

ZOOM-ZOOM.FOREVER.



2010 Mazda RX-8  
zoom-zoom

2010 Mazda RX-8

*DON'T JUST PUSH THE ENVELOPE. TEAR IT TO SHREDS.*

With a sports car like no other. One created by a company dedicated to delivering that exhilarating, connected-to-road feeling that instantly turns even everyday errands into inspiring drives. And crafted to reward your discerning eye with an ingenious fusion of insightful engineering, stylish design and spirited performance. A true sports car that dares to lead rather than follow. The incomparable Mazda RX-8. The world's first and only rotary-powered, four-door sports car. Its aggressive, predatory stance instantly telegraphs its adrenaline-fueled intentions. Its free-revving engine redlines at a lofty 9000 rpm.\* And its superb driving dynamics do its legendary predecessors proud. Driven by imagination—and fueled by innovation—it's a boldly original means to a truly exhilarating end. Zoom-Zoom. Forever.



\* Automatic transmission redlines at 7500 rpm.

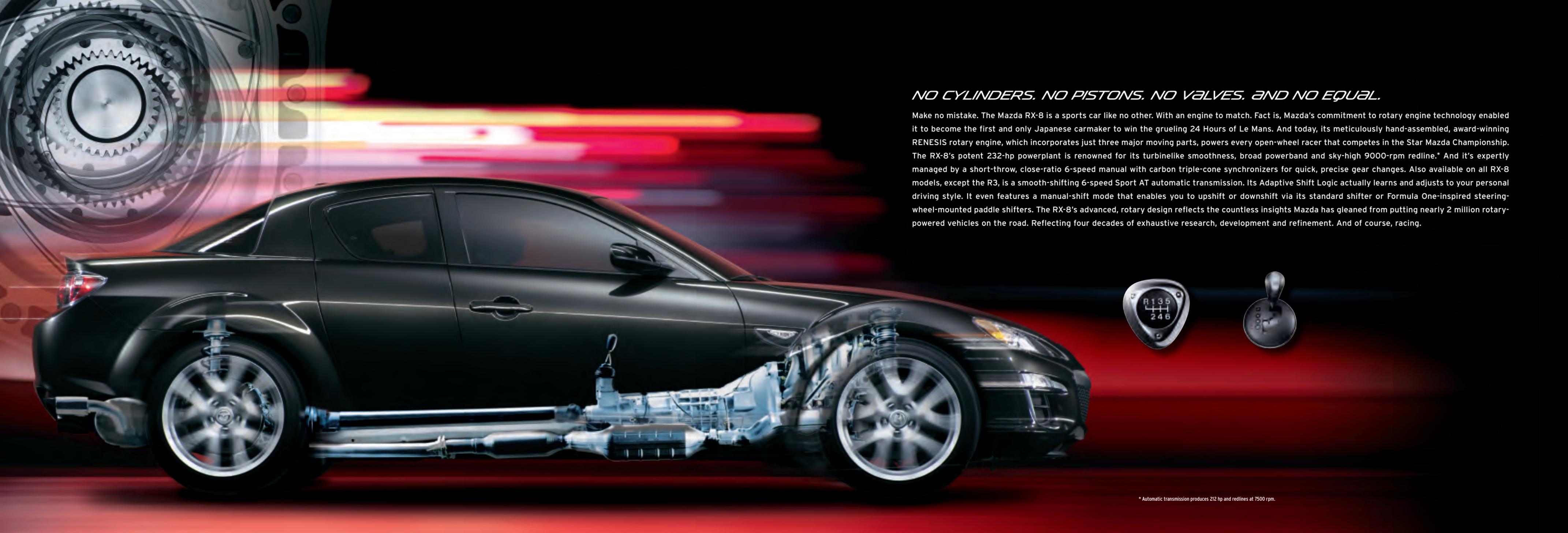


*A VARIATION ON AN ALREADY JAW-DROPPING THEME.*

The Mazda RX-8 R3 is the most distinctive and dynamic performer in the RX-8 family. Factory upgrades include an aggressively sculpted front end, sleek side sill extensions and rear wing spoiler. Outstanding control and a tenacious grip testify to R3's torque-sensing limited-slip differential and larger 19-inch forged alloy wheels fitted with sticky 225/40R19 W-Speed-Rated rubber. Superior handling, tracking and damping are served up by the R3's high-performance suspension tuned around four formidable Bilstein® shock absorbers. Inside, it's equally impressive. High-bolstered Recaro® front bucket seats, exclusive to the R3, support driver and front passenger. A Bose® 9-speaker Centerpoint® Surround Sound System pumps out music that is sharp in detail and rich in emotion. While Bluetooth® hands-free phone connectivity and Mazda's Advanced Keyless Entry and Start System round out the perfect balance of performance and technology.



**1. Racing-Inspired Recaro Front Bucket Seats**, designed exclusively for the RX-8 R3 and featuring leather side bolsters, are engineered to provide superb support and an ideal driving position. Their design helps minimize body rotation by holding shoulder, torso and hip areas more firmly in place. **2. Compared To An RX-8 Sport** (shown), the RX-8 R3 offers an impressive arsenal of factory-installed upgrades to enhance the vehicle's appearance, performance and interior—including aero body parts, alloy wheels and high-performance suspension, a Bose surround sound audio system, plus a host of other interior amenities.



*NO CYLINDERS. NO PISTONS. NO VALVES. AND NO EQUAL.*

Make no mistake. The Mazda RX-8 is a sports car like no other. With an engine to match. Fact is, Mazda's commitment to rotary engine technology enabled it to become the first and only Japanese carmaker to win the grueling 24 Hours of Le Mans. And today, its meticulously hand-assembled, award-winning RENESIS rotary engine, which incorporates just three major moving parts, powers every open-wheel racer that competes in the Star Mazda Championship. The RX-8's potent 232-hp powerplant is renowned for its turbinelike smoothness, broad powerband and sky-high 9000-rpm redline.\* And it's expertly managed by a short-throw, close-ratio 6-speed manual with carbon triple-cone synchronizers for quick, precise gear changes. Also available on all RX-8 models, except the R3, is a smooth-shifting 6-speed Sport AT automatic transmission. Its Adaptive Shift Logic actually learns and adjusts to your personal driving style. It even features a manual-shift mode that enables you to upshift or downshift via its standard shifter or Formula One-inspired steering-wheel-mounted paddle shifters. The RX-8's advanced, rotary design reflects the countless insights Mazda has gleaned from putting nearly 2 million rotary-powered vehicles on the road. Reflecting four decades of exhaustive research, development and refinement. And of course, racing.



\* Automatic transmission produces 212 hp and redlines at 7500 rpm.

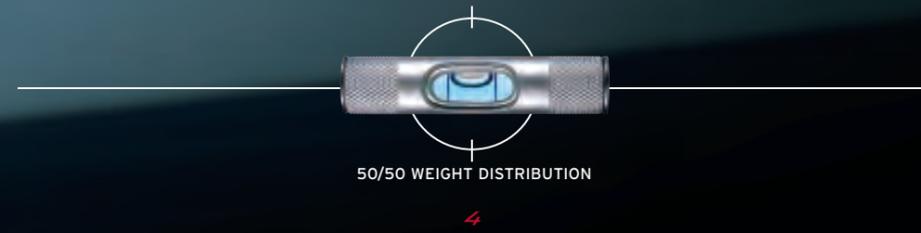


*THE ONLY THING THAT HANDLES LIKE AN RX-8 IS ANOTHER RX-8.*

Mazda RX-8's remarkably responsive performance is due to engineering that has no equals in the sports-car world. Starting with its unique RENESIS rotary engine. More compact and lighter than many conventional engines, its form allows Mazda engineers to position it below and well behind the RX-8's front axle. This creates a relatively low center of gravity plus an approximate 50/50 front-to-rear weight distribution. And, more importantly, significantly enhances the RX-8's tenacious handling, impressive agility and exceptional dynamic stability. Ultraquick steering response and flat cornering are also both givens—courtesy of its highly refined sport-tuned suspension system. Better still, the Grand Touring and R3 feature Dynamic Stability Control\* with a Traction Control System. Both helping to maximize rear-wheel traction—and minimize the chance of a spinout. You can even choose to deactivate it to suit your driving style. As for RX-8 models with a manual gearbox, a lightweight carbon-fiber composite prop shaft and a torque-sensing limited-slip differential team up to deliver a maximum power kick to the drive wheel. And an adrenaline kick to the driver.



**1. A Sophisticated, Fully Independent, Sport-Tuned Suspension System** helps give RX-8 its superb handling. Up front, a race-proven, double-wishbone design employs forged aluminum upper and lower control arms for an ideal combination of high strength and light weight. At the rear, an advanced multilink setup utilizes compliance toe and camber controls to optimize wheel placement. **2. An Engine-Speed-Sensing Rack-And-Pinion Steering System With Electronically Variable Power Assist** helps give RX-8 the precise directional control and extremely accurate feedback that high-performance driving demands. **3. Power-Assisted 4-Wheel Ventilating Disc Brakes**, with massive 12.7-inch front rotors, are standard on every RX-8. As is an Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution. The impressive result is consistently short, linear and fade-resistant stops. **4. An Approximate 50/50 Weight Distribution**, front to rear, contributes significantly to RX-8's precise handling and dynamic stability. Its rotary engine plays a key role in helping RX-8 maintain a near ideal balance, regardless of passenger load.



\* Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details.

*FINALLY, A SPORTS CAR THAT MAKES EVERYONE FEEL GOOD INSIDE.*

As the world's first and only rotary-powered four-door sports car, Mazda RX-8 stands squarely apart from the rest of the category. First-rate accommodations for four adults begin with RX-8's unique, pillarless Freestyle door system, which allows rear-seat passengers to enter and exit with remarkable ease. The RX-8's cabin design is equally ingenious—thanks, in part, to the compact size and placement of its rotary engine—and boasts a true rear seat with sufficient room for two additional adult passengers. Its surprisingly spacious 7.6-cu-ft trunk provides enough unobstructed cargo room for two golf bags, two duffle bags or weekend luggage. There's even a convenient rear-seat pass-through for longer items like your skis. All of which help make the RX-8 the ideal choice if you want a practical everyday car...that just happens to be one of the purest sports cars on the road.

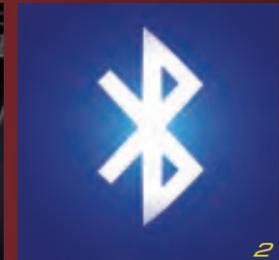


**1. Front Bucket Seats Featuring A One-Touch "Walk-In" Function** are standard on the Grand Touring. At the touch of a button, found on the backs of both front seats, the seatback automatically tilts forward, and the entire front seat slides forward—providing passengers with easier "walk-in" access to the rear seats. Another touch of the button returns the seat to its normal position. **2. Special Side-Impact Safety Engineering** on the RX-8 includes horizontal reinforcement beams in both front doors to help deflect side-impact energy in the event of a collision. RX-8's unique rear doors incorporate vertical reinforcement beams plus special top-and-bottom latch mechanisms to provide extra side-impact protection, while also eliminating the need for conventional center pillars. **3. LED Rear Taillights** are standard on all RX-8 models and feature "instant-on" light-emitting diodes (LEDs). Because LEDs light up quicker than conventional incandescent bulbs, they provide enhanced visibility and improved safety. And because there are no filaments to heat up, burn out or break, they also offer greater reliability and a far longer service life.



*ENJOY THE QUIET RUSH THAT COMES FROM LEAVING EVERYONE SPEECHLESS.*

At Mazda, we believe a true sports car should stir your soul even when it's parked. Simply by virtue of its insightful design, quality and craftsmanship. Which is why the driver-centric cockpit of the Mazda RX-8 Grand Touring features a high-bolstered, 8-way power-adjustable driver's seat with built-in memory that allows you to store up to three custom driving positions. High-contrast electroluminescent gauges with tri-mode illumination to enhance visibility and minimize eyestrain. A large, center-mounted tachometer designed to facilitate at-a-glance readouts. Controls for both the audio system and cruise control mounted right on the steering wheel—and right at your fingertips. And even racing-inspired aluminum pedals\* precisely positioned to encourage heel-and-toe downshifts. In fact, wherever your eyes, hands and feet come to rest, they're rewarded by an uncompromised level of precise fit, finish and attention to detail. From the warm, sure grip of the RX-8's leather-wrapped steering wheel and shifter to the precise stitching of its well-bolstered, racing-inspired front seats. In short, the RX-8 is a sports car like no other. With a cockpit to match.



**1. An Advanced Voice-Activated In-Dash Navigation System** is available on the RX-8 Grand Touring. Its convenient voice-command design and in-dash 7-inch touch-screen display make it quick and easy to find your way. The system also provides touch-screen controls for the Grand Touring's standard Bose® 9-speaker audio system. **2. Bluetooth® Hands-Free Phone Capability** is standard on both the Grand Touring and R3. You can easily make and receive calls, access voice mail messages and more—all hands-free—using voice commands and your Bluetooth-compatible cell phone. **3. A Mazda Advanced Keyless Entry & Start System** is standard on both the Grand Touring and R3 models. Enjoy the convenience of keylessly locking or unlocking both doors and the trunk, remotely operating the power windows or even starting the RX-8's engine. **4. Hands-Free, Rain-Sensing Front Windshield Wipers** are standard on the RX-8 Grand Touring. At the first sign of precipitation, its variable-intermittent windshield wipers are automatically activated—providing a clearer, safer view and allowing the driver to keep both hands on the wheel and both eyes on the road.

\* Standard on RX-8 models equipped with a 6-speed manual transmission.  
Bluetooth is a registered trademark of Bluetooth SIG, Inc.



*NO MATTER WHERE YOU SIT, YOU'LL ENJOY THE PERFORMANCE.*

It almost defies physics. Working with approximately the same exterior dimensions as a Porsche 911, RX-8 engineers crafted a cabin that hosts four full-size adults. Legs and all. They also infused it with a multitude of amenities to enhance the accommodating environment. On the Grand Touring, standard interior features include: Leather-trimmed seats. An in-dash 6-disc CD changer. Automatic climate control with an integral dust/pollen filter. Heated front seats. Even an auto-dimming rearview mirror with HomeLink®. The RX-8 is a centerpiece of advanced safety engineering as well. Including dual front air bags,\* front seat-mounted side-impact air bags, plus side-impact air curtains with coverage for both front and rear seats. In fact, the RX-8 was the first passenger car in the U.S. to earn a "Five-Star" rollover rating—the highest possible—from the National Highway Traffic Safety Administration (NHTSA).† Which should make all four passengers feel even better inside.



**1** A Bose® Centerpoint® Surround Sound System is standard on Grand Touring and R3 models. Custom-engineered for the RX-8, this stellar 9-speaker design utilizes Bose Centerpoint technology to produce stunning, synthesized surround sound from regular CDs. And patented AudioPilot® 2 noise compensation technology to automatically compensate for distracting ambient road, wind and cabin noises. **2** An Auxiliary-Audio Input Jack, standard on all RX-8 models, makes it easier than ever to make your own kind of music. Simply plug any compatible MP3 player into the RX-8's standard, console-mounted auxiliary-audio input jack, and you can listen to your music collection played through the RX-8's speaker system.



\* Always wear your seat belt and secure children in the rear seat in appropriate child restraints. † Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ([www.safercar.gov](http://www.safercar.gov)). Vehicle tested with standard side-impact air bags (SABs). Apple and iPod are registered trademarks of Apple Inc.

*"...a car that's both fun to drive and very livable..."* —EDMUNDS.COM

Nothing else looks, drives or excites like a Mazda RX-8. Exotic, yet accessible. Powerful, yet practical. Agile, yet accommodating. And not the least bit shy about boldly obliterating the trade-offs common to more traditional sports-car designs. From its visionary rotary powerplant to its inspired interior, the RX-8 continues to be driven by imagination. Fueled by innovation. And dedicated to an exhilarating, single-minded engineering ideal. Zoom-Zoom. Forever.





*GREAT STREET CARS MAKE GREAT RACE CARS.*

And a perfect example is the Mazda RX-8. Its track-proven design, rotary engine and performance engineering reflect a true passion for motorsports. As well as Mazda's involvement in no less than 18 distinct club- and pro-level motorsports series. And a brilliant racing heritage that spans four decades. Production-based race-car owner and veteran Grand-Am GT series driver, Sylvain Tremblay, is even more definitive: "The advantages of the rotary engine are easy to describe: Its legendary reliability. Its absolute smooth power delivery throughout the rpm range. And its ability to accelerate out of a corner faster than most. In short, the more you push it, the more it delivers." And "push it" Sylvain did. Piloting his 3-rotor 400-hp SpeedSource Mazda RX-8 past more than two dozen Porsches and Ferraris to capture a Grand-Am GT class victory in last year's hotly contested 2008 Rolex 24 at Daytona. This win gave Mazda its 22nd Daytona-class win. And provides yet another compelling reason why, on any given weekend, more Mazdas and Mazda-powered cars are road-raced than any other car.\* Zoom-Zoom. Forever.



**1. The Mazda RX-8 Is Also A Standout In SCCA Solo II Autocross Competition** thanks, in large part, to the exceptional handling and performance advantages imbued by its RENESIS rotary engine and sophisticated suspension. **2. As A Club Racer, RX-8's High-Revving Rotary Powerplant, Superb Handling And Proven Reliability Make It A Favorite** with drivers from coast to coast. Especially those competing in events sanctioned by both the NASA (National Auto Sport Association) and the SCCA (Sports Car Club of America). **3. Every Pro Formula, Open-Wheel Race Car Competing In The Star Mazda Championship Series** gets its power from a RENESIS rotary engine that's virtually identical to the RX-8's. Having identical engines in these 160-mph spec racers allows up-and-coming drivers to focus on developing their abilities.



Mazda is the official vehicle of Skip Barber Driving Schools, Racing Schools and Race Series.  
\* Based on Sports Car Club of America racing data.

## RX-8 SPECIFICATIONS & CAPACITIES

Specifications	6-speed manual	6-speed Sport AT
Engine size and type	1.3-liter RENESIS 2-rotor rotary	
Compression ratio	10.0:1	
Engine intake configuration	6-port	
Horsepower, SAE net	232 @ 8500 rpm	212 @ 7500 rpm
Torque, SAE net (lb-ft)	159 @ 5500 rpm	
Transmission	6-speed manual	6-speed Sport AT automatic
Layout/drivetrain	Front midship engine/rear-wheel drive with Power Plant Frame	
Steering ratio	16.4:1 (3.0 turns, lock-to-lock)	
Turning circle, curb-to-curb (ft)	34.8	
Front brakes	12.7-inch ventilated discs	
Rear brakes	11.9-inch ventilated discs	
Required fuel	Premium unleaded gasoline	
EPA estimated fuel economy, mpg	16 city/22 highway	16 city/23 highway
Curb weight with popular options (lb)	3065	3111

### Exterior Dimensions

Wheelbase/overall length (in)	106.3/175.6
Overall width/height (in)	69.7/52.8
Track, front/rear (in)	59.1/59.3, 59.3/59.4 (R3)

### Interior Dimensions

Front headroom/legroom/shoulder room (in)	38.2/42.7/54.8
Front headroom with moonroof (in)	36.7
Rear headroom/legroom/shoulder room (in)	36.8/32.2/54.9
Rear headroom with moonroof (in)	36.5

### Capacities

Trunk volume (cu ft)	7.6
Fuel capacity (U.S. gallons)	16.9

## RX-8 ENGINE & MECHANICAL

Engine & Transmission	6-speed manual	6-speed Sport AT
1.3-liter RENESIS 2-rotor rotary	S	S
Dual engine-oil coolers	S	S
Lightweight carbon-fiber driveshaft	S	-
Torque-sensing conical limited-slip differential	S	(Grand Touring)
Rack-and-pinion steering with electric variable assist	S	S

### Suspension & Brakes

Power-assisted 4-wheel disc brakes	S	S
Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)	S	S
Double-wishbone front suspension with light-alloy upper and lower arms, shock-tower brace, coil springs and stabilizer bar	S	S
Multilink rear suspension with low-mounted coil springs and stabilizer bar	S	S

## RX-8 EXTERIOR

Body	6-speed manual	6-speed Sport AT
Dual bright-tipped exhaust outlets	S	S
Freestyle door system	S	S
Aluminum hood and rear doors	S	S
Rear lip spoiler	S	-
Flip-open rear quarter windows	S	S
In-glass radio antenna; rear window defogger	S	S
Dual body-color power remote outside mirrors	S	S
2-speed variable-intermittent windshield wipers	S	S
Clear-lens halogen headlights with projector-type low beams	S	S
LED taillights	S	S

### Tires & Wheels

18-inch alloy wheels with 225/45R18 high-performance tires	S	S
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## RX-8 INTERIOR

Comfort & Convenience	6-speed manual	6-speed Sport AT
Center console with covered storage, dual cup holders and 12-volt power point	S	S
Rear console with covered storage and dual cup holders	S	S
Overhead console with sunglasses holder and front map lights	S	S
Power front windows with 1-touch up/down and remote down feature	S	S
Power door locks with 2-stage unlocking (driver's door; all doors)	S	S
Remote keyless entry system with two transmitters	S	S
Cruise control	S	S
Tri-mode gauge lighting: blue (entry); white-on-black (daytime); red-on-black (nighttime)	S	S
Digital speedometer with dual trip odometers	S	S
Center instrument display panel with clock, audio system, climate control and outside ambient temperature	S	S
Leather-wrapped 3-spoke tilt steering wheel with audio and cruise-control switches	S	S
Steering-wheel-mounted paddle shifters for Sport AT automatic transmission	-	S
Leather-wrapped gearshift knob	S	S
Heater/defroster with CFC-free air conditioning with dust/pollen filter	S	S

### Seating & Trim

Reclining front bucket seats with passenger seat 1-touch walk-in feature	S	S
4-passenger seating with rear bucket seats and trunk pass-through	S	S
Cloth-trimmed upholstery; carpet floor mats	S	S

### Audio

100-watt AM/FM/CD/MP3 stereo with 6 speakers, including 2 tweeters	S	S
Auxiliary-audio input jack	S	S

## RX-8 SAFETY & SECURITY

Safety & Security	6-speed manual	6-speed Sport AT
Dual front air bags*	S	S
Front seat-mounted side-impact air bags*	S	S
Side-impact air curtains* with coverage for front and rear seats	S	S

Safety & Security Continued	6-speed manual	6-speed Sport AT
3-point seat belts for all seating positions	S	S
Rear-seat LATCH child-safety-seat anchors	S	S
Antitheft alarm system with engine immobilizer	S	S
Tire-Pressure Monitoring System (TPMS)	S	S

## RX-8 OPTIONS & OPTION PACKAGES

Options/Option Packages	RX-8
Navigation System: DVD-based with 7-inch LCD touch screen	0 (Grand Touring)
SIRIUS Satellite Radio <sup>®†</sup> receiver kit	0/A
Rear wing spoiler (automatic transmission only)	0/A
Front and rear splash guards (N/A on R3)	0/A
In-dash 6-disc CD changer (Sport only, standard on Grand Touring and R3)	0/A
Spare-tire mounting kit (trunk-mounted; includes wheel and mounting hardware)	0/A
All-weather floor mats	0/A
Cargo tray	0/A
Cargo organizer	0/A
Collapsible cargo carrier	0/A
Cargo net	0/A
Door-edge guards	0/A
Moonroof wind deflector	0/A (Grand Touring)

S: Standard 0: Optional A: Dealer-available accessory - : Not available

\* Always wear your seat belt and secure children in the rear seats in appropriate child restraints. † SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

## Peace of mind also comes standard.

We want your new Mazda RX-8 to be a source of pride, exhilaration and peace of mind for years to come. Which is why every new 2010 Mazda sold in the U.S. is protected by all of the following:

- **A 3-year/36,000-mile\* "bumper-to-bumper" limited warranty**
- **A 3-year/36,000-mile\* 24/7 Emergency Roadside Assistance program**
- **A 5-year/60,000-mile\* limited powertrain warranty**
- **A 5-year/unlimited-mileage warranty against body rust-through**

For details, please see your Mazda Dealer, visit MazdaUSA.com, or call

toll-free 800-639-1000.

\* Whichever comes first.

## Financing your Mazda made simple.

Whether you're buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Chase Auto Finance can help make the financing process more convenient and satisfying. One of the largest auto lenders

**CHASE** in America, Chase is known for its first-class customer service, wide range of financing options and highly competitive rates. To find out which Chase purchase or lease plan best meets your needs, talk to your Mazda Dealer. Or visit MazdaUSA.com.

## RX-8 MODELS

**RX-8 Grand Touring** Includes the following features in addition to or in place of RX-8 standard features:

- Dynamic Stability Control (DSC)\* with Traction Control System
- Torque-sensing conical limited-slip differential (Sport AT)
- 300-watt Bose<sup>®</sup> 9-speaker Centerpoint<sup>®</sup> Surround Sound System and AudioPilot<sup>®</sup> 2 noise compensation technology
- SIRIUS Satellite Radio<sup>®</sup> receiver kit with 6-month subscription
- In-dash 6-disc CD changer
- Bluetooth<sup>™†</sup> hands-free phone capability
- Automatic climate control
- Leather-trimmed seats; leather-wrapped parking brake handle
- 8-way power driver's seat with power lumbar support and 3-position seat memory
- Heated front seats
- Power driver's seat 1-touch walk-in feature
- Auto-dimming rearview mirror with HomeLink<sup>®</sup>
- Power sliding-glass moonroof
- Mazda Advanced Keyless Entry & Start System
- Rain-sensing variable-intermittent front windshield wipers
- Auto on/off Xenon self-leveling low-beam headlights
- Fog lights
- Dual body-color heated power remote outside mirrors

**RX-8 R3** Includes the following features in addition to or in place of RX-8 standard features:

- Dynamic Stability Control (DSC)\* with Traction Control System
- Sport-tuned suspension with Bilstein<sup>®</sup> shock absorbers
- 300-watt Bose 9-speaker Centerpoint Surround Sound System and AudioPilot 2 noise compensation technology
- Recaro<sup>®</sup> front sport seats with leather side bolsters
- Auto-dimming rearview mirror with HomeLink
- In-dash 6-disc CD changer
- Bluetooth<sup>™</sup> hands-free phone capability
- Leather-wrapped parking brake handle
- Mazda Advanced Keyless Entry & Start System
- 19-inch forged aluminum alloy wheels with P225/40R19 high-performance tires
- Rear wing spoiler
- Unique sport front bumper
- Side sill extensions
- Xenon self-leveling low-beam headlights
- Fog lights
- Urethane foam-injected front-suspension cross member

\* Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details. † Bluetooth is a registered trademark of Bluetooth SIG, Inc.



### LIQUID SILVER METALLIC

TRIM LEVEL	INTERIOR FABRICS
RX-8 Sport	Black Cloth
RX-8 Grand Touring	Black Leather



### SPARKLING BLACK MICA

TRIM LEVEL	INTERIOR FABRICS
RX-8 Sport	Black Cloth
RX-8 Grand Touring	Black Leather



### VELOCITY RED MICA

TRIM LEVEL	INTERIOR FABRICS
RX-8 Sport	Black Cloth
RX-8 Grand Touring	Black Leather
RX-8 R3	Gray/Black Cloth/Leather



### AURORA BLUE MICA

TRIM LEVEL	INTERIOR FABRICS
RX-8 R3	Gray/Black Cloth/Leather

## RX-8



18-INCH ALLOY



BLACK CLOTH



BLACK LEATHER

## RX-8 R3



19-INCH ALLOY



GRAY/BLACK CLOTH/LEATHER

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.

*ONCE YOU HAVE IT, OUTFIT IT ACCORDINGLY.*

One of the most enjoyable aspects of buying a new Mazda RX-8 is being able to enhance its appearance and performance with Genuine Mazda Accessories. What's more, all Genuine Mazda Accessories installed by your Mazda Dealer, prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as your new Mazda RX-8. Ask your dealer for details.



**1. Door Sill Trim Plates.** Protect your door sills while adding style. Aluminum with a rotary emblem. **2. Mazda iPod® Integration** system makes it a lot easier to take your Apple® iPod along for the ride. In fact, it allows you to play your iPod through your Mazda's audio system with crystal-clear sound while also providing a built-in battery charger. Works with most 30-pin, dock-connector-equipped iPods. iPod not included. iPod touch® shown. Additional components may be required for installation; contact your Mazda Dealer for details. **3. Rear Wing Spoiler.** Nothing else finishes off the sporty look of a new RX-8 like this racing-inspired rear wing spoiler. **4. Front Mask.** Keep your RX-8's front end free of nicks and scratches from bugs and road debris. Custom-tailored for a snug fit.

- |  |                                      |
|--|--------------------------------------|
| SIRIUS Satellite Radio <sup>01</sup> Receiver Kit      | Moonroof Wind Deflector              |
| Portable Navigation Devices                            | Splash Guards (Front And Rear)       |
| Portable Bluetooth <sup>02</sup> Car Kit               | Door-Edge Guards                     |
| In-Dash 6-Disc CD Changer                              | Rear-Door-Trim Protectors            |
| 3.5-mm Audio Cable                                     | Car Cover <sup>4</sup>               |
| Leather Gearshift Knob With Rotary Emblem <sup>3</sup> | Car-Cover Cable Lock                 |
| Aluminum Air Vent Bezels                               | Touch-Up Paint                       |
| Aldehyde Filter  | Wheel Centers <sup>5</sup>           |
| Aluminum Pedals <sup>3</sup>                           | Wheel Locks                          |
| Floor Mats, Carpet                                     | Spare-Tire Mounting Kit <sup>6</sup> |
| Floor Mats, All-Weather                                | First Aid Kit                        |
| Cargo Tray   | Roadside Assistance Kit              |
| Cargo Organizer  | License-Plate Frame                  |
| Cargo Carrier, Collapsible                             | Windshield Sunscreen                 |
| Cargo Net  | B-Pillar Appliqué                    |



<sup>1</sup> SIRIUS<sup>SM</sup> reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

<sup>2</sup> Bluetooth is a registered trademark of Bluetooth SIG, Inc.

<sup>3</sup> Automatic transmission only.

<sup>4</sup> Available in four color combinations.

<sup>5</sup> Black with rotary emblem.

<sup>6</sup> Includes mounting hardware and wheel; tire sold separately.

Apple and iPod are registered trademarks of Apple Inc. iPhone™ not compatible with iPod adapter.



**We'd love for you to meet the whole family.** Head-turning design and pulse-racing performance come in many shapes and sizes. From the award-winning, 7-passenger Mazda CX-9 to the envy-inspiring Mazda RX-8. And of course, the scene-stealing Mazda MX-5 Miata. Why not see for yourself? Better yet, drive for yourself. You'll find every Mazda to be brilliantly engineered and totally fun to drive. After all, Zoom-Zoom comes standard on every single one.



\* Available only at authorized MAZDASPEED Dealers.