

ZOOM-ZOOM

ALL CHILDREN INSTINCTIVELY KNOW IT.

A FEW ADULTS STILL REMEMBER IT.

ONE UNIQUE CAR COMPANY REFUSES TO OUTGROW IT.

IN GROWN-UP LANGUAGE, IT MEANS THE EXHILARATION
AND LIBERATION THAT COME FROM EXPERIENCING SHEER MOTION.

BUT AS USUAL, CHILDREN PUT IT MUCH BETTER.

AND SIMPLY CALL IT ZOOM-ZOOM.

WE PRACTICE IT EVERY DAY.

IT'S WHY WE BUILD THE KIND OF CARS WE DO.

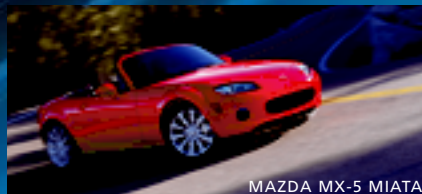
MAZDA. ALWAYS THE SOUL OF A SPORTS CAR.®



MAZDA CX-7



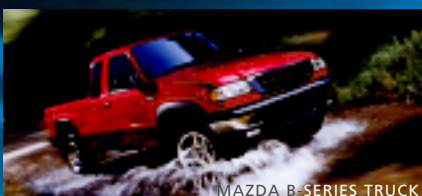
MAZDA CX-9



MAZDA MX-5 MIATA



MAZDA TRIBUTE



MAZDA B-SERIES TRUCK



MAZDA6



MAZDA3 4-DOOR



MAZDA RX-8



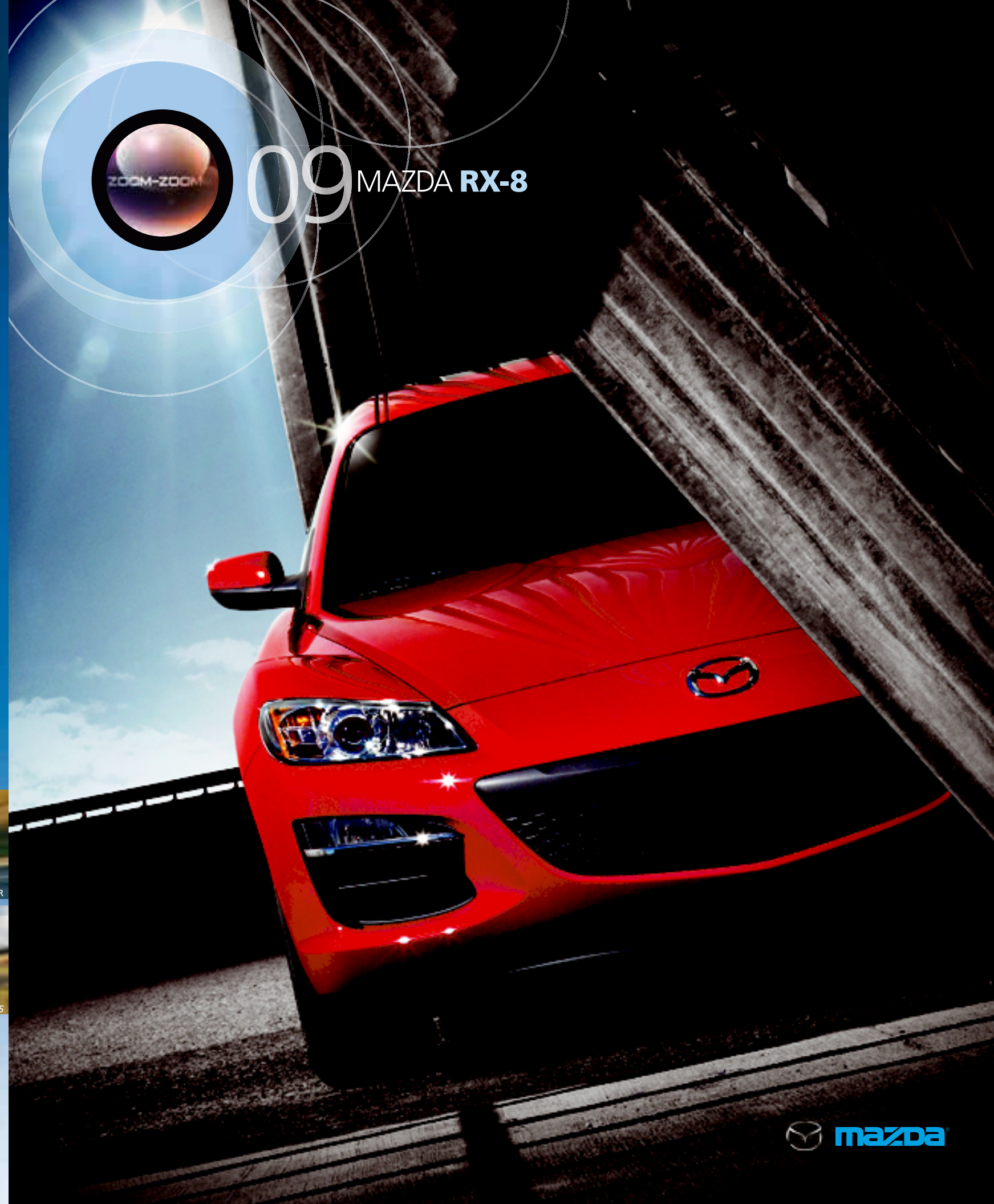
MAZDA3 5-DOOR



MAZDA5



09 MAZDA **RX-8**



A silver Mazda RX-8 is shown from a rear three-quarter view, driving on a road. The car is positioned in the lower half of the frame. Above it, a large concrete bridge structure with multiple pillars and overpasses dominates the upper half. The sky is a clear, bright blue. The car's design is sleek, with distinctive round taillights and multi-spoke alloy wheels. The overall scene conveys a sense of motion and modern automotive design.

THE ROAD TO ZOOM-ZOOM STARTS HERE.



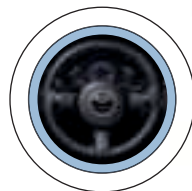
IT'S A FEELING YOU NEVER FORGET. THAT COMPELLING, CONNECTED-TO-ROAD SENSATION THAT TURNS AN EVERYDAY DRIVE INTO AN EXHILARATING RIDE. IT'S A FEELING THAT'S BOTH PERSONAL AND EXPRESSIVE. YET, ALSO INTENSELY LIBERATING. A FEELING THAT'S MOST OFTEN FOUND IN A TRUE DRIVER'S CAR. A CAR THAT DELIVERS THAT RARE FUSION OF INSIGHTFUL ENGINEERING, STYLISH DESIGN, SUPERB CRAFTSMANSHIP AND SPIRITED DRIVING DYNAMICS. A CAR LIKE THE INCOMPARABLE MAZDA RX-8, THE WORLD'S FIRST AND ONLY ROTARY-POWERED FOUR-DOOR SPORTS CAR. A CAR WHOSE AGGRESSIVE, PREDATORY STANCE INSTANTLY TELEGRAPHS ITS EXHILARATING INTENTIONS. A CAR WHOSE FREE-REVVING ENGINE REDLINES AT A LOFTY 9000 RPM. AND WHOSE WELL-BALANCED DRIVING DYNAMICS DO ITS LEGENDARY PREDECESSORS PROUD. BUT THEN, THE RX-8 IS NOT ONLY A TRUE DRIVER'S CAR, IT'S A TRUE SPORTS CAR. ONE DRIVEN BY IMAGINATION. FUELED BY INNOVATION. AND DEDICATED TO ZOOM-ZOOM.



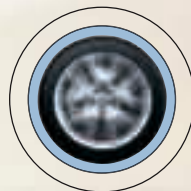
Refined Sport-Tuned Suspension System: For '09, the RX-8's flat cornering and tenacious handling get even better—thanks to an advanced, multilink rear suspension with compliance toe and camber controls featuring improved geometry. Up front, the RX-8's race-proven, double-wishbone, independent front suspension system utilizes forged-aluminum upper and lower control arms for their ideal combination of high strength and light weight.



Four-Wheel Ventilated Disc Brakes: For consistently linear, fade-resistant stops, every RX-8 is fitted with power-assisted, 4-wheel ventilated disc brakes—including massive 12.7-inch front rotors. To help assure short stopping distances, an Anti-lock Brake System with Electronic Brakeforce Distribution is also standard.



Speed-Sensitive, Electronically Assisted Steering: High-performance driving demands precise directional control and extremely accurate feedback. Both are yours, thanks to the RX-8's engine-speed-sensing rack-and-pinion steering with electronic variable power assist.



Dynamic Stability Control* With Traction Control System: Standard on all '09 Mazda RX-8 models except the Sport, Dynamic Stability Control (DSC) helps optimize rear-wheel traction and cornering potential while enhancing driver control. It can also be deactivated to suit your personal driving style. * DSC is not a substitute for safe driving practices.



SOMETHING NEW TO KEEP YOU GLUED TO THE ROAD. AS WELL AS YOUR SEAT.

It's the all-new Mazda RX-8 R3—the most capable and exhilarating RX-8 ever. With an arsenal of performance upgrades that seriously dials up the RX-8's driving dynamics, iconic good looks and functionality. Outside, an aggressive new front end, sleek side sill extensions and rear wing spoiler aid high-speed stability. Stronger, lighter 19-inch *forged* alloy wheels, plus sticky 225/40R19 W-Speed-Rated tires, deliver tremendous grip and control. While Bilstein® shock absorbers provide superior damping performance, maximize tire contact and vehicle tracking, and complement the RX-8 R3's sport-tuned suspension. Inside, Recaro front bucket seats, designed exclusively for the RX-8 R3, hold both driver and front passenger in perfect position. Mazda's Advanced Keyless Entry and Start System delivers added convenience. And hands-free Bluetooth® phone connectivity aids communication. There's even a 300-watt, 9-speaker Bose® audio system with Centerpoint® circuitry that pumps out rich, synthesized surround sound from your regular CDs.



Racing-Inspired Recaro® Bucket Seats: Designed exclusively for the R3 by Recaro®, both front seats feature leather side bolsters and are engineered to provide outstanding support and comfort by minimizing body rotation and holding shoulder, torso and hip areas firmly in place.



1



Short-Throw, Close-Ratio 6-Speed: All RX-8 models come standard with a slick-shifting, close-ratio 6-speed manual gearbox. Its short-throw design and carbon triple-cone synchronizers promote quick, precise gear changes—allowing you to make the most of the rotary engine's incredibly wide powerband.



Adaptive 6-Speed Sport AT: Available on every RX-8 model except the R3, the RX-8's advanced 6-speed Sport AT features an Adaptive Shift Logic that learns, and adapts to, your personal driving style. It also lets you choose between fully automatic or a manual-shift mode that permits through-the-gears manual shifting via the shifter or its Formula One-inspired, steering-wheel-mounted paddle shifters.

WE'VE BEEN BUILDING UP TO THIS KIND OF PURE, SPORTS-CAR PERFORMANCE FOR 40 YEARS.

Imagine a sports car so advanced that it has no cylinders. No pistons. No valves. And no equal. A quick check under the Mazda RX-8's sleek aluminum hood instantly validates its innovative credentials. Its race-proven, state-of-the-art RENESIS rotary engine boasts just three major moving parts. This advanced engine design delivers strong power with turbinelike smoothness all the way up to its stratospheric 9000-rpm redline.* Fact is, the RX-8's free-revving performance is the culmination of four decades of exhaustive research, development and racing. Reflecting refinements gleaned from designing over 80 different rotary-engine configurations for both the street and the track. And benefiting from all Mazda has learned from building nearly 2 million rotary-powered passenger vehicles—including a hydrogen-powered RX-8. Three generations of the legendary Mazda RX-7. And, of course, the first and only Japanese car to win the grueling 24 Hours of Le Mans—the rotary-powered Mazda 787B.

* Automatic transmission redlines at 7500 rpm.

1

RENESIS-Rotary-Engine Advantages: The RX-8's innovative rotary engine is inherently lighter and more compact than a conventional V6 engine of comparable power. These advantages endow the RX-8 with an outstanding power-to-weight ratio, a low center of gravity plus acceleration that's both responsive and spirited.

2

Carbon-Fiber-Composite Prop Shaft: All RX-8 models with manual transmissions are also equipped with a lightweight carbon-fiber-composite prop shaft and a torque-sensing conical limited-slip differential to more efficiently deliver maximum power to RX-8's rear drive wheels and, ultimately, to the pavement.

3

50/50 Weight Distribution: Weight distribution, front to rear, can significantly impact a sports car's handling. So the RX-8 is engineered to maintain an approximate 50/50 weight distribution. This pays tremendous dividends by further enhancing the RX-8's precise handling, impressive agility and dynamic stability.

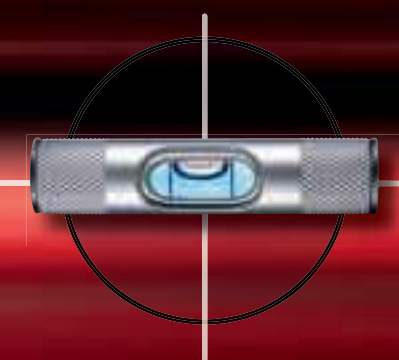
4

Compact Engine, Accommodating Cabin: In addition to helping lower the RX-8's center of gravity, the rotary engine's unique design and compact size also allow for significantly more cabin room. Which is why the RX-8's ingenious cabin can accommodate four full-sized adults.

2

4

3





Power Driver's Seat, One-Touch Walk-In Feature: Easy rear-seat access is provided on the Grand Touring with the touch of a button located on the back of the driver's seat. When activated, the seat automatically tilts forward and moves forward to provide "walk-in" rear-seat access. Another touch of the button returns the seat to its normal position.



Side-Impact Safety Engineering: To help deflect side-impact energy in the event of a collision, Mazda engineers placed horizontal reinforcement beams in both front doors. The RX-8's unique rear doors incorporate vertical reinforcement beams plus special top-and-bottom latch mechanisms to eliminate the need for conventional center pillars and provide extra side-impact protection.



LED Rear Taillights: The rear taillights on all RX-8 models feature "instant-on" light-emitting diodes (LEDs). Unlike conventional incandescent bulbs, LEDs have no filaments to heat up, burn out and break. So they light up quickly, while providing enhanced visibility, safety, reliability and a far longer service life.



Hands-Free, Rain-Sensing Wipers: At the first sign of precipitation, the RX-8 Grand Touring's variable-intermittent windshield wipers are activated automatically—enabling you to enjoy a clearer, safer view while keeping your hands on the wheel and your eyes on the road.

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

Perhaps the Mazda RX-8's most impressive innovation is how effortlessly it fuses pure sports-car performance with unexpected versatility. But then, as the world's first and only rotary-powered four-door sports car, the RX-8 turns the traditional limitations of a sports car inside out. With a cabin that provides first-class accommodations for four adults. With a unique, pillarless Freestyle door system that lets rear-seat passengers enter and exit with remarkable ease. And with a spacious 7.6-cu-ft trunk that offers unobstructed storage for two golf bags, duffle bags or even weekend luggage. There's even a practical rear-seat pass-through for longer items. After all, exhilaration this special was meant to be shared.



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 Mazda RX-8's driver-centric cockpit includes 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 motorsports-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 an interior to match.

* Standard on RX-8 models equipped with a 6-speed manual transmission.



Voice-Activated In-Dash Navigation System: (Available on the RX-8 Grand Touring.) Find your way simply, and quickly, thanks to a host of easy-to-use features that includes an advanced, voice-activated, multicommand memory plus an in-dash, 7-inch touch-screen LCD display. The system also provides convenient touch-screen controls for the Grand Touring's standard 300-watt Bose® audio system.



Mazda Advanced Keyless Entry & Start System: (Standard on both the RX-8 R3 and Grand Touring models.) Enjoy the convenience of keylessly locking or unlocking both doors, starting the engine or even remotely operating your RX-8's power windows.



Bluetooth® Hands-Free Phone Capability: (Standard on both the RX-8 R3 and Grand Touring models.) Make and receive calls, access voice mail messages and more—all hands-free—using voice commands and your Bluetooth-compatible cell phone.



Eight-Way Power-Adjustable Driver's Seat With Memory: The driver's seat in the RX-8 Grand Touring lets you store and access up to three custom driving positions. At the touch of a button, it then automatically adjusts all eight settings, including lumbar support, to the desired position.



Bose® Centerpoint® Synthesized Surround Sound System: (Standard on R3 and Grand Touring models, available on the Touring.) Custom-engineered for the RX-8's interior, this 300-watt, 9-speaker system features Bose Centerpoint technology to transform regular CDs into stunning multichannel, synthesized surround sound performances. Patented AudioPilot® noise compensation technology automatically compensates for distracting road, wind and cabin noises.

Auxiliary-Audio Input Jack: Make your own kind of music simply by plugging any compatible MP3 player into the RX-8's standard, console-mounted auxiliary-audio input jack. Then enjoy hearing your music collection played through your RX-8's speakers.



“...the RX-8's combination of performance, comfort and spaciousness easily tops the Z.”

—EDMUNDS.COM





ON ANY GIVEN WEEKEND, MORE MAZDAS AND MAZDA-POWERED CARS ARE ROAD-RACED THAN ANY OTHER CAR.

At the heart of Mazda, you'll find a true passion for motorsports. It's in our blood. And in our heritage. It spans decades. And it's what inspires Mazda to compete in no less than 18 distinct club- and pro-level motorsports series. Including the Grand Am GT series, considered the pinnacle of production-based sports-car competition. In fact, at the hotly contested 2008 Rolex 24 at Daytona, the 3-rotor, 400-hp SpeedSource Mazda RX-8 won its class—finishing ahead of more than two dozen Porsches and Ferraris. And underscoring the legendary reliability and performance of Mazda rotary technology. The win gave Mazda its 22nd Daytona-class win. And another reason why we can say you'll find the soul of a sports car in every Mazda we make. On the street—or on the track—Mazda is all about designing and engineering. Refining and improving. Promising and delivering...pure Zoom-Zoom.

GREAT STREET CARS MAKE GREAT RACE CARS: Which explains why approximately 9000 club racers, nationwide, choose to race Mazdas in events sanctioned by the SCCA (Sports Car Club of America) and NASA (National Auto Sport Association). And why Mazda RX-8 is also the two-time defending SCCA National Championship Runoffs T3 Champion. The RX-8's superb handling, plus the high-revving power, reliability and endurance of its rotary engine, deliver significant competitive advantages.



STAR MAZDA CHAMPIONSHIP: Every Pro Formula Mazda race car running in the intensely competitive Star Mazda Championship gets its power from a RENESIS rotary engine that's virtually identical to the one you'll find in the Mazda RX-8. The high-revving rotary powerplant used in these 1100-lb open-wheel race cars can rocket them from 0 to 60 in 2.9 seconds—and to a top speed in excess of 160 mph.



Mazda is the official vehicle of Skip Barber Driving Schools, Racing Schools and Race Series.

CLOSED WHEEL



Skip Barber Driving and Racing Schools



Club Racing



Playboy Mazda MX-5 Cup



KONI Challenge



World Challenge



Grand Am GT



American Le Mans

OPEN WHEEL



Karting



Skip Barber National Series



Star Mazda Championship



Atlantic Championship

MAZDA MOTORSPORTS...POWERED TO GROW. Mazda's motorsports program has been uniquely designed to grow driver talent from karting all the way up to the top level of endurance sports-car racing. Our motorsports ladder system enables aspiring young drivers to perfect their skills, master the challenges, reap the rewards of moving up—and ultimately achieve their dreams as drivers.

RX-8 SPECIFICATIONS & CAPACITIES

Specifications	6-speed manual	6-speed Sport AT
Engine size and type	1.3-liter RENESIS 2-rotor rotary	1.3-liter RENESIS 2-rotor rotary
Compression ratio	10.0:1	10.0:1
Engine intake configuration	6-port	6-port
Horsepower, SAE net	232 @ 8500 rpm	212 @ 7500 rpm
Torque, SAE net (lb-ft)	159 @ 5500 rpm	159 @ 5500 rpm
Transmission	6-speed manual	6-speed Sport AT automatic
Layout/drivetrain	Front mid-engine/rear-wheel drive with Power Plant Frame	Front mid-engine/rear-wheel drive with Power Plant Frame
Steering ratio	16.4:1 (3.0 turns, lock-to-lock)	16.4:1 (3.0 turns, lock-to-lock)
Turning circle, curb-to-curb (ft)	34.8	34.8
Front brakes	12.7-inch ventilated discs	12.7-inch ventilated discs
Rear brakes	11.9-inch ventilated discs	11.9-inch ventilated discs
Required fuel	Premium unleaded gasoline	Premium unleaded gasoline
EPA estimated fuel economy, mpg	16 city/22 highway	16 city/23 highway
Curb weight with popular options (lb)	3064	3111
Exterior Dimensions		
Wheelbase/overall length (in)	106.4/175.6	106.4/175.6
Overall width/height (in)	69.7/52.8	69.7/52.8
Track, front/rear (in)	59.1/59.3, 59.3/59.4 (R3)	59.1/59.3
Interior Dimensions		
Front headroom/legroom/shoulder room (in)	38.2/42.7/54.8	38.2/42.7/54.8
Front headroom with moonroof (in)	36.7	36.7
Rear headroom/legroom/shoulder room (in)	36.8/32.2/54.9	36.8/32.2/54.9
Rear headroom with moonroof (in)	36.5	36.5
Capacities		
Trunk volume (cu ft)	7.6	7.6
Fuel capacity (U.S. gallons)	16.9	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	T/GT
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

S: Standard O: Optional T: Touring GT: Grand Touring A: Dealer-available accessory —: Not available

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

RX-8 OPTIONS & OPTION PACKAGES

Options/Option Packages	RX-8
Premium Package 1: 300-watt Bose® 9-speaker audio system with Centerpoint® Surround Sound and AudioPilot® automatic noise compensation technology; power sliding-glass moonroof; SIRIUS Satellite Radio [†] and 6-month subscription	O (RX-8 Touring)
Premium Package 2: Power sliding-glass moonroof; SIRIUS Satellite Radio [†] and 6-month subscription	O (RX-8 Grand Touring)
 Navigation System: DVD-based with 7-inch LCD touch screen	O (RX-8 Grand Touring)
SIRIUS Satellite Radio [†] receiver kit	O/A
Rear wing spoiler (Automatic transmission only)	O/A
Front and rear splash guards (N/A on R3)	O/A
In-dash 6-disc CD changer (Sport only, standard on Touring and Grand Touring)	O/A
Spare-tire kit (trunk-mounted; includes wheel, tire and mounting hardware)	O/A
All-weather floor mats	O/A
Cargo tray	O/A
Cargo organizer	O/A
Collapsible cargo carrier	O/A
Cargo net	O/A
Door-edge guards	O/A
Moonroof wind deflector (requires Premium Package)	O/A

 **MazdaUSA.com**

Wherever you see this symbol, you can get the whole story on our interactive Web site.

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

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 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
 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

Color Combinations



Sunlight Silver Metallic

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

Diamond Gray Metallic

TRIM LEVEL	INTERIOR FABRICS
RX-8 Sport, Touring	Black Cloth
RX-8 Grand Touring	Black or Dune Beige Leather



Crystal White Pearl

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



Sparkling Black Mica

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



Velocity Red Mica

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



Brilliant Black Clearcoat

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



Aurora Blue Mica

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

RX-8 R3	
	
19-inch Alloy	Gray/Black Cloth/Leather

RX-8

18-inch Alloy

RX-8 MODELS

Models
RX-8 TOURING Includes the following features in addition to or in place of RX-8 Sport:
- In-dash 6-disc CD changer - Torque-sensing conical limited-slip differential (Sport AT) - Auto-dimming rearview mirror with HomeLink®
- Self-leveling Xenon low-beam headlights - Fog lights - Dynamic Stability Control (DSC) with Traction Control System

RX-8 GRAND TOURING Includes the following features in addition to or in place of RX-8 Touring:

- 300-watt Bose® 9-speaker audio system with Centerpoint® Surround Sound and AudioPilot® automatic noise compensation technology
- Bluetooth® 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
- Mazda Advanced Keyless Entry & Start System
- Rain-sensing variable-intermittent front windshield wipers
- Dual body-color heated power remote outside mirrors
- Auto on/off headlights

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

- 300-watt Bose® 9-speaker audio system with Centerpoint® Surround Sound and AudioPilot® automatic noise compensation technology
- Recaro® front sport seats with leather side bolsters
- Sport-tuned suspension with Bilstein® shock absorbers
- Bluetooth® hands-free phone capability
- Leather-wrapped parking-brake handle
- 19-inch forged aluminum alloy wheels with P225/40R19 high-performance tires
- Rear wing spoiler; side sill extensions
- Unique sport front bumper
- Urethane foam-injected front-suspension cross member
- Mazda Advanced Keyless Entry & Start System

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.

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.

ZOOM-ZOOM

ZOOM-ZOOM AND PEACE OF MIND GO HAND IN HAND.

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 2009 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.

EVEN ONLINE, ZOOM-ZOOM MAKES THE JOURNEY MORE FUN.

Visit MazdaUSA.com, and immerse yourself in a lot more Zoom-Zoom, and fun, of the virtual variety. There’s plenty to see and do. Including videos to watch. The latest 2009 Mazda info, specs, photos and more to download. Competitive comparisons to scope out. Stunning new brochures to request. You can even build the Mazda of your dreams online—and trick it out exactly

the way you want it. Request a quote. Estimate monthly payments. Or locate your closest Mazda dealer. You can also get the lowdown on Mazda special events, promotions and incentives. Score handy maintenance tips and seasonal service offers. And learn more about MAZDASPEED and Mazda’s latest motorsports activities. So bookmark MazdaUSA.com on your Web browser. It’s your instant, 24/7 connection to all things Zoom-Zoom.



MAKING THE ZOOM-ZOOM CONNECTION EASIER TO MAKE.

Whether you’re buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda American Credit (MAC) can make the financing process a more convenient and more satisfying experience. It all starts with first-class customer service and competitive rates. To find out which MAC purchase or lease plan best meets your needs, talk to your Mazda dealer. Or for more information, visit MazdaCredit.com.

A MORE PERSONALIZED APPROACH TO ACCESSORIES.

One of the greatest joys that comes with owning a new Mazda RX-8 is being able to personalize its appearance and enhance its performance with Genuine Mazda Accessories. Better still, 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. See your dealer for details.

A. Door Sill Trim Plate. Protect your door sills while adding style. Aluminum with a rotary emblem. B. Mazda iPod® Integration Module. Taking your Apple® iPod along for the ride just became a lot easier. Mazda’s iPod Integration Module allows you to play your iPod through your Mazda RX-8 audio system with crystal-clear sound and a built-in battery charger. Works with all 30-pin, dock-connector-equipped iPods. (iPod not included. See your dealer for compatibility conditions and limitations on installation.)



RX-8 ACCESSORIES

- | | | |
|------------------------------|--|--|
| • Full Front Mask | • Windshield Sunscreen | • Spare-Tire Mounting Kit ⁴ |
| • Front Splash Guards | • In-Dash 6-Disc CD Changer | • Cargo Tray |
| • Door-Edge Guards | • SIRIUS Satellite Radio Receiver Kit* | • Cargo Organizer |
| • Wheel Centers ¹ | • Leather Gearshift Knob with Rotary Emblem ³ | • Collapsible Cargo Carrier |
| • Rear Splash Guards | • Aluminum Accelerator Pedal ³ | • Cargo Net |
| • Rear Wing Spoiler | • Aluminum Brake Pedal ³ | • First Aid Kit |
| • Moonroof Wind Deflector | • Aluminum Foot Rest ³ | • Roadside Assistance Kit |
| • Car Cover ² | • Aluminum Air Vent Bezels | • Wheel Locks |
| • Car-Cover Cable Lock | • Carpet Floor Mats | • Touch-Up Paint |
| • B-Pillar Appliqué | • All-Weather Floor Mats | |
| • Aldehyde Filter | • Rear-Door-Trim Protectors | |

SIRIUS
* **SATELLITE RADIO** requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

1. Polished with Mazda emblem or black with rotary emblem. 2. Available in four color combinations. 3. With automatic transmission. 4. Includes mounting hardware and wheel; tire sold separately.

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