



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.







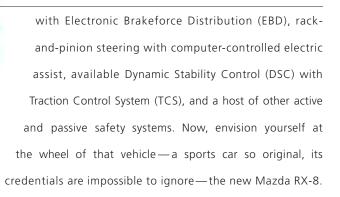


DARING DESIGN:

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every inch of the Mazda RX-8's stunning design testifies to a single revolutionary idea: It won't be shackled to any outdated definition of what a sports car can or can't be.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. Wellbalanced, yet well-equipped. But then, no matter how you look at it, there's nothing else quite like it on the road.



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)





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 rotarypowered RX-8 could have on every road you travel. Once you do, the way you feel about sports cars will never be the same.

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 2004 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



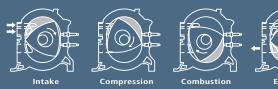


ITS ADVANCED ROTARY ENGINE PUTS A WHOLE NEW SPIN ON PERFORMANCE.

Coiled under the Mazda RX-8's weight-saving aluminum hood is an engine unlike any other—a painstakingly hand-assembled, remarkably responsive RENESIS rotary powerplant. It is an engine so advanced that it has no cylinders, pistons or valves. Just three major moving parts and an outrageously broad powerband. The rotary's compact size, light weight, reliability and power-to-weight ratio provide so many inherent advantages that the RX-8 was literally designed around it. From every angle—compared to an ordinary powerplant—a rotary is the ideal engine for a sports car. Better still, two distinct engine/transmisson choices ensure the RX-8 is tailor-made to fit your driving style. For undiluted exhilaration, a high-revving 238-hp powerplant, with a stratospheric 9,000-rpm redline, is offered with a short-throw 6-speed manual gearbox. For both convenience and fun, a higher-torque 197-hp version, with a 7,500-rpm redline, is paired with a 4-speed Sport AT automatic.



UNLIKE A CONVENTIONAL PISTON ENGINE, the RX-8's rotary engine has no cylinders, pistons or valves. Instead, two triangular rotors spinning within their own oval housings—and around a common output shaft—are used to smoothly generate power. Each of the internal combustion engine's four basic cycles occurs in a different section of the oval housing.



mixture is drawn in. compressed.

Intake Stroke: As an Compression Stroke: Combustion Stroke: The compressed Exhaust Stroke: The rotor's apex of the rotor passes The intake ports are blocked fuel-air mixture is ignited by two spark continuing orbit forces exhaust the intake ports, fuel-air and the fuel-air mixture is plugs. The force created by this combustion gases out the exhaust port. The spins both rotor and output shaft.

cycle is then repeated.

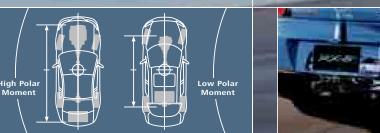
RX-8 (6-Speed)

-197HP @ 7200 RPM



THE GAP BETWEEN YOUR WANTS AND NEEDS WILL DISAPPEAR IN A BLUR.

Forged from today's cutting-edge technologies, the Mazda RX-8 delivers an exhilarating experience—at speed or at rest. But its sports-car credentials are best reviewed on the road. Its advanced, fully independent suspension system will inspire both your awe and your confidence—with sophisticated double wishbones up front. Plus a "pre-loaded" multilink design in back to minimize any lag in rear suspension response. Head into a curve "hot" and its available Dynamic Stability Control (DSC) deftly adjusts power and braking, as necessary, to expertly help you maintain your course. And when you need it most, you'll instantly appreciate the impressive stopping power of the RX-8's power-assisted 4-wheel disc brakes—not to mention its massive ventilated rotors, Anti-lock Brake System (ABS) and Electronic Brakeforce Distribution (EBD).

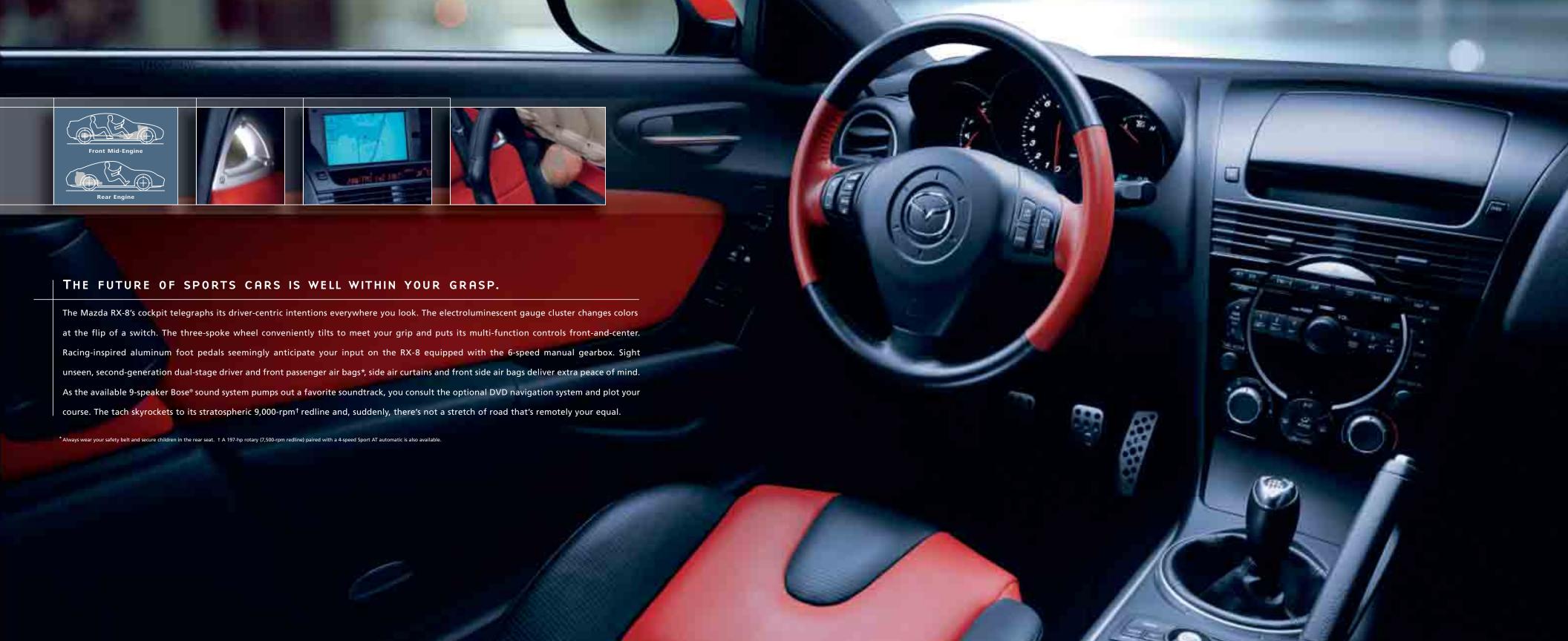






EXCELLENT HANDLING is achieved, in part, by strategically positioning much of the RX-8's mass, including its entire powertrain and fuel tank, near the car's center point—its yaw axis. This endows the RX-8 with what engineers call a low polar moment of yaw inertia. Since "yaw" is simply a vehicle's movement, left or right, and "inertia" the tendency to continue in the same direction, having a "low polar moment" means the RX-8 is very responsive to a desired change in direction. Cars with heavy engines and widely distributed masses have a higher polar moment and can be less responsive and more difficult to control.









ROTARY-DRIVEN DESIGN:



The Mazda RX-8 wears its rotary heritage with genuine pride. In fact, both inside and outside the car, its designers have tastefully integrated the Mazda rotary engine icon into everything from the RX-8's aluminum hood and fascia panels to its seatbacks and manual shift knob. The icon is a badge of honor representing over four decades of continuous evolution and refinement. The eye-catching icon's three corners also symbolize the three key areas where the RX-8 excels: Design, Performance, and Innovation. For those who've driven an RX-8, it's also a reminder that the way you think about a sports car will never be the same.

ROTARY-DRIVEN PERFORMANCE:

Mazda engineers have more practical experience with rotary engines than anyone else in the world. Fact is, the RX-8's advanced RENESIS rotary engine is the culmination of more than 40 years of extensive research, development, racing and refinement. Since 1961, Mazda



has designed and built more than 80 different rotary engines in 2-, 3-, and even 4-rotor configurations. For the record, Mazda has sold nearly 1.8 million rotary-powered vehicles worldwide, including three generations of the RX-8's immediate sports car predecessor, the legendary RX-7.

ROTARY-DRIVEN INNOVATION:

Mazda's ingenious RENESIS rotary engine has also inspired a host of other innovations in other areas of the RX-8's design.

For example, in addition to the side reinforcement beams found in the front doors, the RX-8's "Freestyle" rear doors utilize vertical reinforcement beams with special top-and-bottom latch mechanisms to eliminate the need for conventional center pillars and provide excellent side-impact protection. Additional innovations include an advanced multilink rear suspension that's "pre-loaded" to minimize any lag in rear suspension response, plus an available Dynamic Stability Control (DSC) system with traction control to enhance performance, handling and safety under many driving conditions.



SPECIFICATIONS	RX-8 (automatic)	R X - 8 (6-speed)		INTERIOR FEATURES	R X - 8 (automatic)	R X - 8 (6-speed)
Engine size and type	1.3-liter RENESIS 2-rotor rotary	1.3-liter RENESIS 2-roto	tor rotary	Dual 2nd-generation 2-stage front air bags*	S	S
Compression ratio	10.0:1	10.0:1		Front seat-mounted side-impact air bags*	S	S
Engine intake configuration	4-port	6-port		Side air curtains with coverage for front and rear seats	S	S
Horsepower, SAE Net	197 @ 7200 rpm	238 @ 8500 rpm		3-point safety belts for all seating positions	S	S
orque, SAE Net lb-ft	164 @ 5000	159 @ 5500		Rear-seat LATCH child-seat anchors, including upper tether anchors	S	S
ransmission	4-speed Sport AT automatic	6-speed manual		Reclining front bucket seats	S	S
Drivetrain/layout	Front mid-engine/rear-wheel drive	Front mid-engine/rear-wheel drive with Power Plant Frame 16.4:1 (3.0 turns, lock-to-lock) 34.8 feet, curb-to-curb		4-passenger seating with rear bucket seats and trunk pass-through	S	S
	with Power Plant Frame			Cloth-trimmed upholstery; carpet floor mats	S	S
teering ratio	16.4:1 (3.0 turns, lock-to-lock)			Center console with covered storage, dual cup holders and 12-volt power point	S	S
urning circle	34.8 feet, curb-to-curb			Rear console with covered storage and dual cup holders	S	S
ront brakes	11.9-inch ventilated discs (std.)	12.7-inch ventilated discs		Overhead console with sunglasses holder and front map lights	S	S
	12.7-inch ventilated discs (avail.)	11.9-inch ventilated discs 15.9 U.S. gallons/premium unleaded gasoline 18 city/24 highway		Power windows with driver's one-touch-down feature	S	S
ear brakes	11.9-inch ventilated discs			Power door locks with 2-stage unlocking (driver's door; all doors)	S	S
uel capacity/recommended fuel	15.9 U.S. gallons/premium unleaded gasoline			Remote keyless entry system with two transmitters	S	S
PA estimated fuel economy, mpg	18 city/25 highway			Cruise control	S	S
Curb weight with popular options (lb)	3053	3029		Tri-mode gauge lighting: blue (entry); white-on-black (daytime); red-on-black (nighttime)	S	S
and weight with popular options (ib)	3033	3023		Digital speedometer with dual trip odometers	S	S
DIMENSIONS (INCHES)				Center instrument-panel display for clock, audio system, climate control	S	S
Vheelbase/overall length	106.4/174.3	106.4/174.3		and outside ambient temperature		
Overall width/height	69.7/52.8	69.7/52.8	Leather-wrapped 3-spoke tilt steering wheel with audio and cruise control switches	S	S	
rack, front/rear	58.9/59.3	58.9/59.3 38.2/42.7/54.9 36.7 36.8/32.2/54.9		Steering-wheel-mounted paddle shifters for Sport AT automatic transmission	S	_
ront headroom/legroom/shoulder room	38.2/42.7/54.9			Leather-wrapped gearshift knob	S	S
Front headroom with moonroof	36.7			Heater/defroster with CFC-free air conditioning and dust/pollen filter	S	S
Rear headroom/legroom/shoulder room	36.8/32.2/54.9			100-watt AM/FM/CD stereo with 6 speakers, including 2 tweeters	S	S
Rear headroom with moonroof	36.5	36.5		Antitheft alarm system with engine immobilizer	S	S
Trunk volume, cubic feet	7.6	7.6				
name volume, cubic rect	7.0	7.0		S: Standard O: Optional P: Package A: Dealer-installed accessory —: Not available		
MECHANICAL FEATURES		RX-8 RX-8 (automatic) (6-speed)		* Always wear your safety belt and secure children in the rear seat. † Seating surfaces upholstered in leather except for leather-look vinyl on seat side panels and other minor areas.		
Engine-oil cooler		S S	S (dual)			
ightweight carbon-fiber driveshaft		_	S			
Tochigi-Fuji torque-sensing limited-slip differential		Р	S			
Rack-and-pinion steering with electric variable ass		ς				

Power-assisted 4-wheel disc brakes

Sport-tuned suspension

"Freestyle" door system

Aluminum hood and rear doors

Flip-out rear quarter windows

Tire-pressure monitoring system

Twin bright-tipped exhaust outlets

EXTERIOR FEATURES

In-glass radio antenna; rear window defogger

2-speed variable intermittent windshield wipers

Dual body-color power remote mirrors

Upgraded brake system with larger front brake discs

suspension-tower brace, coil springs and stabilizer bar

16-inch alloy wheels with 225/55R16 high-performance tires

18-inch alloy wheels with 225/45R18 high-performance tires

Clear-lens halogen headlights with projector-type low beams

Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)

Double-wishbone front suspension with light-alloy upper and lower arms,

Multilink rear suspension with low-mounted coil springs and stabilizer bar

RX-8

RX-8

EXTERIOR COLORS



TITANIUM GRAY METALLIC Black Cloth, Black Leather, Black/Red Leather, Black/Chaparral Leather



SUNLIGHT SILVER METALLIC Black Cloth, Black Leather, Black/Red Leather



NORDIC GREEN MICA Black Cloth, Black Leather, Black/Chaparral Leather



WINNING BLUE METALLIC Black Cloth, Black Leather



OPTION PACKAGES

OPTIONS

Navigation System:

Front and rear splash guards

In-dash 6-disc CD changer

Rear wing spoiler

Cassette player

heated front seats with power lumbar support; heated mirrors

Rotary Accent Package: Polished front and rear rotary accents

DVD-based with retractable 7-inch LCD screen

(not available with Appearance Package)

Spare tire kit (trunk-mounted; includes

INTERIOR FABRICS

wheel, tire and mounting hardware)

Sport Package: Self-leveling Xenon high-intensity discharge (HID) low-beam headlights; fog lights; Dynamic Stability Control with traction control; limited-slip differential (standard on 6-speed); 18-inch wheels and tires (standard on 6-speed); larger front brakes (standard on 6-speed); sport-tuned suspension (standard on 6-speed) Touring Package: Sport Package items plus 300-watt Bose® 9-speaker audio system with AUDIOPILOT automatic noise compensation technology; power sliding-glass moonroof; auto-dimming mirror with HomeLink® system

Grand Touring Package: Touring Package items plus leather-trimmed upholstery; † 8-way power driver's seat;

Appearance Package: Front air dam, side and rear aero flares (not available with front and rear splash quards)

All-weather floor mats

Cargo tray

Cargo net

Door edge guards

Alarm shock sensor upgrade

Collapsible cargo carrier

Moonroof wind deflector

(requires Touring or Grand Touring Package)

RX-8

BLACK LEATHER

LIGHTNING YELLOW Black Cloth, Black Leather



BRILLIANT BLACK CLEARCOAT Black Cloth, Black Leather, Black/Red Leather, Black/Chaparral Leather



BLACK/RED LEATHER BLACK/CHAPARRAL LEATHER

VELOCITY RED MICA Black Cloth, Black Leather, Black/Red Leather, Black/Chaparral Leather



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ACCESSORIES AVAILABLE THROUGH YOUR MAZDA DEALER





Car cover cable lock

Front sunshield

Full front mask

Side aero flares

Fog lights²

Front air dam ³

RX-8

 Rear wing spoiler • 18" polished aluminum wheel Rear aero flares ⁴ Grille trim ring ¹

Polished aluminum fender strakes

Polished front rotary accent

Polished rear rotary accent

Rear door trim protectors

 Rear splash guards Wheel centers ⁶ Aldehyde filter

 Carpeted floor mats MiniDisc player

• Front splash guards

MP3 player

Leather parking brake lever

Rotor-shaped valve stem caps

Leather gearshift knob

 Touch-up paint Wheel locks Car cover 9 with rotary emblem 8 Spare tire mounting kit ¹⁰

1: cannot be used with front air dam and automatic transmission 2: blue-tint, clear, or multi-tint 3: cannot be used with grille trim ring and automatic transmission 4: cannot be used with rear splash guards 5: cannot be used with rear aero flares 6: polished with Mazda emblem or black with rotary emblem 7: driver/passenger 8: with automatic transmission 9: available in 4 color combinations 10: includes mounting hardware and wheel; tire sold separately

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 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.

All Genuine Mazda Accessories, if installed by a Mazda dealer prior to or at initial vehicle retail delivery,

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BETTER DRIVERS
BETTER DRIVERS
BUCKLE UP



Aluminum accelerator pedal

• Aluminum door sill trim plates

Aluminum air vent bezels

Premium carpeted floor mats

Aluminum-tone power

Aluminum brake pedal ⁸

Aluminum foot rest ⁸

Exhaust finishers

window switch



FUELED BY INNOVATION.

MAZDA'S ROTARY TECHNOLOGY HAS BEEN WINNING FANS FOR DECADES.

CREDIT MUCH OF THE MAZDA RX-8'S SUPERB PERFORMANCE AND HANDLING TO ITS SPORTS-CAR DNA

AND RACING HERITAGE. MANY OF THE RX-8'S ROTARY-POWERED PREDECESSORS ARE STILL BEING RACED

ON A REGULAR BASIS—ESPECIALLY IN SCCA-

ROTARY-POWERED MAZDAS HAVE

IMSA VICTORIES IN GTU, GTO

MORE IMPRESSIVE IS THE FACT

MAZDA 787B PROTOTYPE WON THE

LE MANS IN 1991. AFTER 24 GRUELING HOURS AND

SANCTIONED EVENTS. IN FACT,

AMASSED MORE THAN 100

AND GTP CLASSES, BUT EVEN

THAT A ROTARY-POWERED

LEGENDARY 24 HOURS OF

3,058.9 MILES, ONE AMAZING

MAZDA POWERED BY A REVOLUTIONARY ENGINE HAD OUTRUN FAVORED ENTRIES FROM BOTH

MERCEDES-BENZ AND JAGUAR. TO THIS DAY, MAZDA REMAINS THE FIRST AND ONLY JAPANESE

CAR MAKER TO ACHIEVE AN OVERALL VICTORY AT LE MANS. THE RX-8'S RENESIS ENGINE IS A DIRECT

DESCENDANT OF THAT WINNING TECHNOLOGY. FIND OUT HOW THE ROTARY-POWERED MAZDA

RX-8 PUTS A WHOLE NEW SPIN ON SPORTS-CAR PERFORMANCE AT: