

M a z d a

Protegé

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As far back as you can remember, did you dream about cars? Eat, sleep and talk cars? Well, we did. Because at Mazda, it's not enough to be a great engineer. You have to really love cars. Practically have motor oil in your veins.

An attitude that fits with our unique and deeply held company philosophy. We call it Kansei Engineering, and it goes far beyond charts and stopwatches to explore the emotions, the feelings that connect people to their cars. It's the guiding force behind every car we build.

That's why we couldn't settle for making our all-new Protegé just another compact car. Take it once around the block. You'll forever forget it's a compact. The Protegé is the roomiest car in its class. Roomier, even, than such midsize cars as Altima and Accord, with the ride qualities of a larger car too. While keeping the best compact attributes, like fuel efficiency and price.

Introducing the Mazda Protegé. Created with the passion that only Mazda, through Kansei Engineering, can bring to a car.



Protegé ES

OVERVIEW

We'll say it right away. The new Mazda Protegé is fun to drive. Lots of fun, when that's just what you're looking for.

Yet fun is only one of the qualities setting the new Protegé apart from its class. Our other goals in designing it included creating a car that would meet your everyday needs. A compact car with a mid-sized interior. An efficient and practical vehicle that you can count on. One that you'll even take for granted.

To that end, we engineered it in the same manner as we engineered our Millenia luxury sedan. To offer obvious quality in a class that sees mostly compromises. To last, because the Protegé is a car you'll want to keep for a while. To offer the superior value that can come only from such quality and longevity. And to give the Protegé ride quality, spaciousness and a level of fit and finish that remove any aura of a compact car.

The roomiest car in its class with the most rear legroom in its class.

Because there's no reason a small car should feel small. There's plenty of headroom too. Your car pool will appreciate the space, not to mention the smooth and quiet ride more typical of a larger car. Of course, you may find yourself being asked to drive more often than you'd planned.

Rear Legroom Comparison

Mazda Protegé	905mm
Sentra XE	785mm
Toyota Corolla DX	838mm
Honda Civic LX	832mm
Saturn SL 2	827mm

Unsurpassed cargo room in its class; more than Civic, Neon and Escort.

Practicality isn't measured by passenger volume alone. We didn't short the new Protegé on trunk space. So ambitious shopping trips pose no problem.

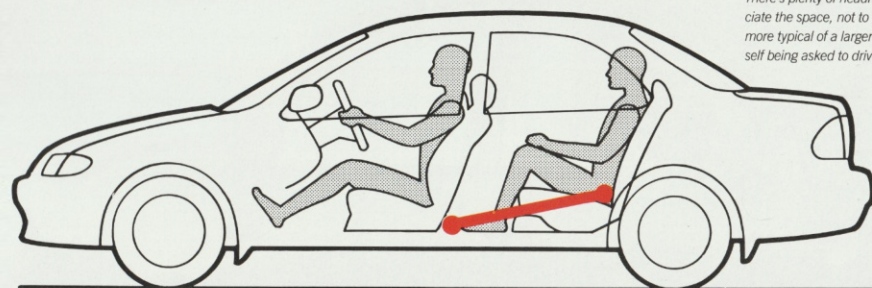
Better standard mileage than Corolla, Escort and Saturn SL.

Available dual air bags. And the best basic warranty in its class.

For peace of mind, now and down the road.

Engineered for value, not cost.

You can't see body rigidity, for instance, or fuel-tank construction or many other details that add up to the difference between a car that will just please you today and one that will still feel like new many thousands of miles from now. But our engineers know the difference. Unlike many cars, particularly in this class, the Protegé is built to reach a level of quality, not a specific price point.



Protegé ES

INTERIOR

A big part of the Protegé story is its ample size. The car not only has more measurable room, but, thanks to our new OptiSpace design, more psychological room as well. OptiSpace incorporates an efficient, streamlined design to take full advantage of the Protegé's engineering layout. Meaning extra room for both front and rear-seat passengers.

We've paid the same amount of attention to small details. For instance, gauges positioned within easy reach. A retracting cup holder. Numerous storage areas. And driver and passenger seats that are designed with extra shoulder support and specific lumbar support.

> Gauges and warning lights are elegantly simple and clearly marked. A straightforward design feature that's more unusual than you might think.



> Air conditioning is available for every Protegé. Push button electronic controls add a further touch of luxury on LX/ES models.

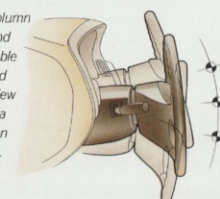


< The retractable dual cup holder stays hidden until you want to use it, then slides open with just a touch.



> Power windows, mirrors and door locks are standard on the LX and ES. We designed the window controls for intuitive operation – push down to lower the windows, pull up to raise them. And the driver can lock the side windows in any position, a nice feature when children are aboard. Controls for the power mirrors are also on the door.

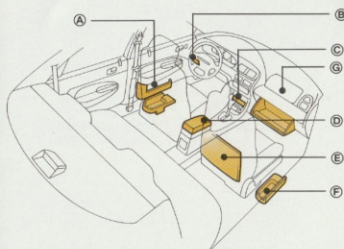
> The steering column tilts, to help you find the most comfortable driving position and maintain a clear view of the gauges. It's a standard feature on every new Protegé.





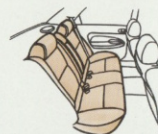


◀ Pull out the stops for that tailgate party—there's plenty of room for the supplies you will want. Our super-computers helped us achieve the maximum possible cargo room, unsurpassed by any other sedan in its class. The numbers: 371 litres (13 cubic feet), more than you'll get in a Civic, a Neon or an Escort. The trunk is illuminated and the floor and sides are lined.

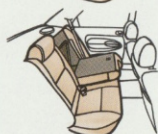


▲ The Protegé LX and ES interior abounds with useful storage spaces. In addition to the glove box, it has a large pocket in each front door (A), a recess in the instrument panel (B), a pocket in the forward console (C), and a covered centre console bin (D), a pocket on the passenger seatback (E) and trays at the side of the front seats (F), and an upper glove box (G) (not available with air bags).

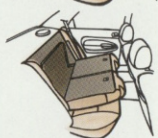
➤ The 60/40 split fold-down rear seatback on all models gives you added practicality for everyday use.



➤ Fold one section down, and you can carry long cargo and still have lots of room for a rear passenger too.



➤ When it's time for a trip to the building supply store, the Protegé is ready. Simply fold down both sections of the seatback.



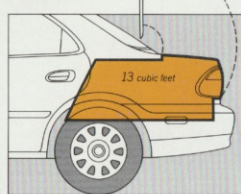
▲ An AM/FM/cassette stereo system is standard on the LX and ES. It delivers rich and satisfying sound through four high-quality speakers.



◀ Adjustable anchors to let you position the front safety belts for better comfort and performance in LX and ES models.



▲ A power moonroof is standard on ES models. You can open it all the way, or just tilt it up for extra ventilation. And it includes a sliding sunshade.



◀ To stay out of your way, the trunk lid opens to 90°, and the low lift-over helps make loading easier.

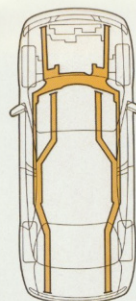
➤ You'll find a handy covered mirror on the passenger's sun visor in the LX and ES models. And the driver's visor has a document pocket.



SAFETY

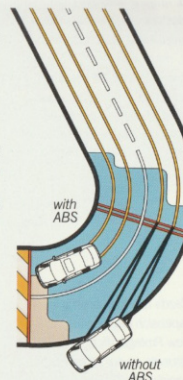
Many important safety features were

incorporated into the Protegé's design. Exceptionally strong and rigid, the basic structure is engineered with "crumple zones" at the front and rear that progressively absorb impact forces. An innovative frame design directs those forces around the passenger compartment, and reinforcement beams in the doors add protection in side impacts. Dual air bags are available on every



▲ To help protect the occupants, the Protegé structure directs the forces of a frontal impact around the cabin, not through it. We accomplished this by separating the primary frame runner behind the engine compartment from the rest of the frame, and by adding a subframe around the perimeter of the cabin.

➤ An Anti-Lock Brake System (ABS) is optional on the ES model. A locked wheel has less traction than a rolling one, and by preventing lockup, ABS can help you maintain control of the car in a hard stop. Or while braking in a turn or on a slippery surface. Computer-controlled sensors at each wheel monitor wheel speed. If a tire is about to lock up, the ABS pulses many times per second so that the tire keeps rotating while still slowing the car.

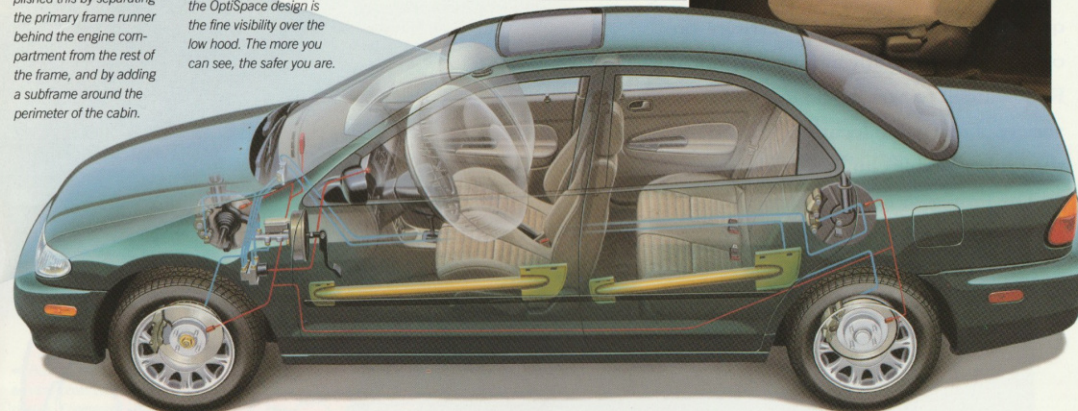


▼ Another advantage to the OptiSpace design is the fine visibility over the low hood. The more you can see, the safer you are.

SAFETY FEATURES

The Mazda Protegé LX and ES feature the following safety equipment.

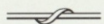
- Three-point safety belts for all outboard occupants, with direct-clip reels and adjustable shoulder belt anchors in front
- Driver's- and passenger's-side air bag Supplemental Restraint System (SRS) (optional LX/ES)
- Side-impact door beams
- Anti-lock Brake System (ABS) (optional ES)
- Energy-absorbing steering column and instrument panel
- 4-wheel disc brakes
- Laminated windshield glass
- Head restraints for all outboard occupants
- Centre high-mount stop lamp
- Energy-absorbing crumple zones
- Breakaway inside rearview mirror
- Halogen headlights
- Side marker lamps and reflectors
- Child-safety rear door locks
- Automatic transmission shift interlock (ATI)



▲ An air bag Supplemental Restraint System (SRS) for both the driver and front passenger is available on every Protegé LX and ES. For the air bags to be fully effective, you should always fasten your safety belts properly.

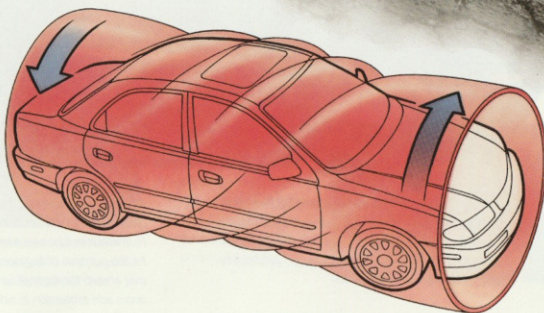
▲ During development, the Protegé structure was put through countless computer-simulated crashes. Numerous actual cars were also crash-tested, many for the purpose of engineering the "crumple zones" that absorb the force of an impact. Beams in the doors add protection in side impacts.

▲ 4-wheel disc brakes are standard equipment on the LX and ES. The ES has an available Anti-lock Brake System (ABS). The 4-wheel, 3-channel ABS system is shown above; sensors in red, pump and fluid lines in blue.



▲ Our Global Road Circuit exactly duplicates over 20 different road surfaces from all around the world, ranging from Belgian cobblestones to super-highways to gravel. Here, during development, many new Protégé prototypes were driven 24 hours a day for three and a half months per car. And this testing continues today with actual production models.

➤ Mazda has long been a leader in suspension engineering, and the new Protégé offers the latest refinements on our proven Twin Trapezoidal Link (TTL) rear suspension. The benefits are especially apparent on a less-than-ideal road surface. You'll have an easier time keeping control. And enjoy a ride that's smoother and more comfortable.

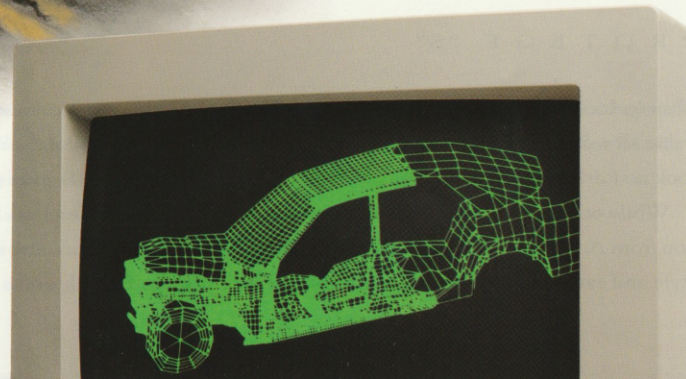


◀ Even normal driving exerts strong, twisting forces on a car's body and chassis. Engineered with a particularly strong and rigid body structure, the Protégé effectively resists these forces. You'll enjoy better handling – and a very solid and stable road feel.



▲ Real-life rainstorms are nothing compared to what we put a Protégé through before it leaves the factory. Every day, several cars are chosen at random and sent to a special test facility where they undergo water torture for as long as 12 hours. And that's just part of our extensive quality control procedures. Every Protégé we build must pass the close scrutiny of 33 separate inspectors before it's considered finished.

Y Advanced supercomputer modeling techniques enabled our engineers to design an exceptionally rigid body structure that provides a stable platform and contributes to the outstanding ride and road poise of the new Protégé.





P R O T E G É "S"

If you're looking for economy, practicality and value all wrapped up in a car that's fun to drive, look no further than the Protegé S.

While other cars in its class can certainly get you from A to B, none of them do it with the style and excitement of the Protegé S. No other

car offers you so much for your money.

With one of the roomiest interiors in its class, the Protegé S gives you contoured seats and a 60/40 split seatback. The exceptionally rigid unit-body provides improved handling, a smoother ride and a strong measure of safety.

Outside the Protegé is just as impressive.

Standard features include all-season steel-belted radial tires with 13 inch steel wheels and full wheel covers, tinted glass, flush mounted halogen headlights with daytime running lights, and protective body side mouldings.

We admit that the Protegé goes far beyond traditional compact expectations. But it's also the only way we could meet yours.

SPECIFICATIONS

Engine	S	LX/ES
Type	Inline 4-cylinder	Inline 4-cylinder
Valve gear	SOHC 16-valve	DOHC 16-valve
Displacement	1839 cc (112.5 cu.in.)	1839 cc (112.5 cu.in.)
Bore and stroke	83x85 mm (3.27x3.35 in.)	83x85 mm (3.27x3.35 in.)
Compression ratio	8.9:1	9.0:1
Horsepower, SAE net	103 @ 5500 rpm	122 @ 6000 rpm
Torque, SAE net lb-ft	111 @ 4000 rpm	117 @ 4000 rpm
Fuel system	Electronic fuel injection	Electronic fuel injection
Ignition system	Breakerless electronic	Breakerless electronic

Drivetrain	S	LX/ES
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.	
	1.8L SOHC	1.8L DOHC
	5MT	4AT
Transmission	5MT	4AT
Gear Ratios: 1st	3.416	2.800
2nd	1.842	1.540
3rd	1.290	1.000
4th	0.918	0.700
5th	0.731	0.795
Reverse	3.214	2.333
Final Drive	3.619	3.476

Chassis	S	LX/ES
Frame	Unit body (all models) with side impact door beams (LX/ES)	
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: 9.8 m; 32.2 feet (S)/10.2 m; 33.4 feet (LX/ES)	
Brakes	Power-assisted ventilated front disc/rear drums (S) Power-assisted 4-wheel disc (LX/ES) Optional anti-lock braking system (ES)	
Wheels	5.0J x 13-inch styled steel (S) 5.5J x 14-inch styled steel (LX) 5.5J x 14-inch aluminum alloy (ES)	

Chassis (continued)	S	LX	ES
Tires	175/70R13 All-season steel belted (S) 185/65R14 All-season steel belted (LX/ES)		
Curb weight	1055 kg (MT); 1085 kg (AT) (S) 1103 kg (MT); 1118 kg (AT) (LX) 1145 kg (MT); 1165 kg (AT) (ES)		
Fuel Capacity	55 litres; 12.1 imp. gallons (S), 50 litres; 11.0 imp. gallons (LX/ES)		
Dimensions mm	S	LX	ES
Wheelbase	2500 mm	2605 mm	2605 mm
Track: (fr/r)	1430/1435 mm	1460/1460 mm	1460/1460 mm
Overall length	4355 mm	4440 mm	4440 mm
Overall width	1675 mm	1710 mm	1710 mm
Overall height	1375 mm	1420 mm	1420 mm
Headroom (fr/r)	975/942 mm	996/949 mm	963/933 mm
Legroom (fr/r)	1073/880 mm	1073/905 mm	1073/905 mm
Shoulder room (fr/r)	1356/1364 mm	1378/1361 mm	1378/1361 mm
Passenger volume	2605 litres	2704 litres	2704 litres
Trunk room capacity	370 litres	371 litres	371 litres

MOT Fuel Economy Ratings	1.8L SOHC	1.8L DOHC
	5MT	4AT
City	8.8L/100 km	9.9L/100 km
Highway	6.5L/100 km	7.3L/100 km

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	LX	ES
5-speed manual transmission with overdrive	S	S	S
4-speed automatic transmission	O	O	O
Rack-and-pinion steering with engine-rpm-sensing variable power assist	S	S	S
Anti-lock Brake System (ABS)	-	-	P
Exterior Features	S	LX	ES
Body side mouldings	S	S	S
Dual manual remote control mirrors	S	-	-
Dual power remote control mirrors	-	S	S
Tinted glass	S	S	S
Flush-mount halogen headlights with daytime running lights	S	S	S
Intermittent windshield wipers	S	S	S
Full wheel covers	S	S	-
14-inch aluminum alloy wheels	-	-	S
Interior Features	S	LX	ES
3-point safety belts for all outboard occupants with rear seat centre lap belt	S	S	S
Height adjustable front shoulder-belt anchors	-	S	S
Driver's- and passenger's-side air bag Supplemental Restraint System (SRS)*	-	O	P
Reclining front bucket seats	S	S	S
8-way adjustable driver's seat	-	S	S
Cloth upholstery	S	S	S
Remote fuel-door release	S	S	S
Remote trunk release	S	S	S
Passenger's-side front seatback pocket	-	S	S
Warning lights for low fuel, door ajar, low washer fluid	-	S	S
Tachometer	-	S	S
Resettable trip odometer	S	S	S
Digital clock	S	S	S
Centre console with storage tray	S	-	-
Centre console with covered storage	-	S	S
Dual front cup holders	S	S	S
Interior Features (continued)	S	LX	ES
Child-safety rear door locks	S	S	S
Tilt steering column	-	S	S
Cruise control with steering-wheel-mounted controls	-	S	S
Rear window defroster	S	S	S
Rear heater ducts	S	S	S
Passenger assist grips	-	S	S
Lockable glove compartment	S	S	S
AM/FM/cassette stereo with four speakers	A	S	S
Power windows with driver's one-touch-down feature	-	S	S
Power door locks	-	S	S
Door-mount courtesy lamps	-	S	S
Dual front map/reading lights	-	S	S
Passenger's-side vanity mirror (Covered on LX/ES)	S	S	S
Front-seat side storage trays	-	S	S
Push-button ventilation controls	-	S	S
Power glass moonroof	-	-	S
Colour keyed cut pile carpeting	S	S	S
Options & Accessories	S	LX	ES
Dual airbags/ABS Package	-	-	O
Air conditioning	A	A	A
Compact Disc Deck	-	A	A
6 Disc CD Changer	A	A	A
Floor carpet mats	A	A	A
Centre arm rest	-	A	A
Trunk cargo net	-	A	A
Keyless entry/security system	-	A	A
Rear mudguards	A	A	A
Nose mask	A	A	A
Sunroof wind deflector	-	-	A
Rear spoiler	-	A	S
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

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

Exterior Colours
Chaste White (LX/ES only)
Champagne Silver (LX/ES only)
Ruby Mica
Noble Green (LX/ES only)
Thunder Gray (LX/ES only)
Classic Red (LX/ES only)

Blaze Red (S only)
Clear White (S only)
Elegant Beige Metallic (S only)
Hunter Green Mica (S only)
Tropic Emerald Metallic (S only)

Colour Combinations (Interior/Exterior)

Gray/Chaste White, Ruby Mica, Noble Green, Thunder Gray, Classic Red, Blaze Red, Clear White, Tropic Emerald Metallic
Beige/Champagne Silver (LX/ES only)
Taupe/Elegant Beige Metallic, Hunter Green Mica, Ruby Mica (S only)

ACCESSORIES

Now that you've chosen the car you really want, why not make it uniquely yours with Genuine Mazda Accessories? See your Mazda Dealer today and discover how easy it is to personalize, protect and enhance your new 1995 Protégé with Genuine Mazda Accessories.

Genuine Mazda Accessories installed by a Mazda Dealer prior to or at the time of initial vehicle retail delivery also come with the Mazda 36-month/80,000 km warranty. See your Mazda Dealer for details.

Y Front Mask: Custom-tailored to fit tight and look great, it helps protect the front end of your Protégé while allowing easy access to the engine.



< Security System: Puts on an attention-getting display at any attempt at forced entry. The key-chain-mounted remote transmitter lets you flash the headlights to locate your car, lock or unlock it and sound the alarm. Includes two transmitters.



A Compact Disc Deck: Get nonstop music from this in dash CD deck. Available for LX and ES models.

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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