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MAZDA PROTEGÉ



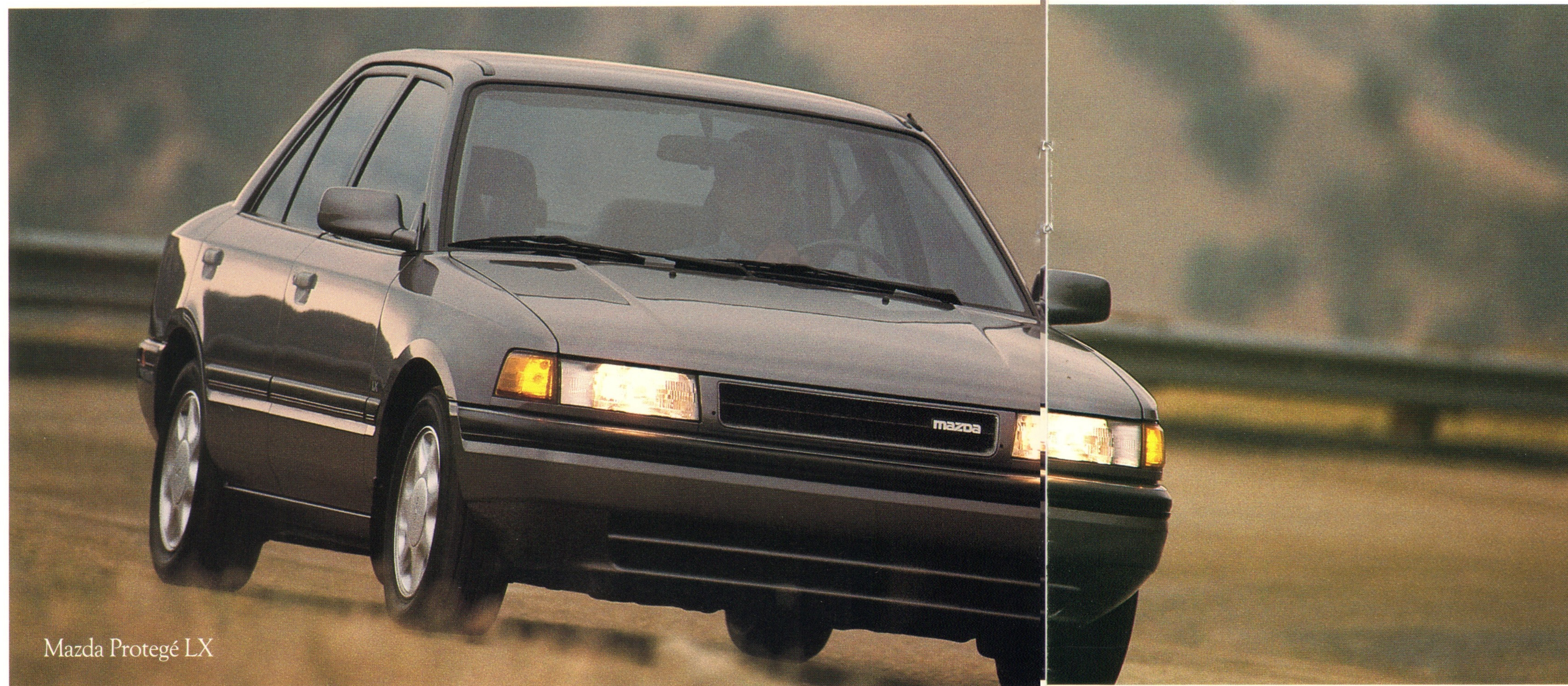
■ M A Z D A ■

FOR YEARS, THE OWNERS OF COMPACT SEDANS HAVE SUNG
THEIR PRAISES. FROM "IT'S NICE" AND "IT'S PRACTICAL" ALL THE WAY TO
"IT'S VERY COMPETENT" AND "IT GETS ME WHERE I WANT TO GO."
AT MAZDA, WE FEEL SUCH BOREDOM IS TOO HIGH A PRICE FOR ANY CAR.

PROTEGÉ.

THE COMPACT CAR FOR PEOPLE WHO HAVE HAD ENOUGH OF LESS.





Mazda Protegé LX

KANSEI ENGINEERING.

IT ENABLED US TO BUILD A COMPACT CAR THAT DOESN'T FEEL LIKE ONE.

What sets the Mazda 323 Protegé apart from all other compact sedans is something that sets every Mazda apart: our long-held philosophy of Kansei Engineering.

It goes far beyond conventional engineering into the realm of feelings and emotions. We create cars that not only perform right but feel right, too. Cars that people like to drive.

For Mazda engineers, it means they are focusing their skills and energy not only on the car, but on the people within, as well.

At our Yokohama Research Center, we learn as much as we can about human feelings. We evaluate a myriad of shapes and colors to find those most pleasing to the human eye. Noise, motion, and visibility are researched in one of the world's most sophisticated driving simulators. We even study people for extended periods of time to help us understand what causes, and alleviates, fatigue.

Then we take what we learn in the laboratory and test it on the Global Road Circuit at

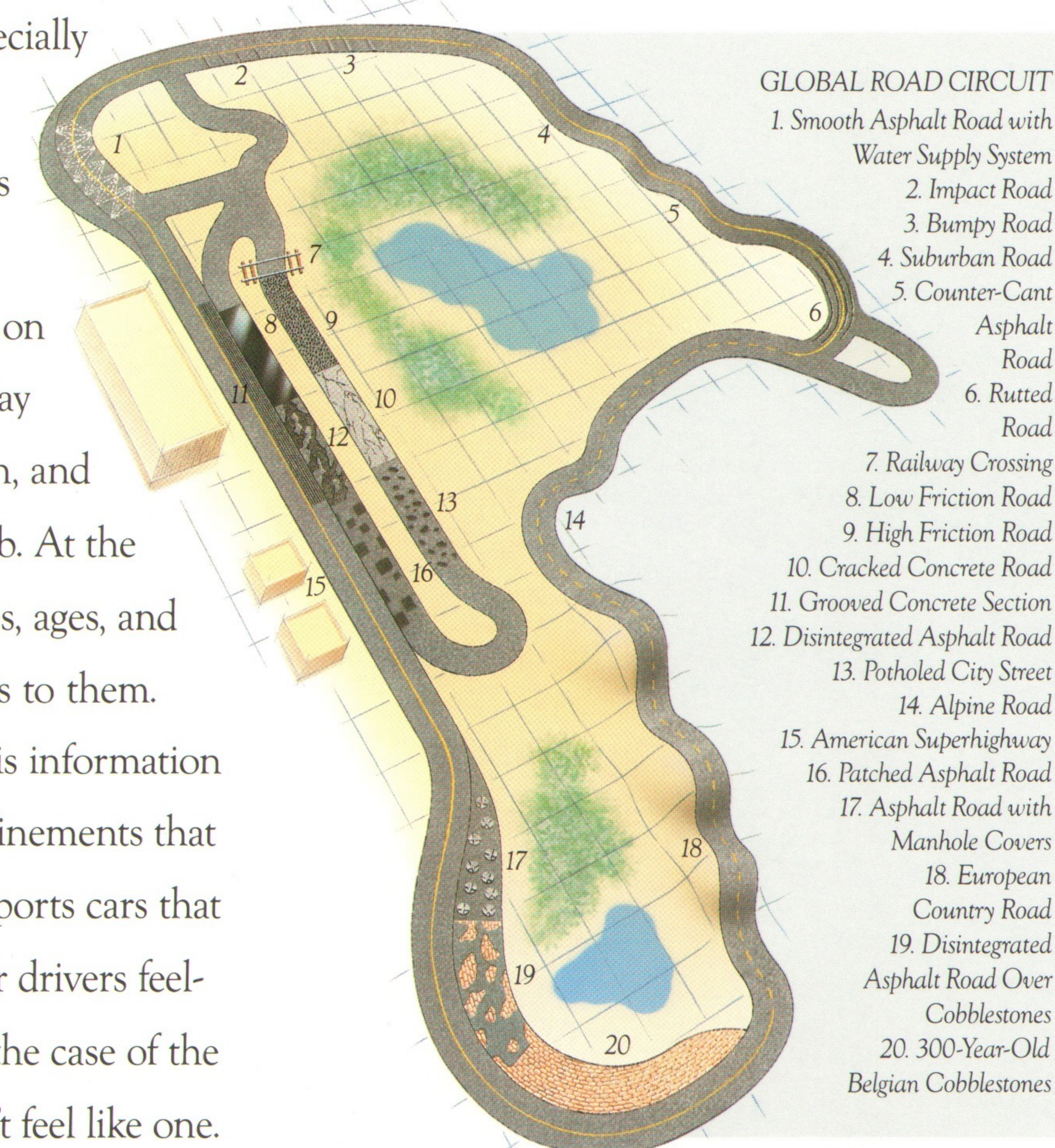
our Miyoshi Proving Ground. Specially constructed by Mazda, the circuit replicates different road conditions from around the world.

Sensors at strategic locations on both the car and the test track relay information about noise, vibration, and stability to our engineers in the lab. At the same time, drivers of different sizes, ages, and skill levels tell us how the car feels to them.

Analyzing and comparing this information allows us to make engineering refinements that result in cars that feel just right. Sports cars that excite. Luxury cars that leave their drivers feeling rested and refreshed. And in the case of the Protegé, a compact car that doesn't feel like one.



At the Yokohama Research Center, an eye camera is used to determine a person's psychological response to things like automotive styling changes and instrument panel layout. As a photo is projected on a screen, the camera accurately measures where the eyes point first to help find which shapes are most appealing.



LOOK AT IT.

IT'S A COMPACT CAR YOU'LL FEEL PROUD TO OWN.

About the most flattering thing that can be said about most compact cars is, "They're nice."

Look at the Mazda Protegé LX model, however, and you'll be inclined to feel very enthusiastic.

And for good reasons. Like Kansei Engineering, and under the hood, a very special double-overhead-cam, 16-valve,

125-hp 4-cylinder engine. This car really moves.

Forget adjectives like utilitarian. Banish your images of econoboxes. On the road, the Protegé

projects a personality that is strikingly similar to those of larger and costlier European sedans.

And Protegé looks the part, too. A Mazda premium painting process helps it glow

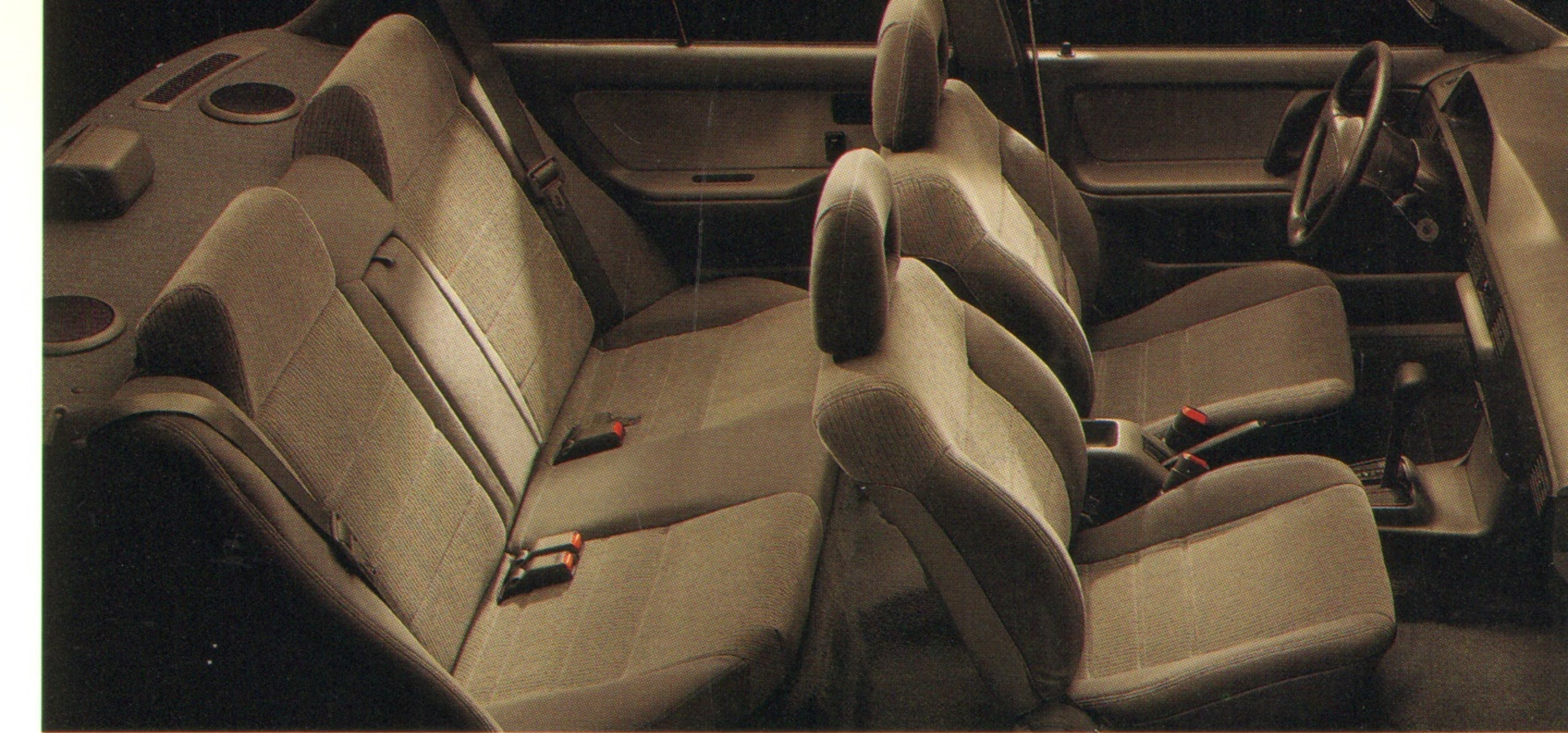


Among LX amenities is a standard AM/FM/cassette stereo sound system with four double-cone speakers.

with a finish that is uniquely smooth.

Contoured body-colored bumpers, grille, mirrors and door handles, integrated halogen headlights, and 14-inch wheels and tires contribute to the car's well-balanced design.

Now look inside. You'll discover lots of surprises there, too. Start out with stretch-out room, front and rear. Now add rich cloth upholstery. A soft-grip steering wheel that tilts to the most desirable angle. Cruise control. And power "everything": windows, door locks, mirrors, steering, and 4-wheel disc brakes. All standard. All special touches to



Notice the roomy rear seat. Center armrest adds comfort; 60/40 split fold-down seatback expands trunk space. It's all standard.

please the senses, including your sense of value.

It doesn't matter whether you start looking at the Mazda Protegé from the outside in or from the inside out. Either way, you're in for some unusually attractive views.

Surprise.



SIT IN IT.

IT'S A SOLID, ROOMY SEDAN INSIDE.

Within our DX model, you can see that Protégé is indeed a compact car for full-size people. Because the same lavish attention afforded the Protégé outside is just as evident inside.

You're sitting in a unique car body. One that's been computer designed with extensive use of Dynamic Modal Analysis and something as simple as dust. To pinpoint cabin noise, the

Protégé was driven through a tunnel of microscopic dust. If dust got into the cabin, so could noise. And where it entered we sealed. Such attention to detail has made Protégé incredibly free of noise, vibration, and harshness, thus creating the secure feel and quiet ride of a much larger car. That's Kansei Engineering at work.

With 92 cubic feet of interior space, the

Protégé is the roomiest car in its class. In fact, it's even roomier than a Mercedes-Benz 190E.

The DX features perfectly contoured herringbone cloth seats. The generously sculpted bucket seats recline. And the rear 60/40 split seatbacks fold forward to expand the already cavernous trunk.

The aerodynamic hoodline slopes away to provide a nearly unobstructed view. Your hands and feet fall naturally on the controls; the gauges are within your line of sight.

You feel in total command. Confident.

And, like the last piece of a jigsaw puzzle, you fit perfectly in place.

But don't stop here. Turn the ignition key. Because the real fun doesn't start until that spirited engine does. So go ahead. Do it.

Surprise.



STEP ON IT.

IT'S A SPORTS SEDAN UNDER THE HOOD.

Whenever there's a discussion of compact cars, you can expect to hear a wide variety of adjectives. With the possible exception of one: Powerful.

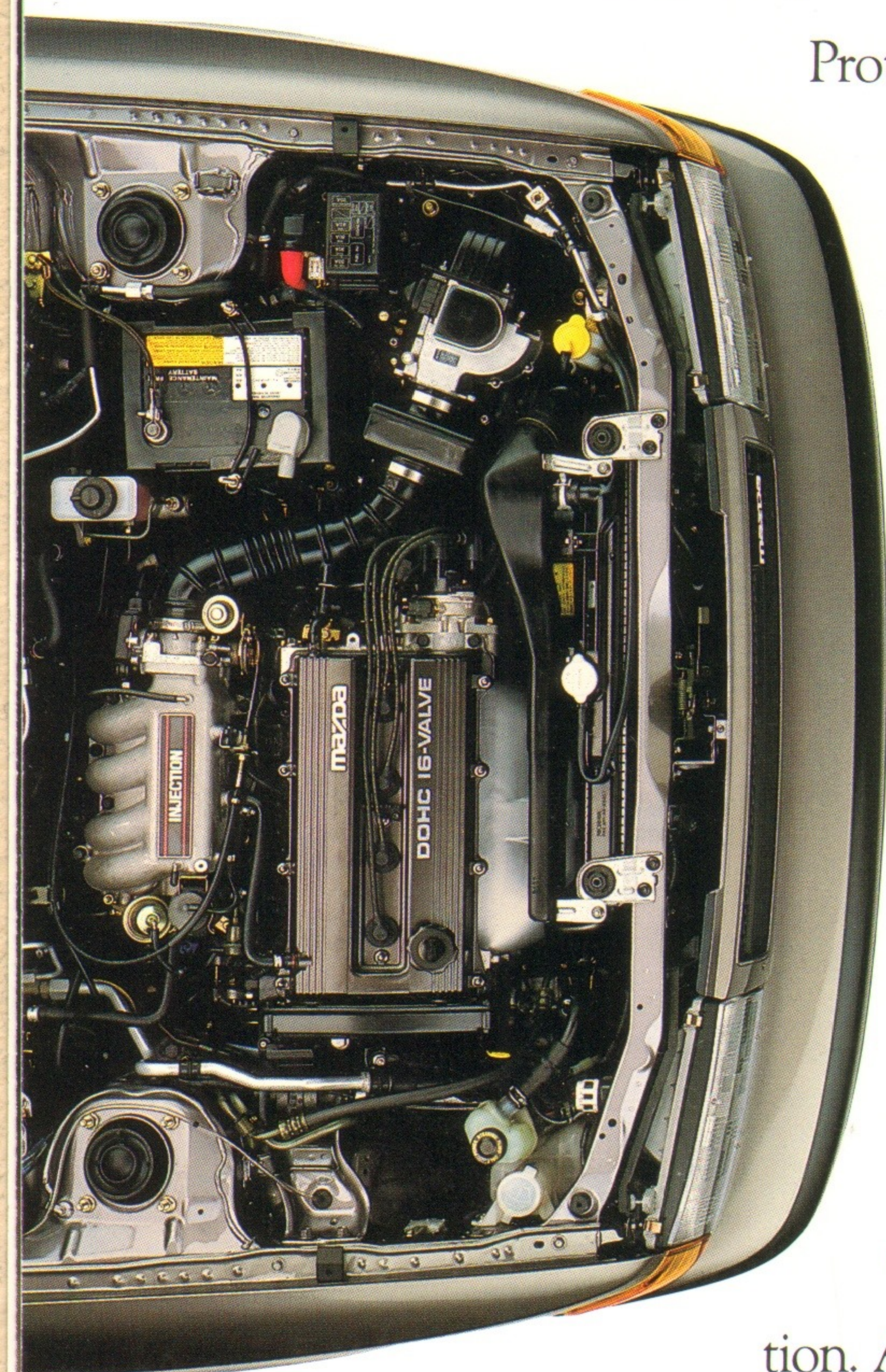
Because most compact cars suffer from an obvious lack of power. And, not surprisingly, this deficiency has dampened the enthusiasm for this class of automobile. In response, Mazda engineers set out to create a totally new image. To make the Protegé a compact sedan that feels like no other.

But, raw power would not be enough for

Protegé. The smooth, disciplined power of a bigger car was a far more important objective, so particular attention was given to the creation of its sophisticated 1.8-liter 4-cylinder engine.

Through advanced Finite Element Analysis, a computer modeling program, our engineers were able to analyze the engine for stress and vibra-

tion. And determine exactly how to strengthen the engine block to achieve optimal quiet and smoothness. And for more efficient combustion, they chose multi-port electronic fuel injection and 16-valve breathing.



Mazda Protegé 4WD

The Protegé, front-drive or 4WD,* offers this engine in two versions. The DX and 4WD models have a single overhead cam, and deliver a lively 103 horsepower. The LX model has a double-overhead-cam design with larger valves for deeper breathing at higher rpm. So it's not happenstance that there's an 8000-rpm tachometer in the instrument cluster, tempting you to spur every single one of its 125 horses.

If you're starting to appreciate just how unique the Protegé is, read on. The 5-speed LX can take you from 0 to 60 in less time than some sports cars, and short, crisp throws make manual shifting a downright pleasure. You'll also enjoy

the feel of its variable power-assist steering and the security of power-assisted disc brakes at all four wheels.

DX, LX, or 4WD, Protegé offers an optional 4-speed electronically controlled automatic with overdrive. Front and rear stabilizer bars help assure stable, predictable



On the LX and 4WD, 4-wheel disc brakes provide superb stopping power.



handling. And thanks to its patented Mazda Twin Trapezoidal Link (TTL) rear suspension, the Protegé maintains optimum Twin Trapezoidal Link (TTL) independent rear suspension. It's a Mazda innovation.

rear-wheel alignment, giving you some of the advantages of 4-wheel steering to handle whatever the road hands out.

Of course, for those who desire ultimate traction, the Protegé 4WD model offers full-time 4-wheel drive. For bad weather, it provides an extra measure of control. On particularly slippery roads, the center differential can be locked for added traction.

The Mazda Protegé is, indeed, a powerful phenomenon. A compact car that even a bona fide car enthusiast can appreciate. Surprise. Once again.

*4WD not available in California

SPECIFICATIONS

ENGINE		
Availability	DX, 4WD	LX
Type	Inline 4-cylinder	Inline 4-cylinder
Valve gear	SOHC 16-valve	DOHC 16-valve
Displacement	1839cc (112.5 cubic in.)	1839cc (112.5 cubic in.)
Bore and stroke	3.27 x 3.35 inches	3.27 x 3.35 inches
Compression ratio	8.9:1	9.0:1
Horsepower, SAE net	103 @ 5500 rpm	125 @ 6500 rpm
Torque, SAE net lb.-ft.	111 @ 4000 rpm	114 @ 4500 rpm
Fuel system	Multi-port electronic fuel injection	Multi-port electronic fuel injection
Ignition system	Breakerless electronic	Breakerless electronic

TRANSMISSION	
Type	5-speed manual with overdrive and hydraulic clutch linkage 4-speed electronically controlled automatic with overdrive, lockup torque converter, and Hold mode (optional)
Final drive ratios	Manual transmission: 3.619 (DX); 4.105 (LX); 4.388 (4WD) Automatic: 3.476 (DX); 3.736 (LX); 3.842 (4WD)

DIMENSIONS (INCHES)		
	DX, LX	4WD
Wheelbase	98.4	98.4
Length	171.5	171.5
Width	65.9	65.9
Height	54.1	54.5
Track: front/rear	56.3/56.5	56.3/56.5
Headroom: f/r	38.4/37.1	38.4/36.3
Legroom: f/r	42.2/34.6	42.2/34.9
Shoulder room: f/r	53.4/53.7	53.4/53.7
Cargo volume	13.1 cubic feet	10.9 cubic feet

EXTERIOR/INTERIOR COLORS	DX	LX	4WD
Clear White/Blue	■	■	■
Niagara Silver Mica/Taupe	■	■	■
Current Blue Metallic/Blue	■	■	■
Brilliant Black/Gray	■	■	■
Harbor Blue Metallic/Blue	■	■	■
Blaze Red/Gray	■	■	■
Graceful Red Mica/Taupe	—	■	—

CHASSIS	
Frame	Unit body
Front suspension	Independent, strut-type with coil springs and stabilizer bar
Rear suspension	Independent, strut-type with Twin Trapezoidal Links (TTL), coil springs, and stabilizer bar
Steering	Rack-and-pinion type Engine-rpm-sensing variable power assist (4WD, LX; optional on DX) Steering wheel turns, lock-to-lock: 4.3; 3.0 (power assist) Turning circle diameter, curb-to-curb: 32.2 feet
Brakes	Power-assisted, with dual diagonal hydraulic circuits 9.3-inch ventilated front discs and 7.9-inch rear drums (DX) 10.1-inch ventilated front discs and 9.9-inch rear discs (4WD, LX)
Wheels	5J-13 steel wheels (DX) 5.5JJ-14 steel wheels (4WD, LX) 5.5JJ-14 aluminum alloy wheels (optional on LX)
Tires	175/70R13 all-season steel-belted radials (DX) 185/60R14 all-season steel-belted radials (LX) 185/65R14 all-season steel-belted radials (4WD)

Fuel capacity	14.5 gallons (DX, LX); 15.9 (4WD)
Curb weight	With manual transmission: 2359 pounds (DX); 2480 (LX); 2635 (4WD)

EPA MILEAGE ESTIMATES (MPG)	
Manual transmission (DX)	28 city, 36 highway
Manual transmission (LX)	25 city, 30 highway
Manual transmission (4WD)	24 city, 29 highway
Automatic transmission (DX)	24 city, 31 highway
Automatic transmission (LX)	24 city, 29 highway
Automatic transmission (4WD)	21 city, 26 highway

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.

FEATURES

	DX	LX	4WD
MECHANICAL FEATURES			
1.8L SOHC 16-valve 4-cylinder engine with multi-port electronic fuel injection	S	—	S
1.8L DOHC 16-valve 4-cylinder engine with multi-port electronic fuel injection	—	S	—
5-speed manual transmission with overdrive	S	S	S
4-speed electronically controlled automatic transmission with overdrive	O	O	O
Front-wheel drive	S	S	—
Full-time 4-wheel drive with lockable center differential	—	—	S
Rack-and-pinion steering with engine-rpm-sensing variable power assist	P	S	S
Power-assisted ventilated front disc/rear drum brakes	S	—	—
Power-assisted 4-wheel disc brakes	—	S	S
Front and rear stabilizer bars	S	S	S

EXTERIOR FEATURES			
13-inch wheels with full wheel covers	S	—	—
14-inch wheels with full wheel covers	—	S	S
14-inch aluminum alloy wheels with locks	—	P	—
175/70R13 all-season steel-belted radial tires	S	—	—
185/60R14 all-season steel-belted radial tires	—	S	—
185/65R14 all-season steel-belted radial tires	—	—	S
Dual-outlet muffler with bright tail pipes	—	S	—
Front mud guards	S	S	S
Rear mud guards	—	—	S
Body-color door handles	—	S	—
Body-color bumpers and front grille	S	S	S
Protective bodyside mouldings	S	S	S
Dual remote mirrors	S	—	S
Dual body-color power mirrors	—	S	—
Tinted glass	S	S	S
2-speed windshield wipers with 1-wipe feature	S	S	S
Intermittent windshield wipers	P	S	S

INTERIOR FEATURES			
Reclining front bucket seats with adjustable head restraints	S	S	S
Adjustable driver's thigh support	—	S	—
60/40 split fold-down rear seatback	S	S	S
Fold-down rear-seat center armrest	—	S	—
Herringbone cloth upholstery	S	—	S
Velour upholstery	—	S	—
Cut-pile carpeting	S	S	S
Center console with forward storage tray	S	—	S
Center console with covered storage compartment and cup holder	—	S	—
Lockable glove compartment	S	S	S
Driver's and passenger's door map pockets	S	S	S
Power windows and door locks	—	S	—
Remote trunk and fuel door releases	S	S	S
Trunk light	—	S	—
Day/night rearview mirror	S	S	S
Passenger's sun visor vanity mirror (both visors on LX)	S	S	S
Digital clock	S	S	S
Resettable trip odometer and engine coolant temperature gauge	S	S	S
8000-rpm tachometer	—	S	—
Warning lights for low fuel level, low windshield-washer fluid level	—	S	—
Tilt steering column	P	S	—
Cruise control	A	S	A
Heater/defroster with 4-speed blower, front side-window demisters, and rear seat heater vents	S	S	S
Air conditioning	O	O/P	O
Rear window defogger	S	S	S
AM/FM/auto-reverse cassette stereo sound system	O/P	S	O
Power sunroof with tilt-up ventilation feature	—	O/P	—

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



Mazda Protegé LX

OUR COMMITMENT.

Like every Mazda, the Protegé 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 the Protegé 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 Protegé is easy. Or if you prefer, you can lease. Just ask your Mazda Dealer.*



The Protegé comes backed with our 36-month/50,000-mile, "bumper-to-bumper," no-deductible warranty.** 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 feels just right, too.

*Retail and lease financing subject to approval of Mazda American Credit.
**See your Mazda Dealer for limited-warranty details.

mazda

IT JUST FEELS RIGHT.®

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Each of the vehicles portrayed in this brochure is equipped with a passive restraint system for passenger protection. Although the passive restraint system in one or more of the photographs or illustrations may not be shown in its normal position, passive restraint systems should always be used in accordance with the instructions in the owner's manual.

