

M a z d a

323

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You're young. On the go. At this point in your life, everyone's telling you the world is your oyster... and you don't even *like* seafood. You're a rebel and your tastes – in music, clothing, cars – are all your own. To get where you're going, you're looking for a car that's not the same, mundane flavour-of-the-month everyone else is driving. You want a car that is totally *you*.

We at Mazda understand that outlook. In fact we have a unique company philosophy that runs along the same lines. We call it Kansei Engineering. How does it work? For starters, lose the charts and stopwatches. Now look at what really counts: the emotions, the feelings, the *attitude* that connects people to their cars. This approach is the guiding force behind every car we design.

That's why we decided to redesign the 323. In the new 323, we've blended the practicality and get-up-and-go of a hatchback with the sleek styling of a 2-door specialty coupe. We've also designed a bold new interior exclusive to this model, included a choice of two new four-cylinder DOHC engines and increased the body rigidity. The result: a car as fun to drive as it is to look at.

Check out the new Mazda 323. A sporty compact that, thanks to Kansei Engineering, is practical and efficient, yet far too cool for the Beaver Cleavers of the world.





◀ Ergonomically-redesigned, reclining front bucket seats with adjustable head restraints, and adjustable thigh support and seat height on LS models, provide superior passenger comfort during long trips while offering the firm support needed to enjoy performance driving.



➤ The organic curves of the instrument panel place all switches and controls within easy reach of the driver.



Your typical 323 driver? He or she is old enough to appreciate practicality and value, yet young enough to wish for a sporty coupe that has more attitude than anything else on the road.

With this individual in mind, Mazda's designers have brought a radical coupe look to the new 323. Forget the traditional "two-box" look of conventional hatchbacks. The entire body of the new 323 creates a dynamic "one-motion form", which sets the car apart from all its competitors.

Its low slanted nose, distinctive flush-mounted halogen headlights and teardrop side windows underscore the new 323's unique personality. One glance, and you'll think of it as a hatchback in a sports coupe's clothing.

Complementing the new 323's stylish exterior, the roomy interior offers a modern sporty design in a functional hatchback environment that satisfies all of the requirements your busy lifestyle demands. With an abundance of convenient compartments including door, rear seatback

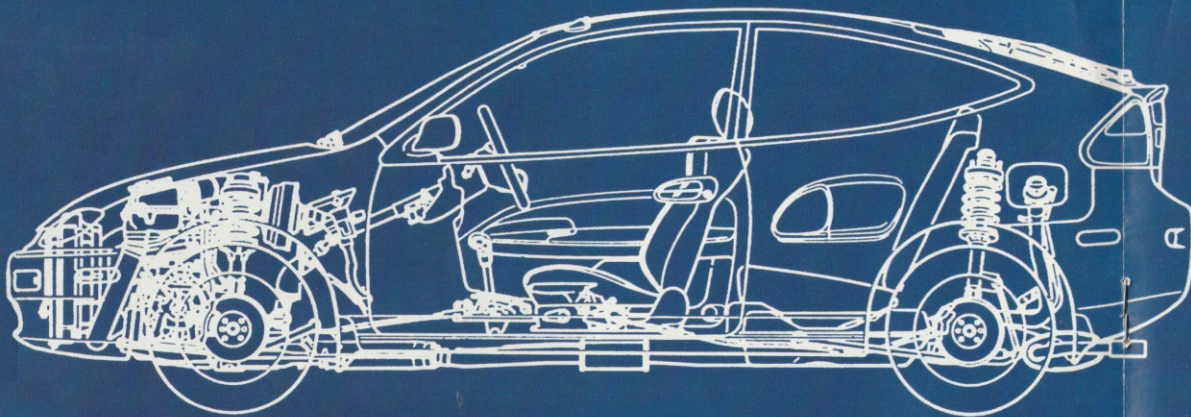


A The 60/40 split rear seatback can be folded down to maximize the luggage space.

and centre console storage capability the 323 accommodates four adults and their luggage comfortably.

Both the instrument panel and door trim are styled with the flowing, organic lines unique to the new 323. A semi-independent meter cluster, including tachometer and resettable trip odometer, blended with the functional layout of controls all within the driver's easy reach, emulate the aggressive feel found in a true sports car.

Practical, efficient design. Radical, sporty styling. Both the exterior and interior of the new 323 demonstrate how individuality and practicality can be combined to create a truly personal car.



ENGINEERING & SAFETY

We admit it. The guiding philosophy behind the new 323's creation was fun. Take one for a spin and you can't help smiling. But look under the hood and you'll see the new 323 is not all play and no work. In fact Mazda engineers went to great lengths to improve the 323's performance, while paying close attention to practicality and safety.

The new 323 comes equipped with a choice of two powerplants: either a 1.5 litre (GS model) or a 1.8 litre (LS model), both 4-cylinder, DOHC, 16-valve engines with electronic fuel injection. With increased fuel-economy and reduced emissions, they are testimony to Mazda's commitment to the environment.

The 1.5 litre DOHC engine, available on the GS model, is a brand new engine developed for the new 323. Incorporating an extremely compact combustion chamber and a long stroke design, it represents a new generation of highly-efficient gasoline engines. Maximum horsepower is 92 at 5500 rpm, while maximum torque is 96 lb.-ft. at 4000 rpm.

The new 323 LS sports the 1.8 litre DOHC engine. This unit is an improved version of the engine that powered the previous model's top-of-the-line trim level. Enhancements include an upgraded electronic management and fuel injection system that delivers an outstanding balance between power and economy. Maximum horsepower is 122 at 6000 rpm and maximum torque is 117 lb.-ft. at 4000 rpm.

The suspension system of the new 323 (GS and LS) is a refinement of the previous model's



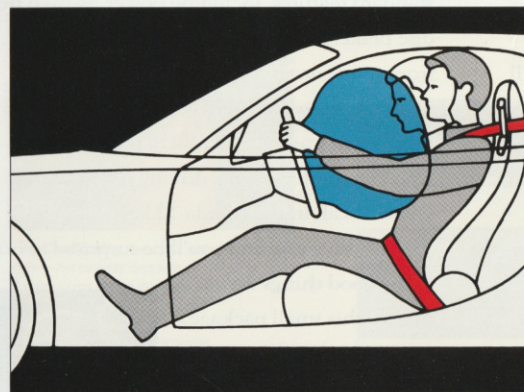
▲ The new 323 offers the choice of two powerplants: either a 1.5 litre (323 GS) or a 1.8 litre (323 LS) 4-cylinder, DOHC, 16-valve engine.

◀ Far more comfortable than the coupe-like exterior leads you to expect, the new 323's interior has ample room for four adults.

MacPherson struts with Twin Lateral Link struts in the rear. The improvements in suspension design enhance cornering stability as well as ride comfort by controlling excessive pitching and rolling of the body.

Safety features abound in the 323 GS and LS. Improvements in body rigidity contribute to handling stability and a more comfortable ride. Passive safety is greater than ever, thanks to the reinforcement of the front and back main-frame. Strengthened side sills and cross members, plus the addition of side door beams and impact boxes effectively protect occupants in the event of a side-on collision.

The new 323's design further enhances driving safety. A short nose and expansive window area increase visibility. The front windshield A-pillars act as rain gutters, directing water up over the roof, rather than over the side windows, providing better visibility in rainy weather. The side mirrors are also scored with 3 mm grooves that



▲ To ensure safety in the event of a front-end collision, Mazda has made available SRS airbags for both the driver and passenger seats.

▼ To increase structural rigidity, side-door beams have been added to the new 323's advanced body design.



channel water away. Driver and passenger airbags are available as an option on all new 323 models.

While our fun-loving car might put a smile on your face, you won't overlook the unrivalled performance of the new 323's innovative engines and its superior safety standards.



▲ The front windshield A-pillars, scored with 3 mm grooves which act as rain gutters, direct water over the roof away from side windows providing better visibility in rainy weather.



THE MAZDA 323 S

Whoever said, "Good things come in small packages", might have been describing the 323 S.

Just one glance will tell you how much is inside this little package. The 323's interior is the roomiest in its class; in fact it actually packs more room than some cars that look larger. This surprising amount of space means four adults can sit back and relax in unheard-of small-car comfort.

The 323's hatch opens wide and its low sill makes loading and unloading awkward cargo a cinch. Fold down the 60/40 split rear seatback and you'll open up all kinds of space for hauling luggage, sports equipment or just a load of groceries.



◀ A 5-speed manual transmission with overdrive is standard; the optional 4-speed automatic shifts smoothly and quietly.

Under the hood of the S model is nestled our highly-efficient 1.6 litre, overhead cam multi-port fuel-injected engine. And an advanced suspension system features the patented Mazda Twin Trapezoidal Link which keeps the rear wheels correctly aligned on bumps and dips, even when braking, accelerating or cornering.

The 323 S also has an impressive list of standard features, including power-assisted front disc brakes, all season steel-belted radial tires, front mud guards, bodyside mouldings, intermittent windshield wipers, rear window wiper with washer, and much, much, more.

Looks, performance, driving fun and solid value. It's all in the Mazda 323 S.

Test-drive one and you'll be surprised at how many good things we've fit into this small package.



➤ Skiing, biking, or serious shopping are no problem thanks to the 60/40 split fold-down rear seatback of the 323 S.

ACCESSORIES

Genuine Mazda Accessories can help you protect and enhance your new 323 and make it uniquely yours. Designed and manufactured to the same exacting specifications as our vehicles, they offer a level of fit and finish competitive

accessories just aren't able to duplicate. To fully maintain all the original quality that has gone into your new Mazda 323 always insist on the genuine article: Genuine Mazda Accessories.



◀ Mazda 323 shown with roof and side window air deflectors.

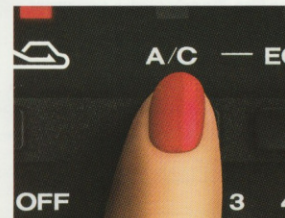


▲ **Rear Spoiler.** Optional on the 323 LS, available as an accessory on the GS model.



◀ **Floor Carpets.** Durable, colour co-ordinated floor carpets help protect the interior from soiling and wear.

Y **Nose Mask.** Custom tailored to fit tight and look great, this nose mask also helps protect the front end from nicks and chips.



▲ **Air Conditioning.** Keep your cool on those hot summer days with an air conditioning system that not only cools the air but actually helps clean and purify. It fully integrates with your vehicle's heating and ventilation system. Ergonomic controls and bi-level vents for easy adjustment of air temperature, direction and velocity are just a finger touch away.



◀ **Audio System.** A complete range of audio equipment is available from an economical AM/FM cassette player to a full featured CD Changer System.

SPECIFICATIONS

| Engine | S | GS | LS |
|-----------------------|-----------------------------|---------------------------------|-----------------------------|
| Type | Inline 4-cylinder | Inline 4-cylinder | Inline 4-cylinder |
| Valve gear | SOHC 8-valve | DOHC 16-valve | DOHC 16-valve |
| Displacement | 1597 cc (97.5 cu.in.) | 1489 cc (90.8 cu.in.) | 1839 cc (112.5 cu.in.) |
| Bore and stroke | 78x84 mm (3.07x3.09 in.) | 75.3x83.6 mm (2.96x3.29 in.) | 83x85 mm (3.27x3.35 in.) |
| Compression ratio | 9.3:1 | 9.4:1 | 9.0:1 |
| Horsepower, SAE net | 82 @ 5500 rpm | 92 @ 5500 rpm | 122 @ 6000 rpm |
| Torque, SAE net lb-ft | 92 @ 2500 rpm | 96 @ 4000 rpm | 117 @ 4000 rpm |
| Fuel system | Electronic fuel injection | | |
| Ignition system | Breakerless electronic | | |

Drivetrain

| | | | | | | |
|------------------|--|------------|-----------------------|------------|-----------------------|------------|
| Type | Front-wheel drive | | | | | |
| Transmission | 5-speed manual with overdrive Optional: 4-speed electronically controlled automatic with overdrive and lock-up torque converter. Hold mode included on S model. | | | | | |
| | 1.6L SOHC (S) | | 1.5L DOHC (GS) | | 1.8L DOHC (LS) | |
| | 5MT | 4AT | 5MT | 4AT | 5MT | 4AT |
| Transmission | 3.416 | 2.800 | 3.416 | 2.800 | 3.307 | 2.800 |
| Gear Ratios: 1st | 1.842 | 1.540 | 1.842 | 1.540 | 1.833 | 1.540 |
| 2nd | 1.290 | 1.000 | 1.290 | 1.000 | 1.310 | 1.000 |
| 3rd | 0.918 | 0.700 | 0.972 | 0.700 | 1.030 | 0.700 |
| 4th | 0.731 | — | 0.775 | — | 0.795 | — |
| 5th | Reverse | 3.214 | 2.333 | 3.214 | 2.333 | 3.166 |
| Final Drive | 4.105 | 3.736 | 3.850 | 4.058 | 4.105 | 3.833 |

Chassis

| | | | | | | |
|------------------|---|--|--|--|--|--|
| Frame | Unit body (all models) with side impact door beams (GS/LS) | | | | | |
| Front suspension | Independent, strut type, coil springs and stabilizer bar | | | | | |
| Rear suspension | Independent, strut type with Twin Trapezoidal Links (TL), coil springs and stabilizer bar | | | | | |
| Steering | Rack and pinion with engine-speed-sensitive variable power-assist; turning circle, curb to curb: 9.6 m; 31.5 feet (S)/9.8 m; 32.2 feet (GS/LS) | | | | | |
| Brakes | Power-assisted ventilated front disc/rear drums (S/GS) Power-assisted 4-wheel disc (LS) | | | | | |
| Wheels | 5.0J x 13-inch styled steel (S/GS) 5.5J x 14-inch styled steel (LS) 5.5J x 14-inch aluminum alloy (Optional LS) | | | | | |
| Tires | 155/80R13 All-season steel belted (S) 175/70R13 All-season steel belted (GS) 185/65R14 All-season steel belted (LS) | | | | | |
| Curb weight | 995 kg (MT); 1020 kg (AT) (S) 1065 kg (MT); 1094 kg (AT) (GS) 1125 kg (MT); 1146 kg (AT) (LS) | | | | | |
| Fuel Capacity | 50 litres; 11 imp. gallons | | | | | |

| Dimensions mm | S | GS | LS |
|----------------------|--------------|--------------|--------------|
| Wheelbase | 2450 mm | 2505 mm | 2505 mm |
| Track: (fr/r) | 1430/1435 mm | 1460/1460 mm | 1460/1460 mm |
| Overall length | 4155 mm | 4155 mm | 4155 mm |
| Overall width | 1670 mm | 1710 mm | 1710 mm |
| Overall height | 1380 mm | 1405 mm | 1405 mm |
| Headroom (fr/r) | 981/954 mm | 981/935 mm | 981/935 mm |
| Legroom (fr/r) | 1073/869 mm | 1073/846 mm | 1073/846 mm |
| Shoulder room (fr/r) | 1361/1356 mm | 1377/1342 mm | 1377/1342 mm |
| Passenger volume | 2633 litres | 2574 litres | 2574 litres |
| Trunk capacity | 466 litres | 445 litres | 445 litres |
| with rear seat down | 872 litres | 796 litres | 796 litres |

MOT Fuel Economy Ratings (L/100 km)

| | 1.6L SOHC (S) | | 1.5L DOHC (GS) | | 1.8L DOHC (LS) | |
|---------|----------------------|------------|-----------------------|------------|-----------------------|------------|
| | 5MT | 4AT | 5MT | 4AT | 5MT | 4AT |
| City | 8.5 | 9.6 | 7.7 | 9.1 | 9.1 | 10.5 |
| Highway | 6.3 | 6.8 | 5.7 | 6.3 | 6.8 | 7.5 |

Accessories

| | S | GS | LS |
|---------------------------------|---|----|-----|
| Air Conditioning | A | A | A |
| Compact Disc Deck | — | A | A |
| 6 Disc CD Changer | A | A | A |
| Floor Carpet Mats | A | A | A |
| Trunk Cargo Net | — | A | A |
| Keyless Entry/Security System | — | — | A |
| Right Hand Mirror | A | S | S |
| Rear Mudguards | A | A | A |
| Nose Mask | A | A | A |
| Sunroof Wind Deflector | — | — | A |
| Rear Spoiler | — | A | A/P |
| Door Visors | — | A | A |
| Removable Roof Rack/Attachments | A | A | A |
| Trunk Mounted Bike Rack | A | A | A |
| Wheel Locks | A | A | A |
| Fog/Driving Lights | A | — | — |
| Block Heater | A | A | A |

Mazda's Leadership Warranty

The basic warranty on Mazda vehicles covers all parts found to be factory defective for 36 months or 80,000 KM's, whichever comes first. Additional warranties cover major components for a period of 5 years or 100,000 KM's, body sheet metal perforation for 5 years and unlimited mileage and selected emission control components for 8 years or 128,000 KM's. Exclusions from coverage are limited to maintenance items or adjustments (repairs not requiring parts replacement) on vehicles over 12 months old and repairs due to normal wear and tear.

Complement your new-vehicle limited warranty with the Mazda Extended Protection Plan, the only service agreement backed by Mazda. Ask your dealer for details.

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 colours, interiors, equipment or features may vary from time to time and by geographic area; colours in illustrations may vary from actual upholstery or paint colours due to reproduction and printing processes. Mazda reserves the right to make changes without notice in product content and price at any time. Each of the vehicles portrayed in this brochure is equipped with safety belts for occupant protection. Although the safety belts in one or more of the photographs or illustrations may not be shown in the normal position, safety belts should always be used in accordance with the instructions in the owner's manual.

FEATURES

| Mechanical Features | S | GS | LS |
|--|---|----|----|
| 5-speed manual transmission with overdrive | S | S | S |
| 4-speed automatic transmission | O | O | O |
| Rack-and-pinion steering | S | — | — |
| Rack-and-pinion steering with engine-rpm-sensing variable power assist | O | S | S |
| Power-assisted ventilated front disc/rear drum brakes | S | S | — |
| Power-assisted 4-wheel disc brakes | — | — | S |

Exterior Features

| | S | GS | LS |
|--|---|----|-----|
| Body side mouldings | S | S | S |
| Driver's side manual control mirror | S | — | — |
| Dual manual remote control mirrors | — | S | — |
| Dual power remote control mirrors | — | — | S |
| Tinted glass | S | S | S |
| Flush-mount halogen headlights with daytime running lights | S | S | S |
| Intermittent windshield wipers | S | S | S |
| Front mud guards | S | S | S |
| Full wheel covers | — | S | S |
| 14-inch aluminum alloy wheels | — | — | P |
| Rear spoiler | A | A | A/P |

Interior Features

| | S | GS | LS |
|---|---|----|-----|
| 3-point safety belts for all outboard occupants with rear seat centre lap belt; height adjustable front shoulder-belt anchors | S | S | S |
| Driver's- and passenger's-side air bag Supplemental Restraint System (SRS)** | — | O | O/P |
| Reclining front bucket seats | S | S | S |
| 8-way adjustable driver's seat | — | — | S |
| 60/40 split fold-down rear seatback with locks | S | S | S |
| Cloth upholstery | S | S | S |
| Remote fuel-door release | — | S | S |
| Remote hatch release | — | S | S |
| Cargo area lamp | — | S | S |

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

* Standard and only available with automatic transmission.

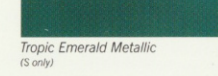
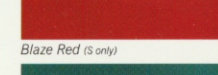
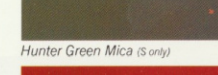
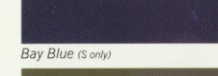
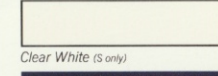
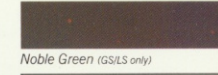
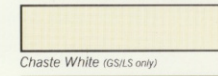
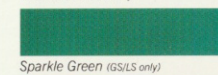
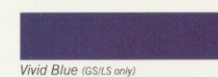
** A child in a rear-facing child restraint can be badly injured by the passenger air bag if it inflates. Never use a rear-facing child restraint in the front passenger seat of any vehicle with dual air bags. For special instruction on other child restraints, please review the owner's manual.

| Interior Features (continued) | S | GS | LS |
|--|---|----|----|
| Cargo area cover | — | S | S |
| Passenger's-side front seatback pocket | — | S | S |
| Tachometer | — | S | S |
| Resettable trip odometer | S | S | S |
| Digital clock | — | S | S |
| Centre console with storage tray | S | — | — |
| Centre console with covered storage | — | S | S |
| Dual front cup holders | — | S | S |
| Tilt steering column | — | S | S |
| Cruise control with steering-wheel-mounted controls | — | — | S |
| Rear window defroster | S | S | S |
| Rear window wiper w/washer | S | S | S |
| Rear heater ducts | S | S | S |
| Passenger assist grips | — | S | S |
| Lockable glove compartment | S | S | S |
| AM/FM/ETR cassette stereo with four speakers | A | S | S |
| Power windows with driver's one-touch-down feature | — | — | S |
| Power door locks | — | — | S |
| Door-mount courtesy lamps | — | — | S |
| Dual front map/reading lights | — | — | S |
| Covered passenger's-side vanity mirror | — | S | S |
| Front-seat door storage pockets | — | S | S |
| Front-seat side storage trays | — | S | S |
| Push-button ventilation controls | — | S | S |
| Power glass moonroof | — | — | P |
| Colour keyed cut pile carpeting | S | S | S |
| Warning lights for low fuel, door ajar, low washer fluid | S | S | S |

Optional Package

| | S | GS | LS |
|----------------|---|----|----|
| Sport Package | — | — | O |
| Rear spoiler | — | — | S |
| Alloy wheels | — | — | S |
| Dual airbags | — | — | S |
| Power moonroof | — | — | S |

Exterior Colours



Colour Combinations (Interior/Exterior)

Gray/Vivid Blue, Sparkle Green, Classic Red, Chaste White, Noble Green, Clear White, Bay Blue, Blaze Red, Tropic Emerald Metallic, Beige/Hunter Green Mica (S only)

OUR COMMITMENT



Ever since Mazda first began building cars and trucks we've offered our own unique vision: a total commitment to creating exciting vehicles that discerning drivers will love. Cars and trucks with style, flair and personality. Each one making its own strong and individual statement, so that your new Mazda will always feel just right to you.

We also want your purchasing experience to be positive, so, through Mazda Canada Credit*, we offer a wide variety of financing plans or a convenient Mazda Personal Lease.™ And to ensure your continued satisfaction, we cover every Mazda with a 36-month/80,000 km, "bumper-to-bumper," no-deductible warranty. It's one of the strongest warranties in the entire business."

Our commitment extends to designing vehicles that are as friendly to the environment as to their owners. For just one example, we've completely eliminated asbestos from all of our cars. We're labeling plastic parts for recycling and even working to develop hydrogen-fueled and electric engines that will be virtually pollution-free.

Why do we so strongly emphasize human values? Because we want driving to be just part of the very good feeling you'll get from Mazda.

The Full Mazda Lineup



Millenia Luxury Sedan



RX-7 Sports Car



626 Cronos Sedan



MX-6 Mystère Sports Coupe



MX-3 Precidia Sports Coupe



MX-5 Miata Roadster



Protégé Sedan



323 Hatchback



MPV Minivan



B-Series Trucks



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YOU MAY PURCHASE ONE OF SEVERAL
MAZDA ADDED PROTECTION PLANS.

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Part #9999-92-3295-EN