

Mazda 1983

RX-7 • GLC • Trucks • All-new 626



All-new Mazda 626: A new standard of road-car performance, luxury and value.

Mazda's original 626 concept was brilliantly simple: sporty performance, sophisticated luxury and high fuel economy in one affordable automobile.

And as the original received rave reviews in '78 from auto critics and enthusiastic buyers, a new Mazda task force faced a still greater challenge:

To create a successor which would raise the 626 concept to new levels of excellence for the Eighties. A world-class road car with no compromises in performance, driving satisfaction or passenger comfort and luxury.

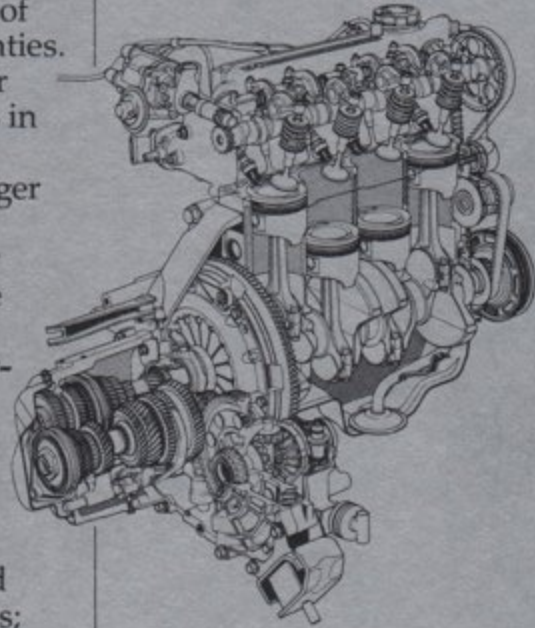
All this, at a lower price than the average U.S. automobile. **Zero-base engineering.** Mazda's task force began with no preconceptions. Market research and product planners had defined the needs and criteria for the Eighties; how the designers and engineers would meet them was open to all the ingenuity and innovative technology they could achieve.

Literally dozens of separate prototypes were

were analyzed and evaluated to perfect the one best system for 626.

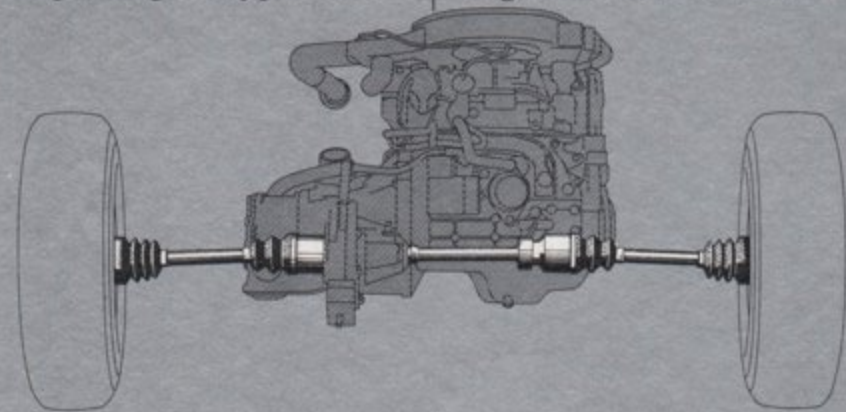
A concept crystallized. Innovative thinking swiftly gave substance to new technical sophistication in a front-wheel-drive car:

The all-new 2-litre engine, incredibly, is even more compact than the 1.5-litre GLC engine. Yet it also delivers more power, more torque, more accel-



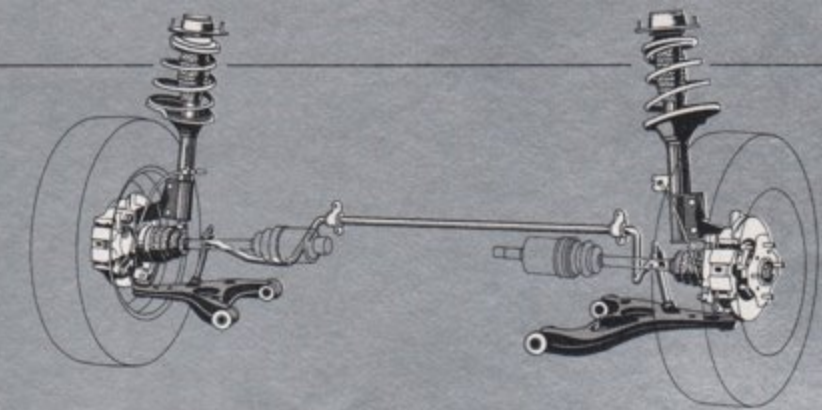
eration and better mileage than the previous 626 engine.

Goodbye, torque-steer. To eliminate the torque-steer effect common in front-drive cars, Mazda's engineers neutralized it



explored, each with a different engine and transmission configuration. 21 different rear suspension systems from the premium cars of the world

with a driveline center bearing which, in effect, creates driveshafts of equal length to each wheel. **Cultured pearls of design.** Another problem



too often found in front-drive cars is unequal handling response to turning right and left. Mazda engineers found a unique solution—lower control arms of unequal length and size to offset the

imbalance of weight. The result: equal sensitivity and handling response in both directions.

While 626's new engine is smoother and quieter throughout its range than its predecessor,

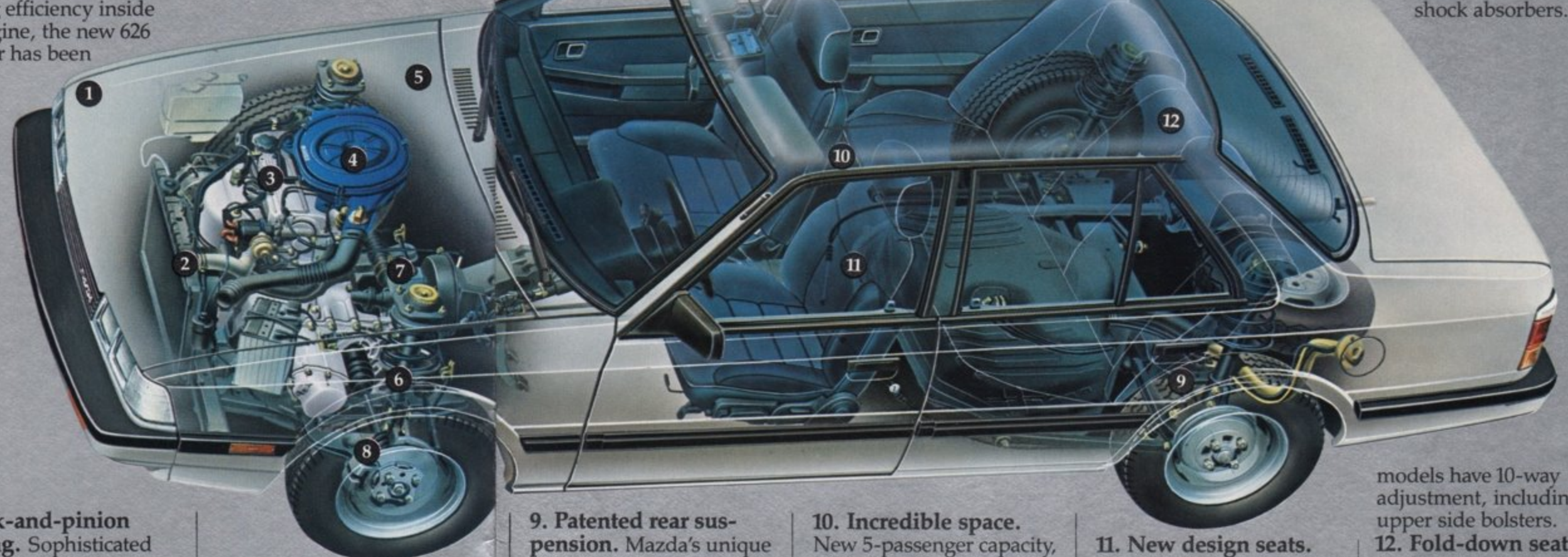
1. Aerodynamic design.

Honed in a wind tunnel, 626's tapered hood, rounded corners and smooth lines achieve a drag coefficient of 0.34 for the Coupe (equal to RX-7); 0.35, Touring Sedan; 0.36, Sedan.

2. Cooling system. In addition to improved cooling efficiency inside the engine, the new 626 radiator has been

integrated as a dynamic damper to neutralize engine vibration at idle.

3. New 2-litre engine. High-performance design with "square" bore/stroke improves 626 acceleration, horsepower and torque. It's 57 lb. lighter, 20% lower in friction, and 4 db. quieter at 4000 rpm with



7. Rack-and-pinion steering. Sophisticated tapered bearings minimize free play and maintain precise road feel, even in centerline position. 33.5-ft. turn diameter.

8. New brake system. Larger front-disc, rear-

drum brakes with greater braking areas, dual diagonal hydraulic circuits and double proportioning bypass valves; 9-inch power braking servo.

full throttle than its predecessor.

4. Computerized carburetor. New closed-loop system employs multiple sensors to monitor engine functions, a microchip

carburetor to analyze the data, and a feedback carburetor which continuously adjusts to provide the precise fuel/air mixture for optimum economy and driveability.

9. Patented rear suspension. Mazda's unique twin linkage geometry maximizes road-holding qualities and offsets toe-out forces. Rear stabilizer bar, low roll camber help maintain road grip, improve handling.

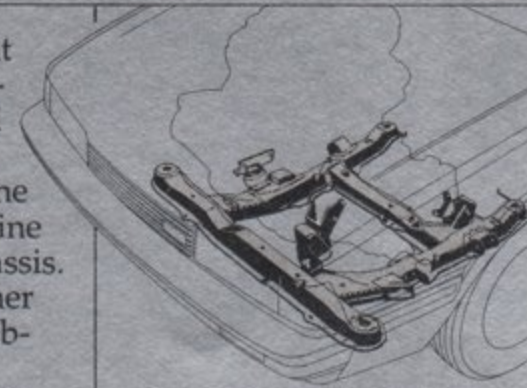
10. Incredible space. New 5-passenger capacity, with 14 cu. ft. more interior space in sedans than last year, 11 cu. ft. in coupes. Cargo capacity is also improved by 2.0 cu. ft. in sedans, 1.9 cu. ft. in coupes.

5. All-new transaxle. Custom-engineered for 626's high-performance engine, it provides crisp, quick shifting with quiet, easy action. Parallel-bar direct-linkage shifter, constant-mesh reverse.

11. New design seats. New front bucket seats are deeper, wider and more comfortable in all dimensions. Sport models have 6-way adjustable driver's seat, including lumbar support. Luxury Sport

Mazda engineers went still further by designing a new liquid-filled engine mount which literally floats the engine in place, isolating engine vibration from the chassis.

And like many other cars, 626 employs a sub-frame to support its engine and front suspension components. Unlike other cars, the sub-frame is attached to the body by ingenious coupling joints swathed in rubber—further isolating engine and

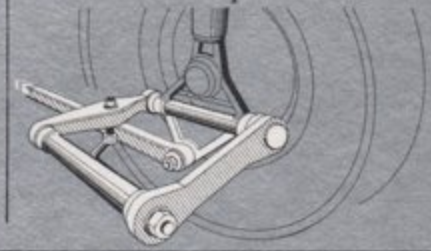


road noise and vibration from passengers.

Civilized suspensions. Mazda took technology into new territory here, with three significant innovations for the new 626:

New front bushings (patent applied for) provide firm lateral support and compliant fore/aft action, complementing both ride and handling, with no compromises.

A custom-engineered 626 version of Mazda's patented Twin Trapezoidal Link rear suspension.



A first in ride control. 626 Coupes and Touring Sedan also have a unique EVSA (Electronic Variable Shock Absorber) system which allows the driver to tune the ride to his driving with a touch of a button on the dash.

Synergism on wheels. The ultimate effect of all this is a dynamic balance of 626 performance that has a synergistic influence upon your driving—one you've likely not experienced before.

6. New front suspension. State-of-the-art in its road control for both handling and ride. New long-travel struts, offset coil springs, unequal A-shape lower control arms, negative scrub offset, anti-dive geometry, front stabilizer bar—and rubber shock absorbers for the shock absorbers.

models have 10-way adjustment, including upper side bolsters. **12. Fold-down seatbacks.** Rear seatbacks fold down to allow still greater cargo space when needed. Touring Sedan has special seat arrangement, allows flat-floor cargo area.



626 Luxury Sport Coupe



626 Luxury Sport Sedan

Mazda 626: "...about as perfect as an automobile can be built..."

AutoWeek, November, 1982

The technical report on the previous pages told you the underlying reasons 626 is an extraordinary road car—now it's time to see more of what makes 626 so exceptional.

One look at the instrument panel below shows you how far 626 advances the ergonomics of driving. In Coupes and Touring Sedan, control clusters flank the softgrip tilt steer-



The new 626 command post (Luxury Touring Sedan).

ing wheel, and Electronic Variable Shock Absorber controls at lower left let you tune the ride to the road and your driving. Instruments clearly report their data at a glance, and include a tachometer, resettable odometer and electronic check panel. **Amazing space inside.** One look at the interior (far right) shows you how far Mazda engineers have advanced creature comforts in the new 626 as well. Literally every dimension has been expanded—more room in front, and especially in back, where three passengers can now ride in comfort. The driver's seat has 6 adjustments in Sport models,

and 10 adjustments in Luxury Sport models. And overall, the ambiance is one of deep luxury and deep quiet. **Hands-on experience.** Still, it is not until you actually experience 626 on the road that you realize how truly extraordinary it is. Gone is the "automatic pilot" detachment from the road and the machine



41 Est. hwy mpg

29 EST. MPG

EPA details on last page.

that is all too common today. Alive and well is a feeling of control—a dynamic harmony between driver and the finely-honed mechanics at your command. 0-to-50 is a matter of 8.0 seconds. Top speed, 104 mph. And its road handling, ride and acceleration can delight any driver who faces a challenging road.



Split fold-down rear seatbacks.

An incredible value. The Sport Sedan (below) is our lowest priced 626—well under \$10,000. Yet its standard features make an incredibly long list: 5-speed overdrive • Steel-belted radial tires • Power-assisted brakes • Quad halogen headlamps • Electric rear window defroster • Tilt steering wheel • Quartz digital clock • Cut-pile carpeting • Tachometer • Remote control trunk and gas-door releases • Reminder melody chimes • And much more. The Sport Coupe adds the control clusters, EVSA suspension and a lounge-like rear compartment. Luxury Sport models are all that the name



Velour upholstery, room for five (Luxury Sport Sedan).

implies, with a splendor of added features: Power steering • Power windows • Cruise control • Electronically powered remote-control sideview mirrors • Power air oscillator • 4 added functions in the electronic check panel • Extra-wide tires • And a high-tech radio/cassette

deck sound system. **The 626 Experience.** Once you discover how much performance, luxury and sheer driving pleasure 626 offers, you'll wonder how you've put up with all those other cars for so long. It's a whole new kind of value on wheels.



626 Luxury Touring Sedan



626 Sport Sedan



RX-7 S



RX-7 GSL

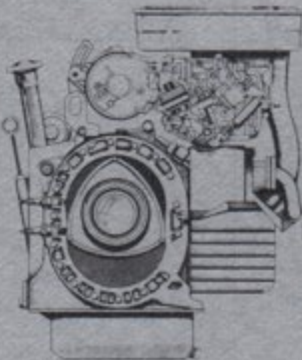
Mazda's rotary-powered RX-7 sports car: "Best Car for the Eighties" in its class.

Road & Track, 1982

"There's simply nothing else out there with the RX-7's combination of price, performance, quality, and styling," agreed Motor Trend (April, 1982).

So it is that RX-7 is recognized as the class of its class—the one other sports cars and would-be "sporty" cars are measured against. And none comes close for total value and performance.

Unique RX-7 mystique. First, it is the world's only rotary-powered sports car—a true high performance machine dedicated to the



29
Est. hwy mpg
20
EST. MPG

The rotary engine—key to RX-7 performance. See last page for details.

pleasure of knowledgeable driving enthusiasts.

The unique dual-rotor engine is so compact it can be placed *behind* the front

axle to permit near-perfect weight distribution. Its power-to-weight ratio and response are spectacular—0-to-50 comes in as little as 6.3 seconds.

Building upon this inherent advantage, Mazda engineers endowed RX-7 with refined steering and suspension systems, a drag coefficient of 0.34, and a center of gravity just 18 inches above the road.

The total result is a phenomenally responsive performance that's a joy to experience.

A competition champion. International Motor Sports Association races quickly established RX-7's performance potential. In the GTU class (Grand

Touring, under 2.5-litre engine) RX-7 totally dominated the field, sweeping the top spots in 1980 and 1981 and finishing 1-2-3-4-5-6 in the Daytona inaugural of the 1982 season! A sweep by "rotary rockets."

Handy stowaway lockers.



Affordability factor.

What makes RX-7 all the more extraordinary is that it is attainable for less than the price of many mundane automobiles.

Yet even the lowest-priced S model includes a dazzling array of standard equipment: 5-speed overdrive • Full instrumentation (1) including tachometer, oil pressure and temperature gauges and voltmeter • New reclining bucket seats with adjustable headrests and driver's lumbar adjuster (2) • Electric rear window defroster • Tinted glass • Dual sideview mirrors • Intermittent-action wipers • Remote fuel-filler door release • And more.

GS: Most popular RX-7.

GS adds still more extra value and luxury for a modest increase in price: Extra-wide steel-belted radials • Halogen headlamps • Remote-controlled side-view mirrors and hatch release • A complete sound system with AM/FM stereo, Dolby cassette deck, four speakers, dual amplifiers • Plus aluminum road wheels, sunroof, A/C, and automatic transmission options.

GSL—the ultimate RX-7—has 4-wheel power disc brakes • Limited-slip differential • Aluminum alloy wheels • White letter radials • Sunroof • Rear window wiper/washer • Power windows • Cruise control

• An exotic new ETR stereo Dolby cassette deck sound system • And more.

A few specifications: Engine, 35 cu. in. x 2, 100 hp @ 6000 rpm, 105 lb.-ft. torque @ 4000 rpm (SAE net, 49 states). Catalytic converter. Independent strut front suspension; live rear axle, 4-link type, Watt linkage, gas-filled shocks. Coil springs, front & rear stabilizers. Power-assisted brakes, front disc, rear self-adjusting drum. Recirculating-ball steering. Wheelbase, 95.3 in. Fuel tank, 16.6 gallons.

Mazda's rotary engine licensed by NSU-WANKEL.



RX-7 GS





GLC Sport Sedan



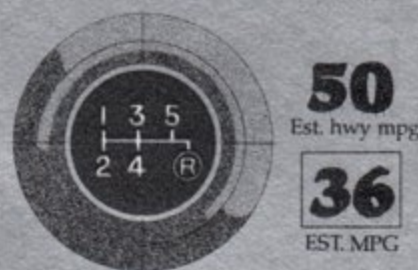
GLC Custom L Sedan

Mazda GLC: A world-class economy car with high-technology beyond its class.

When the new front-wheel-drive GLC was introduced two years ago, it created new standards for what car buyers could expect in an economy car—including remarkable spaciousness and a zesty, fun kind of driving which was a delightful surprise.

GLC handles, responds and moves with a poise and sports-like precision that can amaze a first-time driver. And the more you've driven other makes, the more you'll appreciate what GLC brings to the party.

Unaccustomed luxury. For 1983, GLC has been enriched in a number of



5-speed overdrive standard on most models; for mileage details, see last page.

ways. With new, superior-design seats. With new and richer velour upholstery, starting with custom

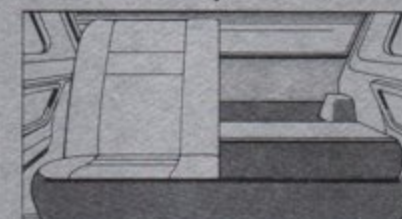
models. And with a new GLC Sport Sedan, which looks and drives like a much more expensive European road car. "Thinking" carburetor. To further improve GLC

fuel economy, Mazda engineers have created a sophisticated new closed-loop fuel system. It combines a feedback carburetor, a multi-sensor system to feed back data,

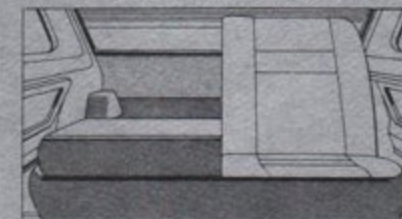
Special Sport "lounge" interior and striped velour.



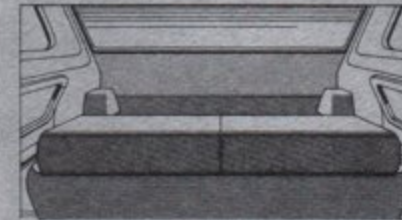
and a computer to process data and relay it to the car-



Fold down one seatback...



or the other...or both...



for expanded cargo space.

buretor. Together they constantly adjust the fuel/air mixture for maximum economy and driveability, whatever conditions prevail.

GLC equals value. More than you bargained for, in fact, whichever one of seven models you bargain for.

Lowest-priced of all is the GLC hatchback—with extra-value features like a 4-speed overdrive, cut-pile carpeting, the new bucket seats, and much more. Then come Custom hatchback and sedan; Custom L sedan and hatchback; Sport sedan and hatchback are the top of the GLC line. Each is an outstanding value at its price.

Our next-to-lowest-priced Custom hatchback, for example, includes as standard equipment: 5-speed overdrive • Velour upholstery • Split fold-down rear seatbacks • Tinted glass • Electric rear window defroster • Remote-control sideview mirror • power-assisted brakes • Cargo-area cover • Maintenance-free battery • And much more.

GLC specifications: 1.5-litre 4-cylinder cross-flow transverse engine. 68 hp at 5000 rpm, 82 lb.-ft. torque at 3000 rpm (SAE net). Closed-loop fuel system with feedback carburetor. Thermo-control electric fan. 4-wheel independent suspension,

variable-rate coil springs, patented twin linkage rear suspension. Front disc, rear self-adjusting drum power-assisted brakes. Wheelbase, 93.1 in. Fuel tank, 11.1 gallons.

The roomy sedan back seat.



GLC Sport Hatchback



GLC Custom Hatchback



B2000 Sundowner Sport



B2000 Sundowner

Mazda trucks: More pickup for less money is their secret of success.

Until recently, the small truck world was dominated by the big guys—Toyota, Datsun, Chevy, Ford—and Mazda was little-known.

Then last year, word got around that Mazda offered more truck for less money than the big guys—and sales more than doubled.

And now we've made a good thing even better for value-minded truck buyers.

Our lowest-price value. That's Sundowner, at right above. Not only is it lower-priced than most others, it

offers features they don't. In fact, Mazda Sundowner is the only one that includes all this as standard equipment: 5-speed overdrive • Extra-wide



38
Est. hwy mpg

27
EST. MPG

See last page for details.

steel-belted radials

- 3-passenger seating
- Cut-pile carpeting
- Tinted glass
- Intermit-tent-action wipers
- Side-window demisters
- Dual swing-away side-view mirrors
- Locking fuel-filler door with remote release
- Resettable trip odometer
- Maintenance-free battery
- And good old-fashioned swing-out vent windows.

Sundowner Deluxe offers still more features and extra value, for not much extra money—things like body side mouldings, full wheel covers, velour upholstery,

the lowest-priced sport truck by far. **Now they're easy riders.** Mazda trucks start out rugged—they're built to haul a 1400-pound payload with *standard* engine and suspension.

But Mazda engineers felt these trucks should

Deluxe velour interior.

ride as good as they look. So for '83, they've redesigned the suspension to provide a gentler ride—with no loss in payload or ability to soak up the hard knocks.

Quiet, please. For '83, Mazda truck engineers have also surrounded you with added acoustic insulation—overhead,

under the carpeting, fore and aft. And the quiet is noticeable. **Looking for a diesel?** Look no further—Mazda has them available in base and Deluxe longbeds. They're quick to start and warm up,

they're quiet-running and lively, for diesels—and they are lower-priced than most competitors.

The more you look... at Mazda vs. the big guys, the more you'll like Mazda. Because truck for truck, ours comes out more pick-up for less money—and you come out the winner.

Sundowner specifications: B2000 2-litre cross flow hemi-head 4-cylinder piston engine. 77 hp @ 4300 rpm, 109 lb.-ft. torque @ 2400 rpm (49 states). 2-stage, 2-bbl. carburetor. 5-speed overdrive. Ladder frame, welded steel bed, double-wall tailgate. Double-wishbone front suspension, coil springs. Live rear axle,



Inside our lowest-priced truck.

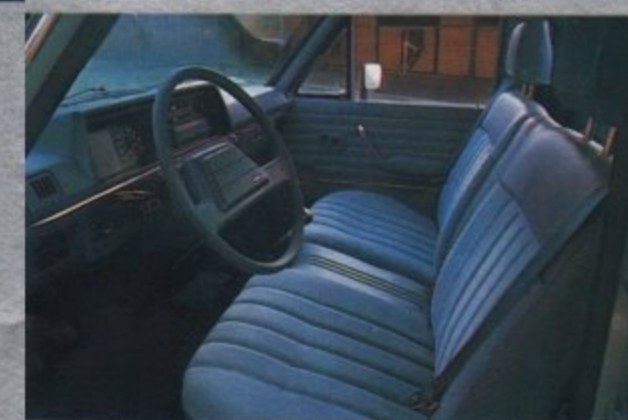
leaf springs. Recirculating-ball steering. Power-assisted brakes. P205/75R14 steel-belted radial tires. Wheelbase: 106.9" short-bed, 112.8" longbed. Bed lengths: 74.6," 86.2." Rear step bumpers shown are optional at extra cost.



The Sport inside.

dual headrests, deluxe trim and steering wheel, quartz clock, and more.

Sundowner Sport goes all the way with spoker-type wheels, white-letter tires, velour bucket seats, RX-7 type steering wheel and a tach—and more—yet it's



B2000 Sundowner Deluxe



B2000 Diesel Deluxe



GLC Wagon

GLC Wagon: Our big little hauler gets a big step up in extra-value features.

Now Mazda's GLC wagon is not only big on quality, value and performance, it comes with a long list of added features and a fuel-saving 5-speed overdrive—all standard.

Lots of extras you don't pay extra for. Including a remote tailgate locking control system. Intermittent-action windshield wipers. Rear window wiper/washer. Textured steering wheel. Carpeted lower door panels. Seat-angle adjustment for the driver. Vanity mirror. Center console and quartz-

movement clock.

That's in addition, of course, to the nice features our wagon had before, like a woodgrained dash (1)

- Reclining bucket seats (2)
- Wall-to-wall carpeting (3)
- Tinted glass • Electric rear window defroster • Locking fuel-filler door • And whitewall steel-belted radial tires.

All in all, a beautifully appointed wagon.

A lively performer, too. With a 1.5-litre engine and 5-speed overdrive, GLC delivers quick-revving response and highly effi-

cient fuel economy. Add quick, easy steering and a tight 28.8-foot turning diameter, and you've got a nimble wagon that can turn circles inside others, hauling up to 57.2 cubic feet of load space, with the rear seats down.

A few specifications:

1.5-litre crossflow OHC 4-cylinder piston engine. 63 hp @ 5000 rpm, 82 lb.-ft. torque at 3000 rpm. 2-bbl. carburetor. Front engine, rear-wheel drive. Front-coil, rear-leaf springs. Front stabilizer bar. Oil/gas-filled rear shocks. Recirculating-ball steering. Power-assisted brakes, front disc, rear drum. Wheelbase, 91.1 in. Fuel tank, 11.9 gal.



40
Est. hwy mpg

30
EST. MPG

EPA estimates with 5-speed transmission for comparison purposes. Your mileage may vary with trip length, speed and weather. Actual highway mileage will probably be less. GLC, CA: 49 Est. hwy. mpg., **36** EST. MPG. B2000, CA: 36 Est. hwy mpg, **26** EST. MPG

MAZDA
The more you look,
the more you like.

