing compared to what we put a Protegé through before it leaves the factory. Every day, several cars are chosen at random and sent to a special test facility where they undergo water torture for as long as 12 hours. And that's just part of our extensive quality control procedures. Every Protegé we build must pass the close scrutiny of 33 separate inspectors before it's considered finished.

▼ The Protegé has a tradition of poise under pressure. Even in extreme conditions, such as the infamous Blizzard of 1993 that buried much of the eastern U.S. As one owner put it: "I am writing to tell you how incredibly happy I am with the car's performance...My [Protegé] and I have just survived the blizzard of 1993...my car was completely covered, and the front end was packed in a four-foot snowdrift...I put it in reverse and backed out of the snowdrift with no difficulty whatsoever. My neighbors, clearing off their own cars, were amazed that I didn't get stuck. I told them my car is small but mighty."*

* Letter from Joyce Rosenberg of Albany, NY, March 1993.



SPECIFICATIONS

Engine	DX/LX	ES
Type	Inline 4-cylinder	Inline 4-cylinder
Valve gear	DOHC 16-valve	DOHC 16-valve
Displacement	1.5 liters (1489 cc)	1.8 liters (1839 cc)
Bore and stroke	2.96 x 3.29 inches	3.27 x 3.35 inches
Compression ratio	9.4:1	9.0:1
Horsepower, SAE net	92 @ 5500 rpm 90 @ 5500 rpm (CA/NY)	122 @ 6000 rpm
Torque, SAE net lb-ft	96 @ 4000 rpm	117 @ 4000 rpm
Fuel system	Multi-port electronic fuel injection	Multi-port electronic fuel injection
Ignition system	Breakerless electronic	Breakerless electronic
Drivetrain		
Type	Front-wheel drive	
Transmission	5-speed manual with overdrive standard 4-speed electronically controlled automatic with overdrive and lockup torque converter optional	
Chassis		
Body/frame	Unit body	
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 with engine-rpm- sensing variable power assist; steering wheel turns, lock-to-lock: 3.1; turning circle diameter, curb-to-curb: 33.4 feet	
Brakes	Power-assisted with dual diagonal hydraulic circuits; 9.3-inch ventilated front discs (10.1-inch ES), 7.9-inch rear drums (9.9-inch rear discs ES); Anti-lock Brake System (ABS) standard ES, optional LX	
Wheels	5J-13 steel (DX/LX) 5.5JJ-14 steel (ES) 5.5JJ-14 aluminum alloy optional ES	
Tires	P175/70R13 82S all-season radials (DX/LX) P185/65R14 85H all-season radials (ES)	

Chassis (continued)	
Fuel capacity	14.5 gallons (13.2 CA/NY)
Curb weight	2385 pounds (DX); 2445 (LX); 2573 (ES)

Dimensions	
Wheelbase	102.6 in.
Length	174.8 in.
Width/Height	67.3/55.9 in.
Track: front/rear	57.5/57.5 in.
Headroom: front/rear (with moonroof): front/rear	39.2/37.4 in. 37.9/36.7 in.
Legroom: front/rear	42.2/35.6 in.
Shoulder room: front/rear	54.3/53.6 in.
EPA passenger volume	95 cubic feet
EPA cargo volume	13 cubic feet

EPA Mileage Estimates (mpg)			
	DX/LX	ES	
Manual transmission	31 city	26 city	
	39 highway	32 highway	
Automatic transmission	26 city	23 city	
	35 highway	29 highway	

Warranty

The Mazda 36-month/50,000-mile, "bumper-to-bumper" limited 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 1995 Mazda vehicles sold and serviced in the United States. See your Mazda Dealer for details.

Complement your new-vehicle limited warranty with the Mazda Extended Protection Plan, the only service agreement backed by Mazda. Ask your dealer for details.

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. Each of the vehicles portrayed in this brochure is equipped with safety belts for occupant protection. Although the safety belts in one or more of the photographs or illustrations may not be shown in the normal position, safety belts should always be used in accordance with the instructions in the owner's manual.

FEATURES

Mechanical Features	DX	LX	ES
5-speed manual transmission with overdrive	S	S	S
4-speed automatic transmission	O	O	O
Rack-and-pinion steering with engine-rpm-sensing variable power assist	S	S	S
Anti-lock Brake System (ABS)	—	O	S

Exterior Features

Bodyside moldings	S	S	S
Dual manual remote control mirrors	S	—	—
Dual power remote control mirrors	—	S	S
Tinted glass	S	S	S
Flush-mount halogen headlights	S	S	S
Intermittent windshield wipers	S	S	S
Full wheel covers	—	S	S
14-inch aluminum alloy wheels w/locks	—	—	P

Interior Features

3-point safety belts for all outboard occupants with rear seat center lap belt; height adjustable front shoulder-belt anchors	S	S	S
Driver's- and passenger's-side air bag Supplemental Restraint System (SRS)*	S	S	S
Reclining front bucket seats	S	S	S
8-way adjustable driver's seat	—	S	S
Sport seats	—	—	S
Cloth upholstery	S	S	S
Remote fuel-door release	S	S	S
Remote trunk release	—	S	S
Passenger's-side front seatback pocket	—	S	S
Tachometer	—	S	S
Resettable trip odometer	S	S	S
Digital clock	—	S	S
Center console with storage tray	S	—	—
Center console with covered storage	—	S	S
Dual front cup holders	S	S	S
Child-safety rear door locks	S	S	S

Interior Features (continued)	DX	LX	ES
Tilt steering column	S	S	S
Cruise control with steering-wheel-mounted controls	—	S	S
Rear window defogger	S	S	S
Rear heater ducts	S	S	S
Passenger assist grips	S	S	S
Lockable glove compartment	S	S	S
CFC-free air conditioning	P/A	P/A	S
AM/FM/cassette stereo with four speakers	P/A	S	S
Power windows with driver's one-touch-down feature	—	S	S
Power door locks	—	S	S
Door-mount courtesy lamps	—	S	S
Dual front map/reading lights	—	S	S
Covered passenger's-side vanity mirror	—	S	S
Front-seat side storage trays	—	S	S
Push-button ventilation controls	—	—	S
Power glass moonroof	—	O	P
Carpeted floor mats	O/P/A	O/P/A	O/P/A

Option Packages

DX Convenience Package: Air conditioning AM/FM/cassette stereo Carpeted floor mats	O	—	—
LX Luxury Package (manual trans. only): Air conditioning Carpeted floor mats	—	O	—
LX Luxury Package (auto. trans. only): Air conditioning Carpeted floor mats Raised console armrest	—	O	—
ES Premium Package: 14-inch aluminum alloy wheels and wheel locks Power glass moonroof	—	—	O
ES Touring Package (auto. trans. only): Carpeted floor mats Raised console armrest	—	—	O

Exterior Colors

Sparkle Green Mica
White
Sand Mica
Classic Red (DX only)
Azure Brilliance Mica (LX/ES only)
Blueberry Mica

Color Combinations (Interior/Exterior)

Beige/Sparkle Green Mica, White, Sand Mica, Azure Brilliance Mica (LX, ES only)
Gray/Classic Red (DX only), Blueberry Mica

ACCESSORIES

Now that you've chosen the car you really want, why not make it uniquely yours with Genuine Mazda Accessories? See your Mazda Dealer today and discover how easy it is to personalize, protect and enhance your new 1995 Protegé with Genuine Mazda Accessories.

Genuine Mazda Accessories installed by a Mazda Dealer prior to or at the time of initial vehicle retail delivery also come with the Mazda 36-month/50,000-mile warranty. See your dealer for details.

Y Front Mask: Custom-tailored to fit tight and look great, it helps protect the front end of your Protegé while allowing easy access to the engine.



< Security System: Puts on an attention-getting display at any attempt at forced entry. The key-chain-mounted remote transmitter lets you flash the headlights to locate your car, lock or unlock it and sound the alarm. Includes two transmitters.

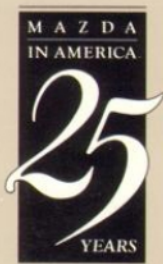
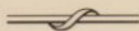


< Compact Disc Changer: Get nonstop music from this trunk-mounted CD changer. It holds six discs, and you operate it from a control panel integrated into the center console.

< Scuff Plates: Durable stainless-steel scuff plates are easy to install. They're attractive and help you avoid scuffed-up paint on the doorsills.

Other Genuine Mazda Accessories available include: CD Player, Cargo Net, Trunk Mat, Alloy Wheels, Car Cover, Rear Mount Bike Rack, Rear Spoiler, Side Visors and Trim Rings.

OUR COMMITMENT



Ever since Mazda first began building cars and trucks for the U.S. 25 years ago, we've offered our own unique vision: a total commitment to creating exciting vehicles that discerning drivers will love. Cars and trucks with style, flair and personality. Each one making its own strong and individual statement, so that your new Mazda will always feel just right to you.

We also want your purchasing experience to be positive so, through Mazda American Credit,* we offer a wide variety of financing plans or a convenient Mazda Personal Lease.™ And to ensure your continued satisfaction, we cover every Mazda with a 36-month/50,000-mile, "bumper-to-bumper," no-deductible warranty. It's one of the strongest warranties in the entire business."

Our commitment extends to designing vehicles that are as friendly to the environment as to their owners. For just one example, we've completely eliminated asbestos from all of our cars. We're labeling plastic parts for recycling and even working to develop hydrogen-fueled and electric engines that will be virtually pollution-free.

Why do we so strongly emphasize human values? Because we want driving to be just part of the very good feeling you'll get from Mazda.

The Full Mazda Lineup



RX-7 Sports Car



929 Luxury Sedan



Millenia Luxury Sedan



626 Sedan



MX-6 Sports Coupe



MX-3 Sports Coupe



MX-5 Miata Roadster



Protegé Sedan



MPV Minivan



B-Series Truck

mazda
IT JUST FEELS RIGHT.®

*Retail and lease financing subject to approval of Mazda American Credit. **See your Mazda Dealer for limited-warranty details.
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