

Introducing Mazda 626.

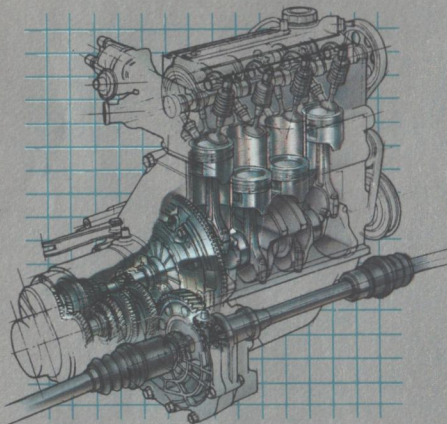
A series of front-wheel-drive road cars
brilliantly conceived to set a new standard
of performance, luxury, and value.



Experience the 1983 Mazda 626 Sport Sedan, Sport Coupe, and unique new 5-Door Touring Sedan.

In creating the all-new front-wheel-drive Mazda 626 Series, we set ourselves a formidable task. Superb road cars are already being produced in Europe, America, and Japan. Yet it became our goal to do nothing less than match our competitors in styling, comfort, and performance. And to surpass them in overall value.

Accomplishing this objective took four years of painstaking research and development. Testing was almost ceaseless. We froze our prototype in the wilds of Canada. We fried it in the Australian desert. And on Germany's autobahns we compared it one on one with the best that Europe has to offer.



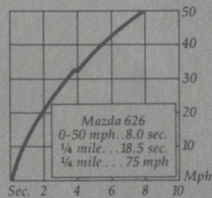
New 2-litre overhead cam engine (shown with transaxle) is lighter, quieter, more compact—and more powerful.

During this time, Mazda engineers reviewed, analyzed, and ultimately improved upon the very concept of the modern road car. The result is a totally new automobile, not a mere updating of the previous 626.

Its shape is new. The taut lines and uncluttered surfaces of the 626 are aesthetically pleasing. But due to exhaustive wind-tunnel testing, they are also aerodynamically efficient. In fact, the 626 Sport Coupe achieves a remarkably low drag coefficient of 0.34, equal to that of the Mazda RX-7 sports car.

Its 2-litre overhead cam engine is new. Compared with its predecessor, internal

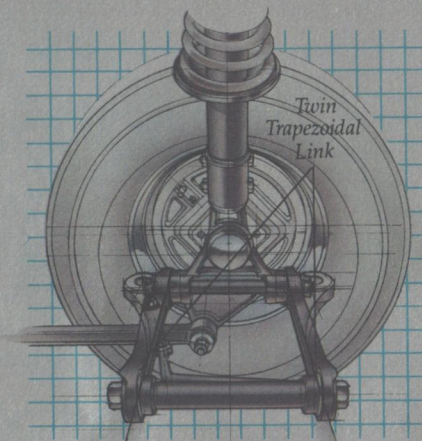
friction at higher speeds has been reduced 20%. It has 8% fewer moving parts and is 57 lbs. lighter. It is at once quieter, more compact, and more powerful.



Its 4-wheel independent suspension is new. Our engineers evaluated 21 different rear suspension systems before choosing an independent strut design that makes use of Twin Trapezoidal Link lower arms. This part of the suspension is so unique that it has actually been patented by Mazda.

The geometry of Mazda's Twin Trapezoidal Link improves directional control by inducing the rear wheels to "toe in" when cornering or going over bumps.

The Sport Coupe and 5-Door Touring Sedan also have a suspension feature you will find on no other car in the world: Mazda's Electronic Variable Shock Absorbers. Using buttons on the instrument panel, the driver can alter the stiffness of the shocks to suit various driving conditions.

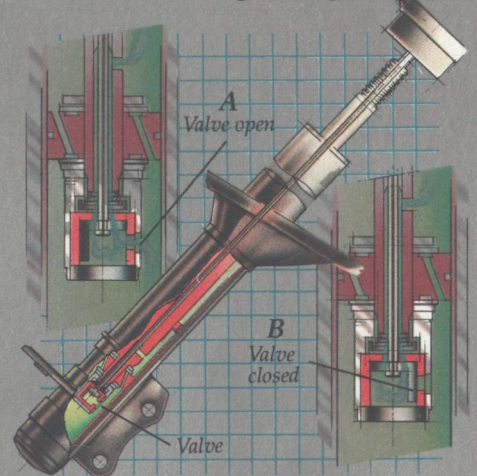


Unique geometry of Mazda's patented Twin Trapezoidal Link rear suspension gives the new 626 superb directional control.

Its front-wheel-drive system is new. At its heart lies a masterfully engineered transaxle (a single unit that serves as both transmission and differential). Shifting is crisp and smooth. And because power is transmitted

through a center bearing, the half-shafts that drive the front wheels are of equal length. This means that the major cause of "torque steer" has been eliminated.

Its fuel economy is new. Almost everything about the new 626—from its wind-tunnel aerodynamics to its low-friction engine—was designed to promote outstanding mileage.



With Electronic Variable Shock Absorbers, driver can select normal damping force (A) or one that is firmer, sportier (B). In AUTOMATIC mode, shocks stay at normal until speed rises above 50 mph, at which time front shocks stiffen for better "road feel."

Now that the 1983 Mazda 626 is here, we hope you will experience it for yourself with a test drive.

Experience its impressive handling, its lively acceleration, its quiet power, its marvelous comfort, its extraordinary list of standard features. Then consider its reasonable price.

We think you'll agree that the all-new Mazda 626 Series represents a value a cut above any other road car in the world.

1983 Mazda 626 Prices

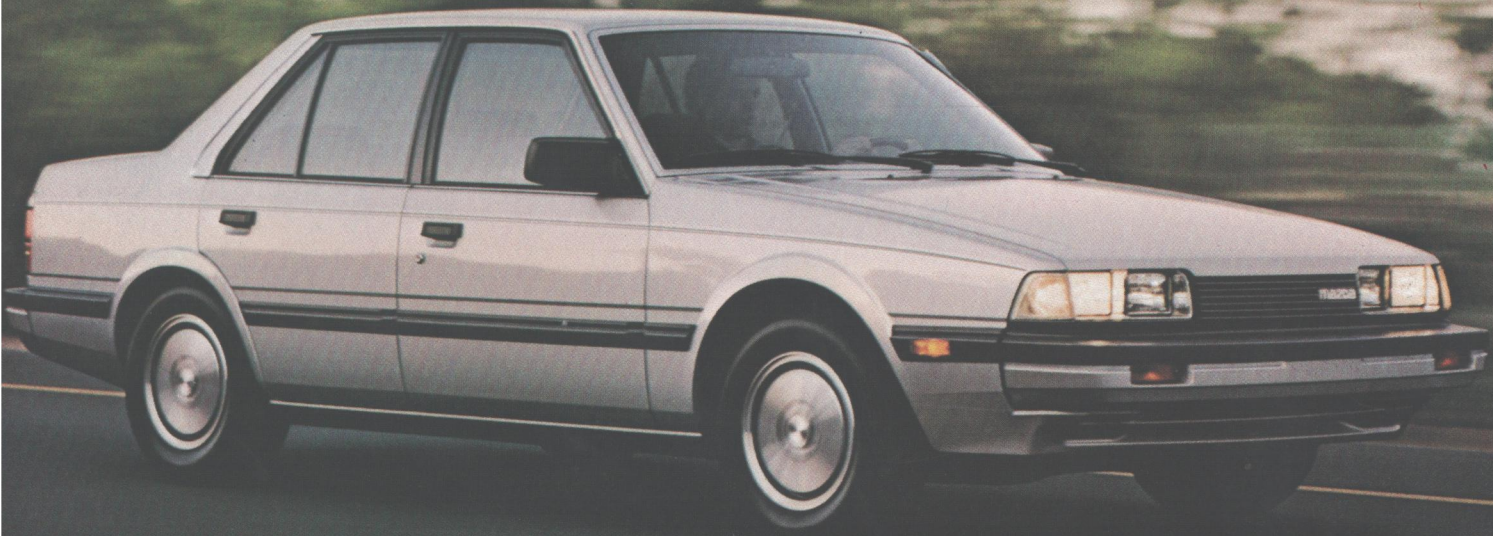
Sport Sedan	\$7595
Sport Coupe	\$7895
Luxury Sport Sedan . . .	\$8895
Luxury Sport Coupe . . .	\$9295
5-Door Touring Sedan .	\$9895

Manufacturer's suggested retail prices. Actual prices set by dealer. Taxes, license, freight, options (tires/al. wheels shown) and other dealer charges extra. Prices may change without notice. Availability of vehicles with specific features may vary.

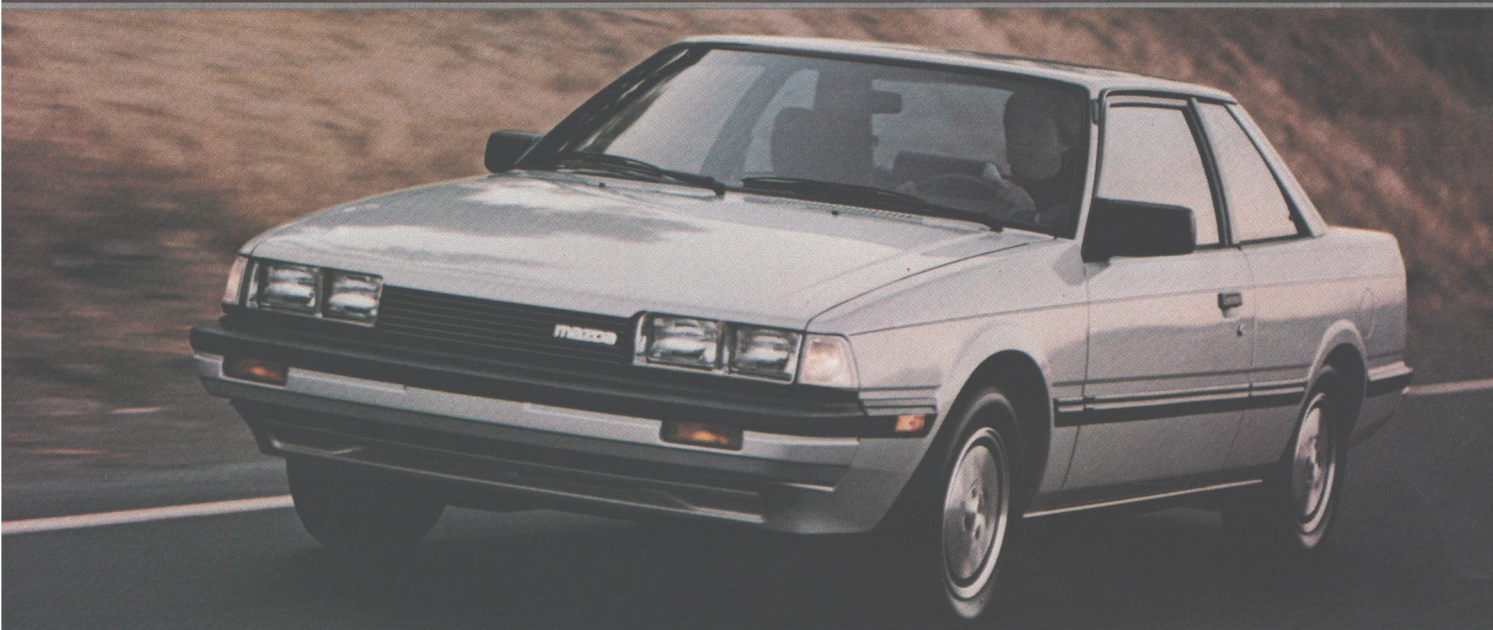
41 EST. HWY. MPG

29 EST. MPG

EPA estimates for comparison. Your mileage may vary with trip length, speed and weather. Highway mileage will probably be less.



4-Door Sport Sedan



2-Door Sport Coupe



5-Door Touring Sedan

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4-Door Sport Sedan

Mazda 626 Series. Designed to give you the comfort and convenience you expect in a world-class road car.

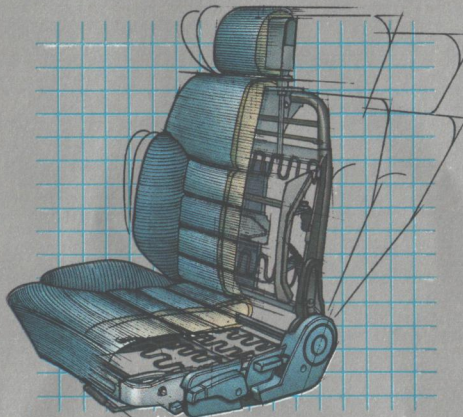
When we design a car at Mazda, we give a lot of thought to its interior. Ideally, it should be a roomy, comfortable, convenient living space. And that's exactly what you get inside the all-new Mazda 626.

Our attention to detail knows no limit. For example, the 626 Sport Sedan and Sport Coupe feature a driver's seat that adjusts six ways. But wait. On our Luxury models, the seat adjusts 10 ways (see illustration).

As a further measure of the 626's outstanding value, consider its extensive list of standard features. All 626 models come equipped with the following:

5-speed overdrive transmission (3-speed automatic optional) • Steel-belted radial tires • Rack-and-pinion steering

- Power-assisted front disc brakes • Halogen headlamps
- Electric rear window defroster
- Remote trunk release • Split fold-down rear seatbacks • Tilt



10-way adjustable driver's seat has headrest with angle and height adjustment, seatback angle adjustment with fine-tuning capability, side support adjustment, lumbar support adjuster, seat cushion tilt mechanism, seat slide adjustment, seat height adjuster, and a unique recliner "memory."

adjustable steering column
 • Quartz digital clock • Full cut-pile carpeting • Carpeted luggage compartment • Tachometer
 • Heater duct for rear-seat passengers • Trip odometer • Tinted glass • Remote fuel filler lid release • And much more.

For a complete list, send for our free catalog.

Mazda 626 Sport Sedan shown above with optional AM/FM MPX radio.

GET THE COMPLETE MAZDA 626 STORY.

We're anxious to send you a free copy of our 32-page, full-color catalog describing the all-new 1983 Mazda 626 Series. Just send your name, address, city, state, and zip code to the following address and mention that you'd like the 626 catalog.

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MAZDA

The more you look, the more you like.