MAZDA CARS AND TRUCKS



M A Z D A



Unique Kansei Engineering.

THE WAY A MAZDA SATISFIES YOUR HEAD, YOUR HEART, AND THE SEAT OF YOUR PANTS.

It's what sets every Mazda apart. You see, Kansei Engineering goes far beyond all of the nuts, bolts and blueprints of conventional engineering.



What results are Mazda cars and trucks designed not only to perform right, but feel right.

Kansei Engineering begins with basic research into human perception. At our Yokohama Research Center, we experiment with shapes, colors, textures, noises, motion and visibility to find out what people find most pleasing.

Then we take what we've learned and test it on our Global Road Circuit. Here we not only monitor, via telemetry, what happens to a vehicle on the road, but what the driver's personal feelings and reactions are, as well.

This is what Mazda Kansei Engineering is about-applying advanced technology to enrich basic human satisfactions in every Mazda product. Sports cars that feel more exhilarating. Family cars that feel more secure. Compact cars that feel bigger and better in every way. In other words, cars and trucks that "just feel right."

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A HIGHER LUXURY.

ENTER A QUIET ISLAND FREE FROM STRESS, FAR BEYOND MERE LUXURY FOR LUXURY'S SAKE.

It isn't the size of your investment that reflects the true worth of a luxury car.

That is best revealed in long, rewarding drives, when the deeper luxury of Kansei



Spacious interior, with optional leather upholstery.*

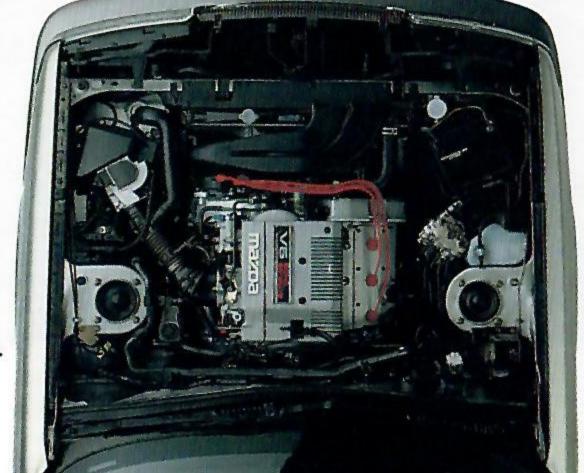
Engineering is revealed in a 929. Inside, the 929 affords nearly one hundred cubic feet of soothing serenity—sanctuary from stress, rich with many thoughtful amenities to please your senses.

Beneath its creature comforts, the 929 transforms performance into a luxury all its own. The front-engine/rear-drive

powertrain contributes to its solid, substantial feel. The advanced-design 3.0-liter V6 is refined for smooth as well as robust power. And the Mazda-patented E-Link rear suspension lends a special sense of security to your control.

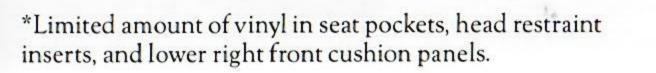
All this, in a very special luxury sedan that surrounds you with uncommon comfort, quiet, and peace of mind. Plus a sophisticated stereo sound system, an even more sophisticated climate control system, power moonroof, and more.

The 929S 3.0-liter DOHC 24-valve V6.



FEATURES

3.0L SOHC 18-VALVE V6 ENGINE WITH 158 HORSEPOWER (929) 3.0L DOHC 24-VALVE V6 ENGINE WITH 190 Horsepower (929S) 4-SPEED ELECTRONICALLY CONTROLLED AUTOMATIC TRANSMISSION LACE-SPOKE ALUMINUM ALLOY WHEELS MAZDA-PATENTED E-LINK REAR SUSPENSION VARIABLE POWER-ASSISTED STEERING Anti-lock Brake System (ABS) (929S) Power windows, door locks, and mirrors Power driver's seat with 8-way adjustment CRUISE CONTROL Anti-theft alarm system AUTOMATIC CLIMATE CONTROL SYSTEM AM/FM/CASSETTE STEREO SOUND SYSTEM



POWER GLASS MOONROOF WITH SUNSHADE

36-MONTH/50,000-MILE BASIC WARRANTY



Its luxury is not simply about looks. Or accoutrements. Or engineering.

It's about how all these elements together stir you emotionally. How they make you feel.

Thus, driving the 929 becomes very personal and very rewarding.







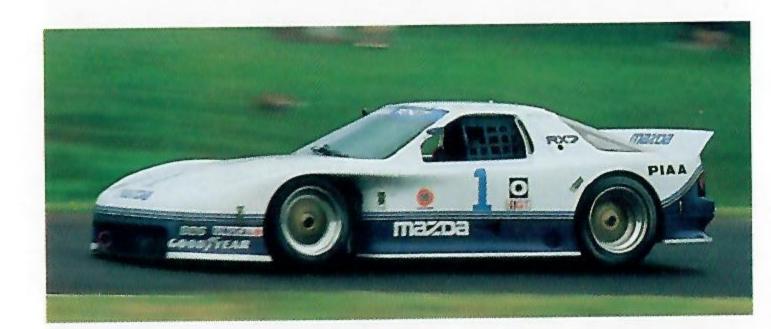
Our legendary rotary-powered RX-7—the most victorious single model in the racing history of the International Motor Sports Association (IMSA).

And one of the most popular sports cars ever.

RACING'S ULTIMATE REWARD.

A DECADE OF SPECTACULAR SPORTS CAR RACING SUCCESS BRINGS YOU THE HIGHEST FORM OF DRIVING FUN.

RX-7. The unique sports car experience. It involves your reflexes and emotions in total interaction with perhaps the most



exciting sports car in America today.

The RX-7 rotary engine is unique—so efficient that it achieves 160 horsepower from just 80 cubic inches, with just three primary moving parts. Equally innovative: a Mazda-patented rear Dynamic Tracking Suspension System, so sophisticated it helps steer you through curves and turns.

RX-7 Turbo is our all-out performance edition, with 200 horsepower, special

suspension tuning, racing-bred disc brakes and Anti-lock Brake System. Zero to 60 can happen in a breathtaking 6.3 seconds. And our Convertible is especially engineered to combine extraordinary rigidity and sports-car performance.

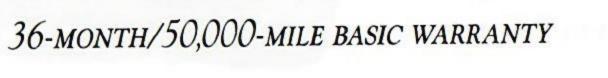
Inside the RX-7 cockpit, Kansei
Engineering and ergonomics create an
environment so tuned to the driver, RX-7
responses seem as instinctive as your commands. And its sumptuous touches include power windows and door locks, air conditioning, softgrip leather-wrapped steering wheel and shifter.

Sensuous leather—to go.

There's even an anti-theft alarm system. And more. All standard.

FEATURES

Unique 2-rotor inline rotary engine with 160 HORSEPOWER (COUPE, CONVERTIBLE) TURBOCHARGED AND INTERCOOLED ROTARY ENGINE WITH 200 HORSEPOWER (TURBO) 5-SPEED MANUAL TRANSMISSION 4-SPEED AUTOMATIC TRANSMISSION (OPTIONAL: COUPE, CONVERTIBLE) FULLY INDEPENDENT SUSPENSION WITH REAR DYNAMIC TRACKING SUSPENSION SYSTEM ALUMINUM ALLOY WHEELS RACING-INSPIRED 4-WHEEL DISC BRAKES POWER-ASSISTED RACK-AND-PINION STEERING Limited-slip differential (Turbo) ANTI-LOCK BRAKE SYSTEM (ABS) (TURBO) POWER WINDOWS AND DOOR LOCKS ANTI-THEFT ALARM SYSTEM AIR CONDITIONING AM/FM/CASSETTE STEREO SOUND SYSTEM Driver's-side Airbag (Convertible)



THE MYSTIQUE IS REBORN.

MAZDA RE-CREATES THE PURE ESSENCE OF THE SPORTS CAR AND SPARKS AN INTERNATIONAL SENSATION.

It was born of traditional sports car values. Dedicated to the pure fun of driving. And designed with advanced engineering technology the classic sports cars of yester-year never knew. A whole new kind of roadster for the '90s that can stir your emotions as no car has before.

Miata is a classic achievement of Kansei Engineering. Sensuously sculpted. Lightweight. Quick. Nimble. Beautifully balanced in action. Incredible fun to

Exceptional feeling of power is aided by aluminum PPF structure.

drive. And the most troublefree sports car in America.*

And from its throaty exhaust to its toggle-swift shifter to its very low center of gravity, Miata engages your senses in a whole new dimension. The new feeling of power flow from your toe to the road is phenomenal.

"One of the most exhilarating behindthe-wheel experiences you could ever hope to enjoy," enthused *Motor Trend*. Now it's your turn to drive and judge.

FEATURES

1.6L DOHC 16-valve 4-cylinder engine
5-speed manual transmission
4-speed automatic transmission (optional)
Front engine/rear-wheel drive
4-wheel double-wishbone suspension
Power-assisted 4-wheel disc brakes
Driver's-side airbag
Anti-lock Brake System (ABS) (optional)
Miata Special Edition: British Racing Green
finish, tan leather seating surfaces,**
Package B, other special features. Limited
availability.

Option Package A: power steering, alloy
wheels, AM/FM/cassette stereo
Option Package B: Pkg. A, plus: power windows,
cruise control, head restraint speakers
36-month/50,000-mile basic warranty

*J.D. Power and Associates 1990 Initial Quality Survey.[™] Based on owner-reported problems in the first 90 days of ownership. **Seats upholstered in leather except for vinyl on rear side of seatback and other minor areas.





"Automobile of the Year"—Automobile Magazine.

One of the five "World's Best Cars"—Road & Track.

One of the "10 Best Cars" for 1990 and 1991—Car and Driver.

"Best of the Decade: Design"—Time.



SERIOUS SPORTS COUPE.

EVERYTHING GOOD ABOUT A SPORTS COUPE JUST GOT BETTER.

That's because the MX-6 is a true sports coupe without sacrifice. MX-6 gives you the flair, the personality and sheer exhilarating performance you seek in a purebred sports coupe. But Mazda MX-6 also gives you interior space and passenger comfort you'd sacrifice in other sports coupes. Like a back seat with adult-sized room. And fold-

down seatbacks to extend the king-size trunk space. The MX-6 makes tracks on a patented rear suspension that enhances your control of the road and creates a solid handling feel that breeds confidence. And the GT version of our MX-6 can make those tracks in a breathtaking hurry that puts competitors to shame.

FEATURES

2.2L SOHC ENGINE WITH 110

HORSEPOWER (DX, LX, LE)

TURBOCHARGED ENGINE WITH

145 HORSEPOWER (GT)

5-SPEED MANUAL TRANSMISSION

4-SPEED AUTOMATIC TRANSMISSION

(OPTIONAL)

INDEPENDENT SUSPENSION WITH

REAR TWIN TRAPEZOIDAL LINKS

POWER-ASSISTED STEERING

ALLOY WHEELS (STANDARD: LE, GT;

OPTIONAL: LX)

POWER WINDOWS, DOOR LOCKS,

AND MIRRORS (LX, LE, GT)



Intermittent windshield wipers

Leather upholstery (LE)*

Tilt steering column

36-month/50,000-mile basic

Warranty

*Limited amount of vinyl in seat pockets.

FEATURES

2.2L SOHC ENGINE WITH 110

HORSEPOWER (DX, LX, LE)

TURBOCHARGED ENGINE WITH

145 HORSEPOWER (GT)

5-SPEED MANUAL TRANSMISSION



4-SPEED AUTOMATIC TRANSMISSION
(OPTIONAL)

INDEPENDENT SUSPENSION WITH
REAR TWIN TRAPEZOIDAL LINKS
POWER-ASSISTED RACK-ANDPINION STEERING
INTERMITTENT WINDSHIELD WIPERS
CHILD-SAFETY REAR DOOR LOCKS
LEATHER UPHOLSTERY (LE)*
POWER WINDOWS, DOOR LOCKS,
AND MIRRORS (LX, LE, GT)
TILT STEERING COLUMN
BEST BASIC WARRANTY IN CLASS:
36 MONTHS/50,000 MILES
*Limited amount of vinyl in seat pockets.



MULTI-TALENT FAMILY CAR.

MAZDA ACHIEVES NEW LIVABILITY ON WHEELS FOR ALL.

When you're looking for a new family sedan, you want room—and a whole lot more. You also want the capabilities that build trust and assurance. A car that makes your family feel at home, wherever you are. Mazda understands, and the 626 delivers.

First, 626 delivers over 110 cubic feet of interior space and extraordinary room in back.

The rear doors have child-proof locks, and the rear seatback is split and folds down to extend cargo capacity. The whole body is a masterpiece of rigid strength, a patented rear suspension aids stability and control. A 2.2-liter engine delivers power to spare—and a turbocharged GT delivers performance on the spectacular side.



ENTHUSIAST'S SURPRISE.

IT'S THE COMPACT CAR THAT DOESN'T FEEL LIKE ONE.

Protegé LX is bigger and better than you'd expect, in every way you might imagine. Starting with a poise and personality that's strikingly similar to some prestigious European sedans. It has performance to match, with a 125-hp DOHC 16-valve engine that can move you onto freeways or around some lumbering truck with reassuring authority.

You will also sense a special authority in its handling and ride control. Inside, the room and comfort are incredible. Indeed, so are the LX amenities, from power windows and door locks to fold-down rear seatback to remote controls for the trunk and fuel door. Even the paint finish is uncommonly smooth. Surprise, surprise.

FEATURES

1.8L SOHC 16-valve engine with 103 horsepower (DX, 4WD) 1.8L DOHC 16-valve engine with 125 horsepower (LX) 5-speed manual transmission



4-speed automatic transmission
(optional)
Independent suspension with
rear Twin Trapezoidal Links
Full wheel covers
Protective bodyside mouldings
Tinted glass
Split fold-down rear seatback
Power windows, door locks,
and mirrors (LX)
Digital clock
4-wheel drive model (4WD) (not
available in California)
36-month/50,000-mile basic
warranty

FEATURES

1.6L SOHC ENGINE WITH 82 HORSEPOWER ELECTRONIC FUEL INJECTION 5-SPEED MANUAL TRANSMISSION 4-SPEED AUTOMATIC TRANSMISSION (OPTIONAL) INDEPENDENT SUSPENSION WITH REAR TWIN TRAPEZOIDAL LINKS RACK-AND-PINION STEERING POWER-ASSISTED BRAKES RECLINING FRONT BUCKET SEATS FULL CARPETING REAR WINDOW DEFOGGER FULL WHEEL COVERS (SE) BODYSIDE MOULDINGS (SE) DUAL REMOTE MIRRORS (SE) TWEED CLOTH UPHOLSTERY (SE) SPLIT FOLD-DOWN REAR SEATBACK (SE) 36-MONTH/50,000-MILE BASIC WARRANTY





VERSATILITY PLUS.

IT'S LIVELY. IT'S LOVABLE. IT DOES IT ALL WITH FLAIR.

In some ways, what you see is what you get in a 323. But in other ways, how it looks and how it feels are two different things. This 323 looks light and nimble on its feet—and so it is, in the way it handles on curves and twisty roads. But it also feels strong and substantial, thanks to a body blessed with incredible structural strength

made possible by advanced Mazda technology. It looks small on the outside. But it's amazingly roomy and comfortable inside. And its accommodations include contoured front bucket seats and full carpeting. Plus, the 323 SE adds cloth upholstery, tinted glass and more. So if you want the most out of a small car—get into a 323.

TOP-RANKED MINIVAN.

ONE OF THE "10 BEST CARS" FOR 1990 AND FOR 1991 HAPPENS TO BE THE MOST TROUBLE-FREE MINIVAN IN AMERICA.*

Mazda Kansei Engineering is what sets MPV apart from all the other minivans in looks, in driving feel, and in down-home

comfort. It's also why

all the hardware not

only works right, but

feels right, too. And

that's why Car and

Driver not only

named the MPV

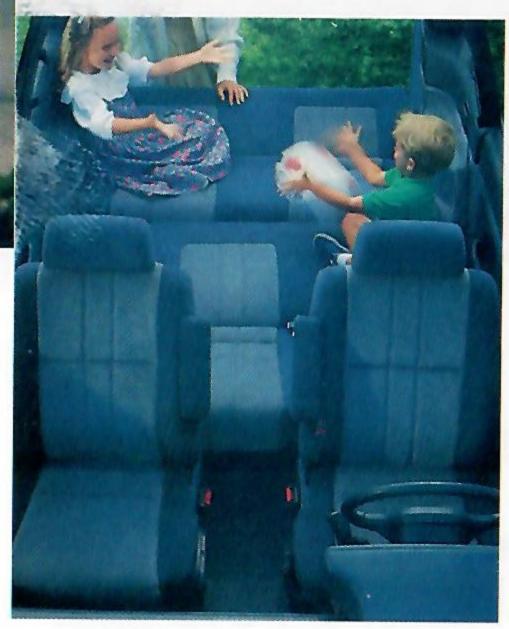
"best in class" but

one of its "10 Best

for 1991, as well.

Cars" for 1990. And

Which brings



Handsomely decorated family-sized room.

another kind of value to all the qualities MPV packs into and under those very aerodynamic curves. What's within those curves, of

course, is real living room, apportioned from front to back to let everybody feel at home. And what moves an MPV sets it apart, too. A front-engine/rear-drive powertrain aids traction under loads and in towing. The suspension and power steering contribute to the sporty and responsive handling and sedan-like ride. MPV offers both a 121-hp 2.6-liter four-cylinder engine and a 150-hp 3.0-liter V6, a heavy duty 5-speed overdrive manual transmission, or 4-speed overdrive automatic.

Available 3.0-liter V6

has 150 horsepower.

There is a 4WD MPV, and a leatherrich Luxury Package MPV, too.

MPV-it's the perfect home on wheels for you.

FEATURES

2.6L SOHC 4-CYLINDER ENGINE WITH 121 HORSEPOWER 3.0L SOHC V6 ENGINE WITH 150 HORSEPOWER (STANDARD: 4WD; OPTIONAL: 2WD)

5-SPEED MANUAL TRANSMISSION

4-SPEED AUTOMATIC TRANSMISSION (STANDARD: 4WD; OPTIONAL: 2WD)

POWER-ASSISTED RACK-AND-PINION STEERING REAR-WHEEL ANTI-LOCK BRAKE SYSTEM Variable intermittent windshield wipers

REMOTE HOOD AND FUEL DOOR RELEASES

SWING-OUT REAR SIDE DOOR WITH CHILD-SAFETY LOCK

TILT STEERING COLUMN AM/FM/CASSETTE STEREO SOUND SYSTEM

Luxury Package with unique 2-tone paint and

LEATHER-TRIMMED UPHOLSTERY**(OPTIONAL) BEST BASIC WARRANTY IN CLASS

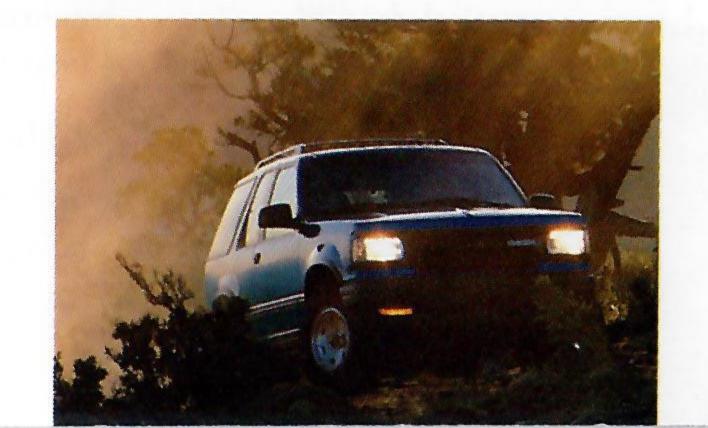
*J.D. Power and Associates 1990 Initial Quality Survey.™ Based on owner reported problems in the first 90 days of ownership. **Seats upholstered in leather except for vinyl on rear side of seatback and other minor areas.



We designed it from the inside out to be people-friendly in many ways. And if it wins you over, too, isn't it nice to know that it's also been ranked America's most trouble-free minivan, as well?



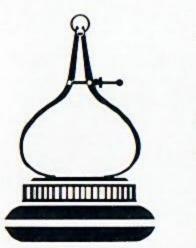
Mazda MPV with Luxury Package



Think of it as your wilderness permit. And forget everything you knew about all-terrain sport-utility vehicles. This is a new generation of the species.

CHARIOT FOR ADVENTURE.

MEET THE MOTOR TREND 1991 "TRUCK OF THE YEAR"— THE ALL-NEW MAZDA APPROACH TO THE WIDE OPEN SPACES.



The Mazda Navajo, named Motor Trend magazine's 1991 "Truck of the Year," has just about everything you'd ever

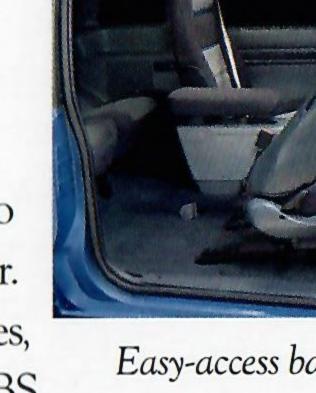
want in a sport utility vehicle. Room. Power. And rugged versatility. Plus a warranty unsurpassed in the truck business.*

Navajo takes back roads, or no roads, in stride. With a 4.0 liter, 155-hp V6 and shift-on-the-fly 4WD, it's got power to pull

Navajo options include leather seating surfaces.**



you through. And with a high-riding, long-travel suspension to keep you clear. Plus skid plates, rear-wheel ABS,



Easy-access back seat.

and gas-filled shocks. All standard.

Navajo is a very civilized traveler, with real room and comfort. Contoured bucket seats up front, roomy comfort for two in back and seatbacks that fold down to nearly five feet of carpeted cargo floor. Power features galore, big stereo sound, and tinted glass all around. Plus options like a moonroof, air conditioning, and more, to make Navajo just right for you.

FEATURES

4.0L OHV V6 ENGINE WITH 155 HORSEPOWER 5-SPEED MANUAL TRANSMISSION 4-SPEED AUTOMATIC TRANSMISSION (OPTIONAL) 4-WHEEL DRIVE WITH SHIFT-ON-THE-FLY POWER-ASSISTED STEERING REAR-WHEEL ANTI-LOCK BRAKE SYSTEM POWER WINDOWS AND DOOR LOCKS AM/FM STEREO SOUND SYSTEM OPTIONAL PREMIUM PACKAGE: AIR CONDITIONING

ALUMINUM ALLOY WHEELS CRUISE CONTROL AND MOONROOF OPTIONAL LEATHER PACKAGE:

PREMIUM PACKAGE ITEMS PLUS LEATHER SEATING SURFACES**

AUTOMATIC TRANSMISSION

36-MONTH/50,000-MILE BASIC WARRANTY

*See your Mazda Dealer for limited-warranty details. **Seating surfaces upholstered in leather. Seat side panels, rear sides of seatbacks and other areas covered in vinyl.

AMERICA'S MOST TROUBLE-FREE COMPACT PICKUP.

AND IT'S THE HIGHEST-RANKED PICKUP IN CUSTOMER SATISFACTION, FOR THE FOURTH TIME IN FIVE YEARS.**

In fact, what you've just read right here could be reason enough to move Mazda high up on your list of trucks to shop.



Cab Plus has bucket seats plus room for two more in back, facing forward.

Still, they're not the only reasons why Mazda trucks rank so high with their owners.

A big reason why: Driving one is a pleasure, not a chore. Comfortable cab, roomy enough for tall, hefty folks. And it's smooth-riding on the road, even with a load; it also feels quick and responsive, in both handling and power.

Another big reason you'll appreciate

is its solid reliability. And that's backed by a warranty unsurpassed in the truck business—36 months/50,000 miles of no-deductible, "bumper-to-bumper" protection!

One more reason why: Mazda value. Our base models have a 5-speed overdrive, tinted glass, full carpeting, and locking fuel door, standard. Our SE-5 gives you lots of sporty extras for about the cost of competitors' base trucks. And our LE-5 is a rich and classy value, too. In fact, the more you look, the more you find to like in a Mazda.

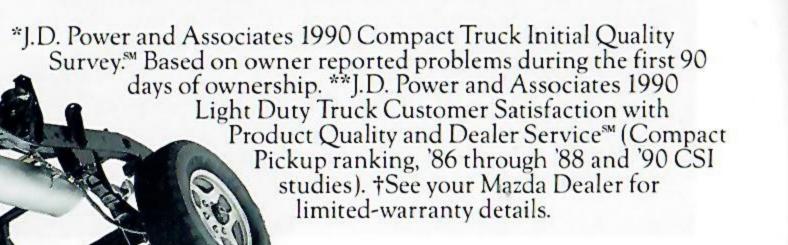
4x4 chassis affords high clearance, plus added protection by steel skid plates.

FEATURES

CARGO, AND OPTIONS

36-MONTH/50,000-MILE BASIC WARRANTY

2.2L SOHC 8-valve 4-cylinder engine with
85 horsepower (91 hp in California)
2.6L SOHC 12-valve 4-cylinder engine with
121 hp (standard: 4WD; optional: 2WD)
5-speed manual transmission
4-speed automatic transmission (optional)
Rear-wheel Anti-lock Brake System
SE-5 Package: black exterior trim, rear bumper,
upgraded interior (optional)
LE-5 Package: bright exterior trim, rear bumper,
upgraded interior (optional)
White Spoker Wheel Package (SE-5 only)
Payload: 1400 pounds, including occupants,





The more truck buyers learn about Mazda trucks, the more they find to like. And with 4x2, 4x4, Regular Cab, and Cab Plus models, it's real easy to find one that's just right for you.



Every Mazda is a product of inspired engineering, thoughtful design, and an uncommon dedication to quality. From initial concept to final realization, we've done everything possible to make each Mazda a vehicle you'll want to take home. But we didn't stop there.

We've also done everything possible to help you take it home. With Mazda American Credit, financing your new Mazda is easy. Or, if you prefer, we can arrange for you to lease it. Just ask your Mazda Dealer* for details.

In addition, every Mazda is backed with our "bumper-to-bumper," no-deductible warranty** good for 36 months or 50,000 miles.

And our Parts and Service Department provides ready access to Genuine



Mazda Parts, expert mechanics, and quick, efficient, convenient repairs or servicing.

When we say "It Just Feels Right," we're talking about more than just driving our cars and trucks. We want to make sure that being a Mazda customer is a total experience that feels just right, too. For more information on any new Mazda car or truck, call this toll-free number, 1-800-345-3799.

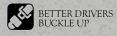
Mazda Motor of America, Inc. 7755 Irvine Center Drive, Irvine, California 92718

Information and illustrations in this brochure are based on the latest competitive and Mazda product information available at the time of publication. Some equipment shown is optional at extra cost; specific options may be available only in combination with other options. Specific combinations of colors, interiors, equipment, or features may vary from time to time and by geographic area; colors in illustrations may vary from actual upholstery or paint colors due to reproduction and printing processes. Mazda reserves the right to make changes without notice in product content and price at any time.

The Mazda 36-Month/50,000-Mile Warranty

Mazda warrants that the Mazda vehicle will be free of defects with normal use and prescribed maintenance for 36 months or 50,000 miles, whichever comes first, or Mazda will repair any problem without charge. Ordinary maintenance items or adjustments, parts subject to normal wear and replacement, and certain other items are excluded. This transferable, "limited warranty" is free on all new 1991 Mazda vehicles sold and serviced in the United States. See your Mazda Dealer for details.





^{*}Retail and lease financing subject to approval of Mazda American Credit.

^{**}See your Mazda Dealer for limited-warranty details.