

2003

MAZDA PROTEGÉ

zoom - zoom



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A red Mazda Protege sedan is shown from a rear three-quarter perspective, driving on a road at night. The background is filled with streaks of light in various colors (yellow, green, blue) from other vehicles and streetlights, creating a sense of motion blur. The car's license plate reads "GDY 298".

Shift your expectations into overdrive.



A red Mazda Protege is shown from a front-three-quarter angle, driving towards the viewer. The background consists of blurred horizontal bands of orange and yellow, suggesting speed. The car's headlights are illuminated, and its body lines reflect the light. The Mazda logo is visible on the front grille. The word "zoom-zoom" is printed in a stylized font at the bottom left of the car's bumper.

It's time to put your foot down.

Demand your rights as an enthusiast. Drive the Mazda Protegé, a car that shares your priorities and delivers a carload of fun. Get quick, intuitive responses to your input. Note its smooth power and sure-footed agility. Feel its sports-car heritage come shining through.

In clutch situations, it's best to keep your options open.

To shift or not to shift...that is the question. The answer? Your choice. A slick-shifting 5-speed stick is standard on every Mazda Protegé, including the LX shown below, and a 4-speed automatic is available. Or, step up to the ES model and Mazda's optional new Sport AT transmission to enjoy the best of both worlds. Keep the shifter in Drive, it's a smooth, electronically controlled 4-speed automatic transmission. When you want in on the action, notch the lever over to the sport mode. Then sequentially shift up or down, similar to the system in many of today's race cars. Whichever transmission you choose, the essential Mazda Protegé spirit always asserts itself—sporty and pure fun to drive.



A responsive 2.0-liter, 16-valve DOHC engine is standard on every Mazda Protegé, as is a fully independent suspension system featuring Mazda's exclusive Twin Trapezoidal Links at the rear. Their subtle "steering" effect transmits a more sure-footed feel in turns.





So what's a lot of adrenaline between friends?

Take the wheel of the Mazda Protegé and everything—from the shifter to the gauges to the stereo controls—becomes a call to action. But the fun's not only for the driver. There's plenty of room and comfort for up to five people. Thoughtful details include heater ducts for the rear-seat area, cup holders up front, a split fold-down rear seatback and much more.

In a Mazda Protegé, there's always enough energy to go around. Be generous.

Far Left: Keep the music coming with the 4-speaker AM/FM/CD stereo system (6 speakers in the ES). And if that's still not enough, an in-dash 6-disc CD changer, cassette player and a MiniDisc player are also available.

Left: A power sliding-glass moonroof adds to the airy feel of the interior. At the touch of a button, you can tilt it up for ventilation, or open it all the way. Available together with an in-dash 6-disc CD changer on LX and ES.





Improve your **self-image**,
at the speed of light.

Studies suggest that color has a dramatic effect on emotions. That said, reflect for a moment on "Laser Blue Mica," the dynamic new hue debuting on the 2003 Mazda Proteg . It says focused. Strong. Self-confident. Not to mention oh-so-stylish. A fountain of positive energy that communicates at around 186,000 miles a second.

There's a cage in here because it's a jungle out there.



We pen you up, then set you free. Free to have fun—even in aggressive rush-hour traffic. Because the Mazda Protegé is engineered to make each trip as safe as possible. With unique "Triple H" construction that adds up to 2mm of H-shaped steel reinforcements in key structural areas to create a "safety cage" around passengers and enhance vehicle rigidity. Designed-in crumple zones to absorb impact energy. Three-point safety belts for all five passengers. Plus dual air bags* up front and international-standard LATCH anchors in the rear for child safety seats. It may be a jungle out there, but in a Mazda Protegé, you're the king.

Four-wheel disc brakes deliver fade-resistant stops (standard on ES). An available Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)[†] offers extra control on slippery roads and in hard stops. EBD automatically optimizes braking force between the front and rear for straight stops and control.

An enviable track record. Given its sports-car heritage, it should come as no surprise that the Mazda Protegé is also a standout on the track. The SCCA® Club Racing National Champion for three of the last four years, Protegé has recently tasted victory on the pro side and is enjoying consistent success in the SCCA Pro Racing SPEED World Challenge Touring Car series.



* Always wear your safety belt and secure children in the rear seat. [†] ABS/EBD is a package option with side-impact air bags.

An Exciting Past. An Exhilarating Future.

Innovative. Stylish. Fun-to-drive. For more than 40 years, Mazda has dedicated itself to engineering vehicles for drivers who truly savor the "emotion of motion." That fun-to-drive, connected-to-the-road feeling that can turn a simple drive into an exhilarating experience. Which is why you'll find the "soul of a sports car" in every vehicle we make. From the MX-5 Miata and Protegé5 to Tribute and MPV, Mazdas don't look like—or drive like—anything else on the road. There's a Zoom-Zoom factor in their DNA—part engineering, part spirit. We invite you to share the Mazda spirit with us. You'll definitely find yourself in good company.



Mazda RX-8 Coming Spring/Summer 2003



There's no telling how far Zoom-Zoom can take you. For an experience that's about a million miles away from the ordinary, park your Web browser at www.MazdaUSA.com. You'll not only get to preview two of Mazda's hottest new creations, the exciting MAZDA6 and the adrenaline-pumping Mazda RX-8, you'll also get to "build" the Mazda of your dreams. Select any model, color, options and accessories you like—all interactively. We'll even show you what it looks like, help you request a quote, provide a map to your nearest Mazda dealer, and clue you in on special offers. So pay us a visit. And catch up on all the Zoom-Zoom you've been missing.

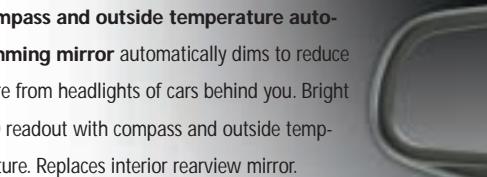
A More Liberating Approach To Owner Peace Of Mind.

To ensure your new Mazda continues to be a source of pride and exhilarating performance for years to come, we created the **Mazda Driver's Assurance Plan**. It starts the minute you pick up the keys to your new Mazda. And it protects your new vehicle with a **36-month/50,000-mile "Bumper-to-Bumper" Limited Warranty**. While under warranty, you're also automatically enrolled in our **24-hour Emergency Roadside Assistance** program to help minimize any inconvenience if an unexpected problem should occur on the road. Equally important, should your Mazda ever 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 satisfaction come first. And the welcomed results are an exceptional level of customer care and greater peace of mind. For complete details, see your Mazda dealer.

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Front air dam. Give your Protegé a lowered "ground effects" racer look, especially when combined with the available Side sill kit and Rear bumper skirt kit.



Compass and outside temperature auto-dimming mirror automatically dims to reduce glare from headlights of cars behind you. Bright LED readout with compass and outside temperature. Replaces interior rearview mirror.



Rear spoiler. Aerodynamically styled to add a sporty, performance look to the Protegé. Includes integrated brake light.

Fog lights
Side sill kit
Rear bumper skirt kit
Rear spoiler kit (performance)
Front mask
Front and rear mud guards
Cargo net
Moonroof wind deflector
Perimeter shock sensor alarm
Cassette player
In-dash 6-disc CD changer
MinDisc player
Kenwood front and rear speakers
Wheel locks
Engine block heater
Touch-up paint



Cargo organizer/cargo tray. Get organized! Flip up the panels to create a compartmented space to organize your groceries, sports equipment or shopping! Folds flat for storage. Attaches to cargo tray (also sold separately).

All Genuine Mazda Accessories, if installed by a Mazda dealer prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as the Mazda Protegé. Ask your dealer for details.



Front air dam. Give your Protegé a lowered "ground effects" racer look, especially when combined with the available Side sill kit and Rear bumper skirt kit.

MECHANICAL FEATURES

	DX	LX	ES
■ 2.0L DOHC 16-valve 4-cylinder engine	S	S	S
■ 5-speed manual overdrive transmission	S	S	S
Rack-and-pinion steering with engine-speed-sensing variable assist	S	S	S
Power-assisted front disc/rear drum brakes	S	S	—
Power-assisted 4-wheel disc brakes	—	—	S
■ Fully independent strut-type suspension with front and rear stabilizer bars	S	S	S

OPTIONS AND OPTION PACKAGES

	DX	LX	ES
■ ABS and Side Air Bag Package: Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD); front side-impact air bags*	—	0	0
■ Moonroof and 6-CD Package: Power sliding-glass moonroof with sliding interior sunshade; in-dash 6-disc CD changer	—	0	0
■ 4-speed automatic overdrive transmission	0	0	—
Sport AT 4-speed automatic overdrive transmission	—	—	0
CFC-free air conditioning	0	S	S
Body-color rear spoiler with integral center brake light	O/A	O/A	S
Moonroof wind deflector (requires Moonroof and 6-CD Package)	—	O/A	O/A
Wheel locks	—	O/A	O/A
Perimeter shock sensor alarm	—	O/A	O/A
Fog lights	O/A	O/A	S
In-dash 6-disc CD changer	O/A	O/P/A	O/P/A
Cassette player	O/A	O/A	O/A
Compass and outside temperature auto-dimming mirror	O/A	O/A	O/A
Cargo net	O/A	O/A	O/A
Cargo tray	O/A	O/A	O/A
Cargo organizer (includes cargo tray)	O/A	O/A	O/A

SPECIFICATIONS

Engine size and type	2.0L DOHC 16-valve 4-cylinder
Horsepower, SAE Net	130 @ 6000 rpm
Torque, SAE Net lb-ft	135 @ 4000 rpm
Bore and stroke	3.26 x 3.62 inches
EPA estimated fuel economy, mpg	25 city/31 hwy (manual) 25 city/30 hwy (automatic)

Recommended fuel

Regular unleaded gasoline

14.5 gallons

2634 lb

2687 lb

34.1 feet

10.2-inch ventilated discs

7.9-inch drums (DX, LX)

10.3-inch solid discs (ES)

Fuel capacity

14.5 gallons

2634 lb

2687 lb

34.1 feet

10.2-inch ventilated discs

7.9-inch drums (DX, LX)

10.3-inch solid discs (ES)

Curb weight

14.5 gallons

2634 lb

2687 lb

34.1 feet

10.2-inch ventilated discs

7.9-inch drums (DX, LX)

10.3-inch solid discs (ES)

Turning circle, curb-to-curb

10.2-inch ventilated discs

7.9-inch drums (DX, LX)

10.3-inch solid discs (ES)

Brakes, front/rear

10.2-inch ventilated discs

7.9-inch drums (DX, LX)

10.3-inch solid discs (ES)

Wheelbase/overall length

102.8/175.3

67.1/55.5

57.9/57.9 (DX, LX)

57.7/57.9 (ES)

Overall width/height

102.8/175.3

67.1/55.5

57.9/57.9 (DX, LX)

57.7/57.9 (ES)

Track, front/rear

front

39.3

(38.5 with moonroof)

rear

37.4

(37.3 with moonroof)

Headroom

front

53.9

rear

53.4

Legroom

front

53.9

rear

53.4

Shoulder room

front

53.9

rear

53.4

Passenger volume

front

93

rear

13

Cargo volume

front

93

rear

13

S : Standard O : Optional P : Package A : Dealer-installed accessory — : Not available

*Always wear your safety belt and secure children in the rear seat.

www.MazdaUSA.com

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

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.

PURE WHITE

• Mazda Protegé DX

• Mazda Protegé LX

• Mazda Protegé ES

Beige Cloth

Beige Cloth

Charcoal Cloth

LIGHT SANDALWOOD METALLIC

• Mazda Protegé DX

• Mazda Protegé LX

• Mazda Protegé ES

Beige Cloth

Beige Cloth

Charcoal Cloth

GRAY CLOTH

Protegé DX

BEIGE CLOTH

Protegé DX

SHIMMERING SAND MICA

• Mazda Protegé DX

• Mazda Protegé LX

• Mazda Protegé ES

Beige Cloth

Beige Cloth

Charcoal Cloth

EMERALD MICA

A blurred, high-speed photograph of a silver Mazda car driving from left to right across the frame. The background is a dark, textured surface.

ZOOM-ZOOM



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100% TOTAL RECYCLED FIBER
ALL POST-CONSUMER FIBER

BETTER DRIVERS
BUCKLE UP

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