

1989

mazda

323



THE MAZDA 323 CONCEPT

Experience the new 323 and discover why it's called the road car of small cars.

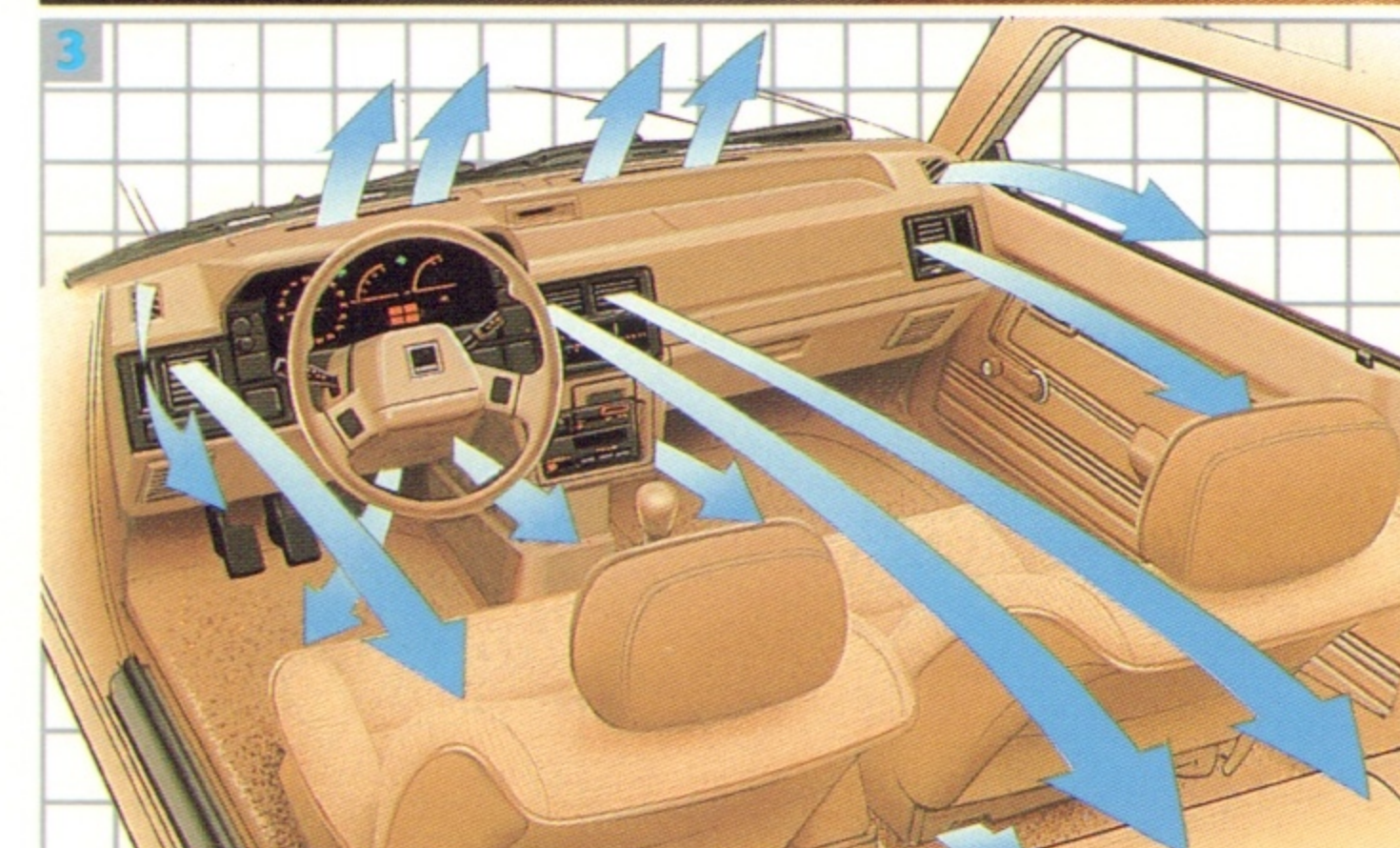
On an outing with your family or hugging the curves of a twisty back road, you'll discover that the 323 is far more than a small economy car. You'll also discover the soul and substance of a fine road car—the luxurious ride, the quiet, comfortable and spacious interior. The responsive handling and performance. And the uncanny harmony between man and machine—a sensation you must experience to appreciate. Presenting the 323—a small car created The Mazda Way.





Within the quiet of this small road car, luxury abounds. And there's more room here than in the Mercedes-Benz 190E.

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- 1 Power windows and door locks are convenient options on the GTX and LX.
- 2 Underseat tray—standard on LX—hides small valuables.
- 3 High-volume ventilation system comforts with five vents, a high-capacity blower, fresh/recirculating air modes, side window demisters and even two rear seat heater ducts.
- 4 At 15 cu. ft., the 323 sedan's trunk is as large as that of a Mercedes-Benz 560SEL full-size sedan. It will hold five large suitcases. And the rear seatbacks fold down to accept long cargo.
- 5 Cruise control—an option on SE and LX sedans—aid fuel mileage and driver comfort.

MAZDA 323 ENGINEERING

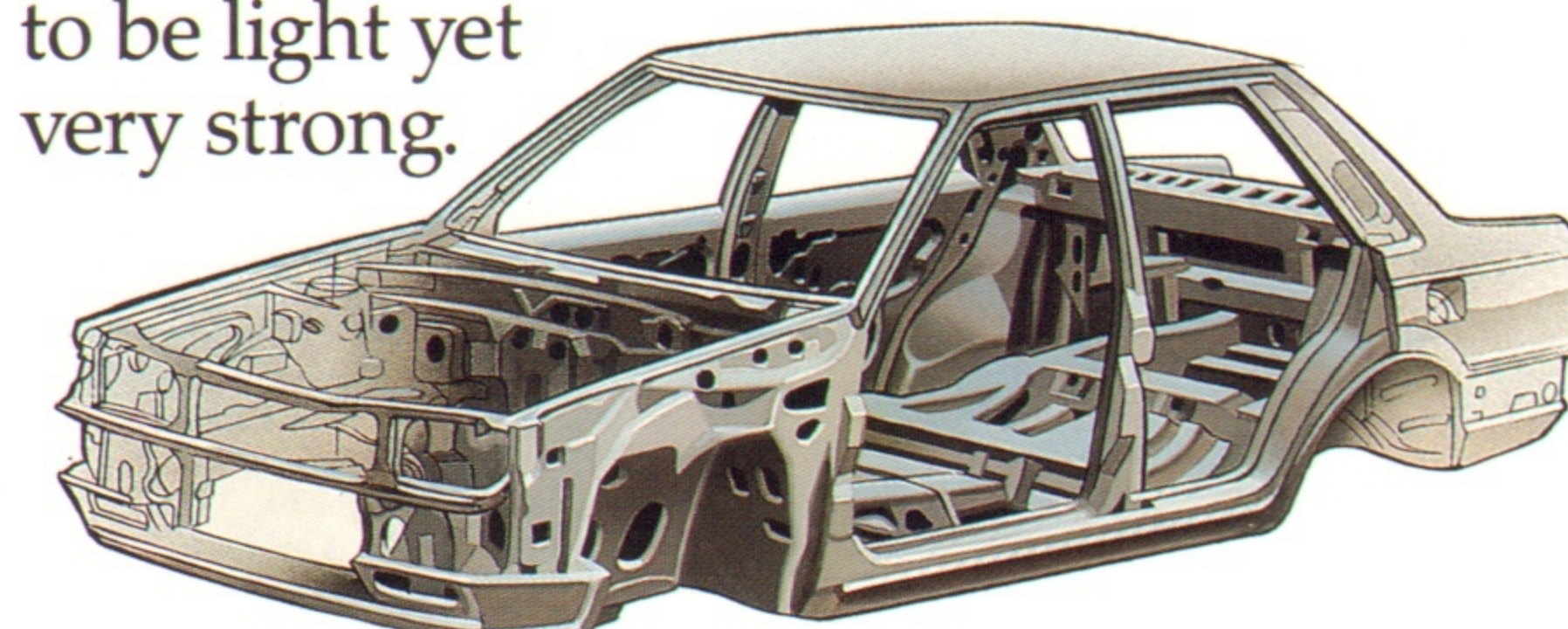
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Intelligent engineering makes all the difference.

The 323 is not your typical small car. From its conception, we had bigger plans: to create the qualities of a great road car—the roominess, comfort and quiet. The performance and the solid feel of substance—without giving up small-car virtues. And, like all Mazdas, there would have to be a close harmony between man and machine.

A STRONG FOUNDATION.

To achieve the fuel efficiency of a small car, we welded the body to the frame—to be light yet very strong.



SELF-CORRECTING SUSPENSION.

A great road car must handle well and ride comfortably, too. Our fully independent suspension does both. Admirably.

At each rear wheel, our patented Twin Trapezoidal Linkage (TTL) counteracts the tire's natural tendency to toe outward in response to driving forces. The tires, therefore, stay aligned to the road for excellent contact and precise handling.

PERFORMANCE ENGINES.

To ensure that the 323 accelerates as well as it handles, we created a 1.6-litre Four.

Smooth. Quiet. Responsive. And strong enough to pursue yet another IMSA racing championship.

Computerized fuel injection continually adjusts the air/fuel ratio for maximum power, maximum efficiency.

Want more? Try the GTX. It's moved by a turbo 1.6-litre Four. Two camshafts and two more valves per cylinder—16 in all—optimize breathing. And they operate with quiet self-adjusters.

The intercooled turbo forces more air into the cylinders, and that additional air accepts more fuel for greater power—50 hp more than the base engine—and 44 lb.-ft. more torque.

With either engine, power goes to the front wheels through a 5-speed transaxle. Overdrive fourth and fifth gears lower engine rpm for less noise, better fuel mileage. A 4-speed automatic is optional.*

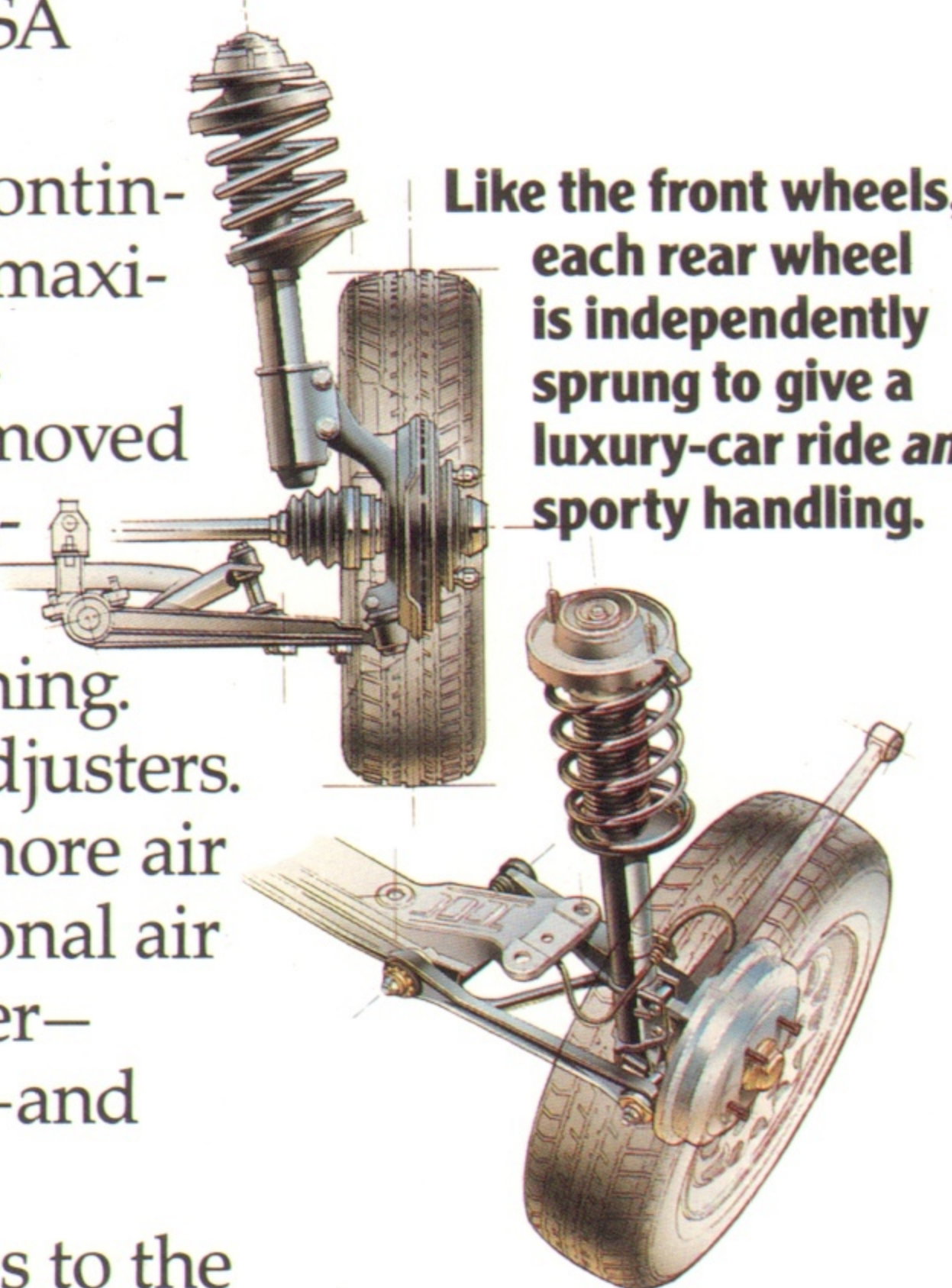
However, to be great, a road car must also be very quiet.

HOLOGRAPHY MAKES IT QUIET.

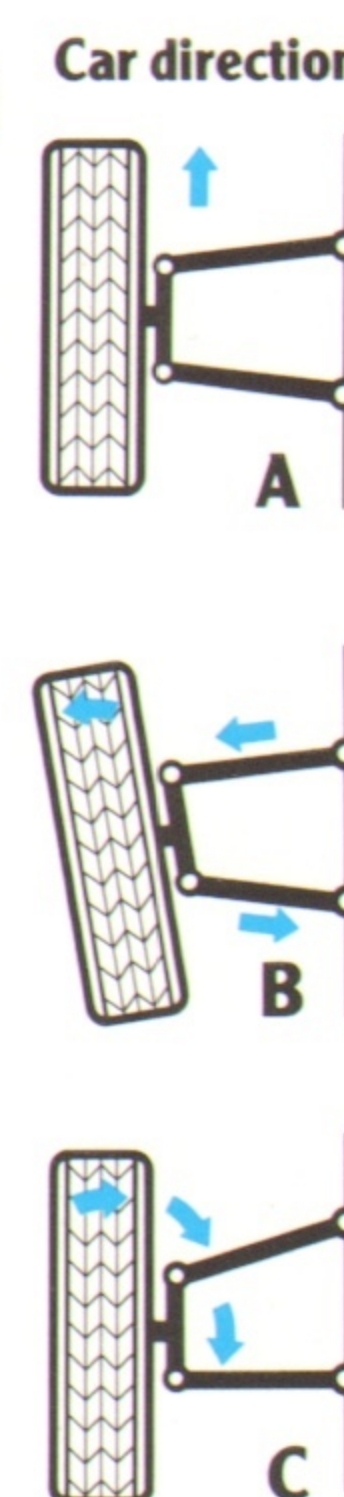
Using laser holography, we were the first to actually see the vibrations of body noise. So we reinforced the body and frame, refined the suspension, added insulation and reduced wind noise.

The 323—road-car greatness combined with small-car virtues. That's intelligent engineering. That's The Mazda Way.

*Except GTX.



TTL at work: Rear wheel remains in line (A) until pushed outward by the forces of road shock, acceleration, braking or cornering (B). By moving the forward links inward and the rear links outward (C), Mazda's unique TTL realigns the wheel to optimize handling.



Left: Critical controls are within easy reach, instruments within line of sight.

LX: Big-car luxuries in a small sedan.

If it's luxury you want, you'll find it in the LX. Inside, amenities abound. You'll discover full cut-pile carpeting and striped velour upholstery. And the driver's seat allows you to fine-tune your comfort *and* support in five ways: fore and aft, seatback recline and adjustments for the headrest, lumbar support and front cushion height.

The spacious rear seats feature the convenience of split fold-down seatbacks, the comfort of a fold-down center armrest.

Beneath the front passenger's seat, a slide-out storage tray hides small valuables. And you can open the trunk and fuel-filler door from your seat.

An 8000-rpm tachometer monitors the engine speed, and warning lights remind you of low fuel, low windshield washer fluid or a brake light malfunction.

Options include such niceties as power windows and door locks, cruise control, air conditioning, an electronically tuned AM/FM stereo with 40-watt amplifier, an auto-reverse cassette player, a crank-operated sliding steel sunroof and a 4-speed automatic transaxle with overdrive fourth.

But the real beauty of the LX lies beyond its luxuries—a beauty found in every 323...



The 323 SE is not all it appears to be. A closer look reveals more. Much more.



Contoured driver's seat offers exceptional comfort and support—thoughtful design that you'll really appreciate on long trips.

Take a close look at the SE sedan and you'll discover why Mazda's famous value is so well respected. Its real attraction is not simply low price but everything its price brings. Not so much the hardware and long list of standard equipment but all the things those components have achieved: the virtues of a great economy car; the qualities of a great road car. The 323 SE is more than it appears.

IMPRESSIVE PERFORMANCE.

Beneath its gracefully sloping hood lives a 1.6-litre overhead-cam four-cylinder engine. Coupled to a 5-speed, it propels the front-drive 323 from standstill to 60 in just under 11 seconds.

Not the type of performance one would expect from an economy car; yet the 323's impressive fuel mileage figures are certainly economical.

SUPERB HANDLING, GREAT RIDE.

But the 323 didn't become a great road car by power alone. Its suspension is fully independent, so handling is superb; yet its ride is very comfortable. Rack-and-pinion steering responds quickly to driver input



while creating a sense of touch with the road.

And because of its unusually solid construction, the 323 "conveys a feeling of structural integrity and heft that belies its small size and modest price."

(Car and Driver)

SMALL OUTSIDE. ROOMY WITHIN.

The SE sedan is small enough to capture a tight parking space; yet inside, it's more spacious than the Mercedes-Benz 190E. But this spaciousness doesn't stop at the seatbacks. Its trunk can consume five large suitcases. And more. Because the seatbacks split 60/40, the 323 sedan can carry passengers *and* long cargo like skis or a surfboard (left). At the same time.

Contoured bucket seats hug the body to maximize support, minimize fatigue.

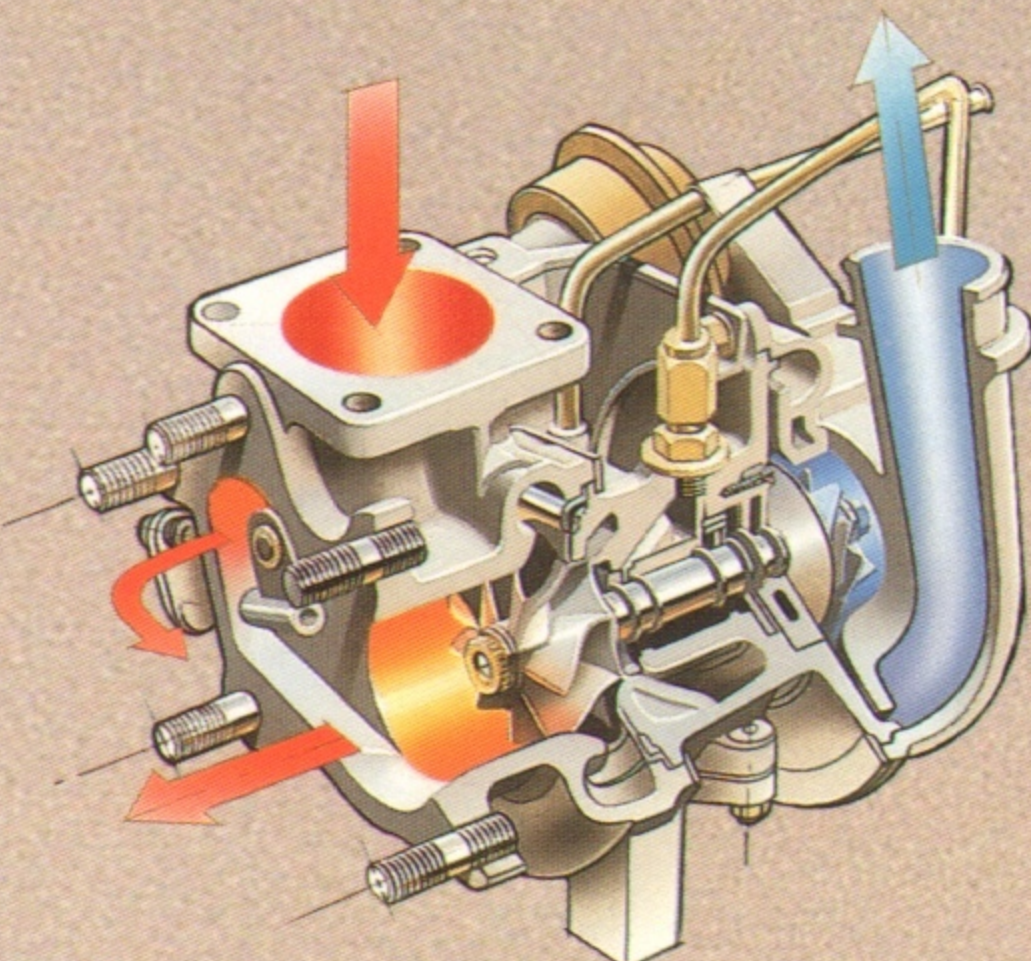
Solid construction and special insulation also combat fatigue by preventing stressful noise.

The SE: A most fitting tribute to value.



Presenting our street-legal rally car.

A masterpiece of engineering—twin cams, 16 valves and an inter-cooled turbo help produce 132 hp. "When it comes to motivational technology, no other small sedan on the market can touch the new Mazda." *Car and Driver*



Turbo's shaft bearings are water cooled for a long life.

If it's excitement you crave, you have got to experience Mazda's quickest 323—the '89 GTX.

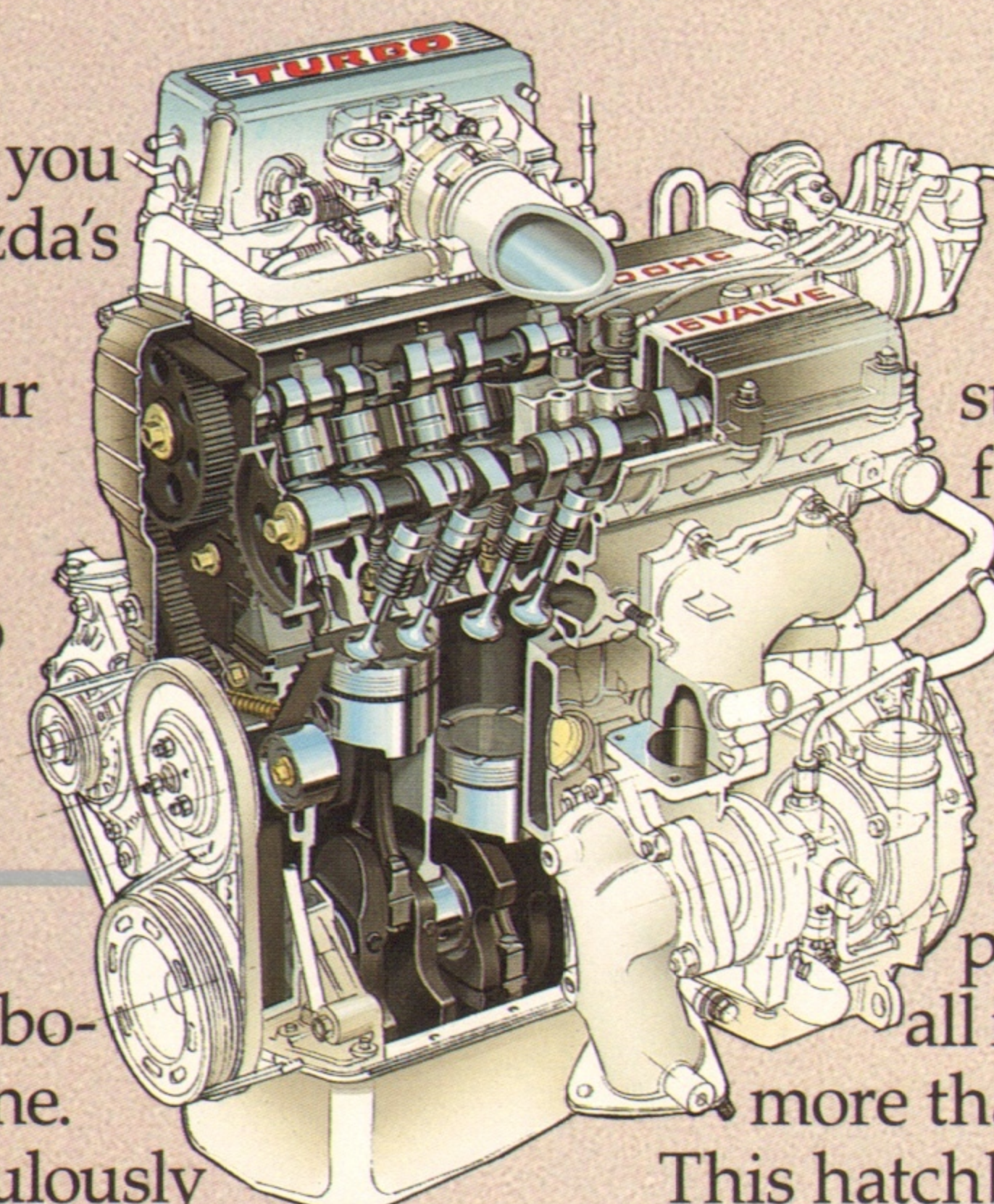
Fire it up, straighten your throttle leg and hold on! Its turbo 16-valve engine will launch it from sedentary to 60 in just 8.8 seconds.

NOT JUST A TURBO.

But the GTX didn't get that quick by simply bolting a turbo-charger to the 1.6-litre engine.

The engine has been meticulously modified: 16 valves replace 8; two overhead camshafts replace one—all to make the most of the intercooled turbo's power boosts.

Power that flows through a close-ratio 5-speed and a compact center differential



to fat tires on 5-1/2" x 14" spoked alloy wheels.

Fully independent suspension, anti-sway bars—front *and* rear—and heavy-duty shocks complement the wide (185/60R14) tires for firm, flat cornering.

Bringing it all to a quick, fade-resistant stop are power-assisted disc brakes. At all four wheels. But the GTX is more than high-performance.

This hatchback is equipped with the comforts of the LX sedan. And then some. The contoured driver's seat, for example, custom-tailors your comfort with its

reclining seatback and adjustments for seat cushion angle, lumbar support and side bolsters. And the rally look has been accentuated with black-out trim, front air dam, two rear spoilers, optional side skirts and those great aluminum wheels.

FULL-TIME 4WD.

But the GTX is not just another pocket rocket. There's a big difference: full-time 4WD sends 132 hp to *all four wheels*. For better traction, better handling. Off pavement or on. Rain, snow or perfectly dry. The GTX, therefore, makes a great skier's car, but that wasn't the sole intent. It was

designed more for go than snow. The GTX, therefore, is a rally car built for the street. Mazda's PRO Rally team will attest to that; after all, its 323 rally cars—1987 class champs—are impressively similar to the GTX. According to *Motor Trend*, the GTX is an Audi "Quattro at less than half the price."



Left: GTX's sporty interior features a multi-adjustable driver's seat and split fold-down rear seatbacks.

According to driver Rod Millen, his 4WD 323 —'87 SCCA Group A PRO Rally champ—is 90% stock.



The utility of a hatchback. The comforts of a sedan.

The overall length of the 323 hatchback is 7.9 inches less than that of the sedan; yet, almost magically, the hatchback's EPA interior volume—passenger space—is nearly identical to that of the sedan. So you don't have to give up the sedan's famous comfort and room to gain all the benefits of the hatchback—its ease of loading and unloading, its greater cargo height and, of course, the maneuverability of its more compact size.

And with its standard split fold-down rear seatbacks and a removable luggage

cover, the SE hatchback makes the most of that advantage. With the seatbacks up, it's a comfortable 4-seat car. And the convenient luggage cover hides valuables.

And with either or both of the seatbacks down, you'll find ample room for bulky cargo and long items like skis.

If you need hatchback utility, but like sedan excitement, don't despair. You can have both. For the price of one.

Within every 323 hatchback, there resides the heart and soul of a 323 sedan: the same wonderful chassis, the same suspension, engine and 5-speed* trans-

*on base hatchback, 4-speed is standard.

axle. Along with the same type of performance and reputation.

Sedan performance. Hatchback utility. All in one.

LOTS OF STANDARD FEATURES.

Like the 323 sedan, the SE hatchback is generously appointed. In fact, of 50 cars (1988 model year) priced below \$7500, the 323 SE is the *only* one with a multi-port fuel-injected Four and a 5-speed overdrive transmission. What's more, you'll find wide tires, a cloth interior, a split fold-down rear seatback, remote releases for fuel-filler door and hatch, full carpeting, protective body side mouldings, tinted glass, dual remote mirrors and halogen headlamps. All standard.

Inside, the front seats are the same as the SE sedan's—comfortably contoured

and firmly padded in all the right places. Like racing seats, their thick side bolsters hold you through the tightest curves.

The thickly wrapped steering wheel sits at just the right angle for comfort and control. Gauges are within line of sight, critical controls within easy reach.

The hatchbacks also include the lowest priced 323. It's equipped with an overdrive 4-speed, electronic fuel injection and much more. For those who'd like more, page 17 tempts you with options.

With or without options, the Mazda 323 hatchback is always a joy to drive. And an outstanding value to explore.



Interior dimensions are almost identical to the 323 sedan.



The 323 is available with standard 4- or 5-speed overdrive or an optional 4-speed automatic (shown).



The base hatchback—our lowest priced 323—includes an impressive list of standard features.



Specifications and features

Engines



Type	OHC 4-cylinder, 8-valve DOHC, 16-valve, turbocharged and intercooled on GTX
Displacement	1597 cc (974 cubic inches)
Bore and stroke	3.07 x 3.09 inches
Compression ratio	9.3:1; GTX: 79:1
Horsepower, SAE Net	82 @ 5000 rpm; GTX: 132 @ 6000 rpm
Torque, SAE net lb.-ft.	92 @ 2500 rpm; GTX: 136 @ 3000 rpm
Fuel system	Multi-port electronic fuel injection
Fuel capacity	12.7 gallons (13.2 on GTX)

Transmissions



	M-4	M-5	M-5 (GTX)	A-4
Ratios:				
1st	3.416	3.416	3.307	2.800
2nd	1.842	1.842	1.833	1.540
3rd	1.290	1.290	1.233	1.000
4th	0.918	0.918	0.970	0.700
5th	—	0.731	0.795	—
Reverse	3.214	3.214	3.166	2.333
Final drive	4.105	4.105	4.105	3.842
Clutch	Single dry plate			
Torque converter	Lockup type			

Electrical system



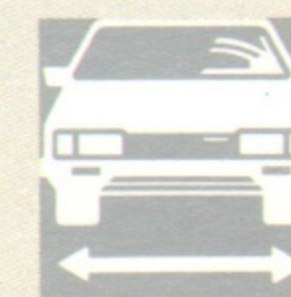
Battery	12 volt
Alternator	Maintenance-free, 50 amp/hr
Ignition system	60 amp Breakerless electronic

Chassis



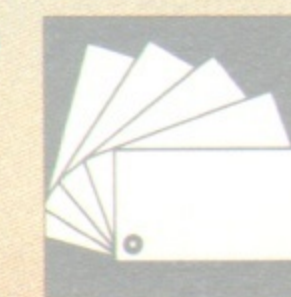
Frame	Semi-monocoque
Front suspension	Independent, strut type with coil springs and stabilizer bar
Rear suspension	Independent, strut type with Twin Trapezoidal Link (TTL), coil springs and stabilizer bar
Steering	Rack-and-pinion type. Optional power assist (Std. on LX, GTX)
	Turns, lock-to-lock: 3.6; 3.2 with power assist (3.0 on GTX)
	Turning circle: 30.8 feet
Brakes	Power-assisted. Ventilated front discs, 94 in. diameter
	Ventilated front discs, 10.2 in. diameter (GTX)
	Rear self-adjusting drum brakes: 7.9 in. diameter
	Rear disc brakes: 9.7 in. diameter (GTX)
Curb weight, lbs.	Base H/B: 2100; SE H/B: 2130; GTX H/B: 2600
w/manual trans.	SE sedan: 2175; LX sedan: 2205

Dimensions (inches)



	Hatchbacks	GTX H/B	Sedans
Wheelbase	94.5	94.5	94.5
Length	161.8	161.8	169.7
Width	64.8	64.8	64.8
Height	54.7	54.9	56.3
Track: front/rear	54.7/55.7	55.1/56.1	54.7/55.7
Headroom: f/r	38.3/37.0	38.3/36.6	38.3/37.4
Legroom: f/r	41.5/34.7	41.5/34.7	41.5/34.7
Shoulder room: f/r	52.8/52.8	52.8/52.8	52.8/52.8
Cargo volume	10.5 cubic feet	10.5 cubic feet	14.7 cubic feet

Exterior Colors



Monotones:

- Noble White
- Niagara Silver MC.
- Sunrise Red
- Sand Gray M.

- Connecticut Blue M.
- Brilliant Black
- Graceful Red MC.
- Estate Gold M.

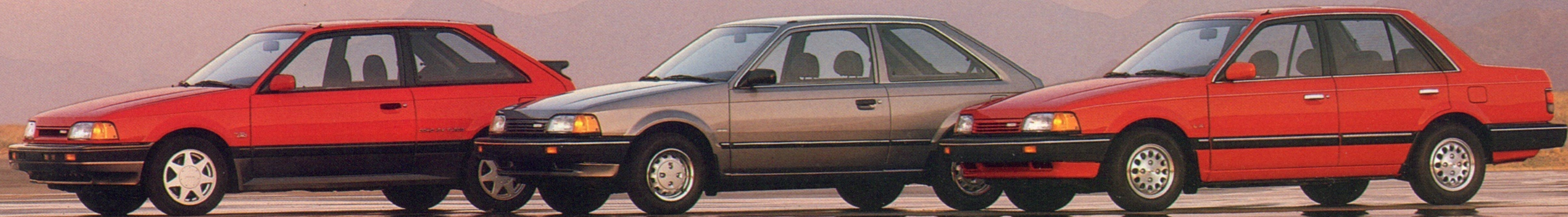
Two-tones (GTX only):

- Brilliant Black/Lancaster Silver M.
 - Niagara Silver MC./Lancaster Silver M.
 - Sunrise Red/Lancaster Silver M.
 - Noble White/Lancaster Silver M.
- (M. = Metallic, MC. = Mica)

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.

Mazda's new 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 1989 Mazda vehicles sold and serviced in the United States. See your Mazda Dealer for details.

STANDARD EQUIPMENT,
SPECTACULAR VALUE:

Base H/B	SE H/B	GTX H/B	SE Sedan	LX Sedan
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Mechanical Features

4-speed manual overdrive transaxle	S	—	—	—	—
5-speed manual overdrive transaxle	—	S	S	S	S
4-speed automatic overdrive transaxle	O	O	—	O	O
Power-assisted steering	O	O	S	O	S
Power-assisted 4-wheel disc brakes	—	—	S	—	—

Exterior Features

13-inch styled steel wheels	S	S	—	S	S
13-inch aluminum alloy wheels	—	—	—	—	O
14-inch aluminum alloy wheels	—	—	S	—	—
Half wheel cover with bright trim ring	—	S	—	S	—
Full wheel cover	—	—	—	—	S
155SR13 steel-belted radial tires	S	—	—	—	—
175/70SR13 steel-belted radial tires	—	S	—	S	S
185/60R14 steel-belted radial tires	—	—	S	—	—
Color-keyed bumpers	—	—	S	—	—
Dual rear spoilers	—	—	S	—	—
Narrow body side mouldings	S	S	—	S	—
Wide body side mouldings	—	—	S	—	S
Two-tone paint	—	—	S	—	—
Body side pinstripe	—	—	—	—	S
Illuminated driver's door lock cylinder	—	—	S	—	S
Dual black manual remote-control mirrors	—	S	—	S	—
Dual color-keyed electric remote-control mirrors	—	—	S	—	S
Fixed intermittent-action windshield wipers	—	—	—	—	S
Variable intermittent-action windshield wipers	—	—	S	—	—
Rear window wiper/washer	—	—	S	—	—

Interior Features

Adjustable driver's seat cushion angle	—	—	S	—	S
Adjustable driver's seat lumbar support	—	—	S	—	S
Fine-adjust front seatback recliners, adjustable side bolsters	—	—	S	—	—
Full fold-down rear seat	S	—	—	—	—
Split fold-down rear seatbacks	—	S	S	S	S
Fold-down rear center armrest	—	—	—	—	S
Breathable vinyl upholstery	S	—	—	—	—
Tweed cloth upholstery	—	S	—	S	—
Striped velour upholstery	—	—	—	—	S
Gradient-striped cloth upholstery	—	—	S	—	—
Full vinyl door trim	—	S	—	S	—
Full molded door trim with cloth inserts	—	—	S	—	S
Cut-pile carpeting	—	S	S	S	S
Center console with forward storage tray	—	S	—	S	—
Full center console with covered dash bin	—	—	S	—	S
Slide-out storage drawer under front passenger seat	—	—	—	—	S
Power windows and door locks	—	—	O	—	O*
Remote trunk/hatch and fuel-filler door releases	—	S	S	S	S
Day/night rearview mirror	—	S	S	S	S
Door-mounted courtesy lights with delayed fade-out feature	—	—	S	—	S
Illuminated ignition key cylinder	—	—	S	—	S
8000-rpm tachometer and digital clock	—	—	S	—	S
Low fuel/low washer fluid/stop light malfunction warning lights	—	—	S	—	S
Headlamps "on" warning sound	—	—	S	—	S
Tilt steering column	—	—	S	—	—
Cruise control	—	—	—	O	O**
Fully integrated air conditioning	O	O	O	O	O
Electric rear window defogger	S	S	S	S	S
Electronically tuned AM/FM stereo with 40-watt amplifier	A	A	O	O	O
Auto-reverse cassette player	A	A	O	O	O
Crank-operated sliding steel sunroof with dual map lights	—	—	O	—	O

Codes: S: Standard O: Optional —: Not Available A: Accessory *Requires cruise control **Requires power windows and locks

Standard Equipment,
All Models:

Exterior

- Steel-belted radial tires
- Front mud guards
- Lower body side anti-chip coating
- Drip rails
- Body side mouldings
- Driver's remote-control rearview mirror
- 2-speed front wipers with 1-wipe feature
- Tinted glass
- Flush-surface halogen headlamps

Interior

- Reclining front bucket seats
- Passenger's seat walk-in device (hatchbacks only)
- Adjustable front head restraints
- Front and rear door-mounted armrests
- 3-point lap/shoulder belts for 4 occupants
- Full color-keyed carpeting
- "Silent Pack" acoustic insulation
- Detachable cargo cover (hatchbacks only)
- Lockable glove box
- Front & rear ashtrays
- Steering column control stalks
- Resettable trip odometer
- Coolant temperature gauge
- Adjustable instrument panel illumination
- Cigarette lighter
- Heater/defroster with 4-speed blower
- Rear seat heater ducts
- Front side-window demisters
- Electric rear window defogger
- 4 stereo speakers
- And more...

EPA Mileage Estimates

4-Speed Manual	
26 EST CTY MPG	30 EST HWY MPG
5-Speed Manual	
28 EST CTY MPG	33 EST HWY MPG
4-Speed Automatic	
24 EST CTY MPG	30 EST HWY MPG
5-Speed Manual (GTX)	
21 EST CTY MPG	24 EST HWY MPG

The Mazda Way

AN INTENSE COMMITMENT TO
YOUR TOTAL SATISFACTION

The Mazda Way is our expression for a long-held dedication to your satisfaction with your total Mazda experience. It began years ago with a determination to create automobiles and trucks that were a "cut above" the competition—a philosophy which, in fact, has achieved a unique interactive harmony between man and machine.

The Mazda Way now has broadened beyond our products into a corporate-wide philosophy which extends into every facet of Mazda operations as a dedicated concern for your satisfaction with our total services and our long-term relationship with you.

The Mazda warranty now is so complete that it provides "bumper-to-bumper"

coverage of your vehicle for 36 months or 50,000 miles—the kind of easy-to-use, no-deductible, owner-friendly coverage which consumer research has shown us today's buyers prefer.*

Longer, stronger warranty coverage is but one of many efforts in our continuing commitment to increase your satisfaction in The Mazda Way. We are

dedicated to enriching that "people-to-people" relationship which can

make Mazda ownership a special experience for you—beginning with a superior product to drive, and continuing with superior attention to your needs and our services to you. *See your Mazda Dealer for details.

That is The Mazda Way.



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