

1999

PROTEGÉ



**mazda**

Get in. Be moved.



You've always known what you wanted and gone after it full tilt. Your parents got you a Big Wheel® then couldn't get you off it. You learned how to ride a bike in an afternoon and within a week you'd circumnavigated the whole neighborhood. When it came to selling candy bars door to door, you were always salesperson of the month. Going out with friends, you prefer to do the driving. You delight in spotting the next big thing before anyone else, trust your eye and your instinct, and enjoy thinking for yourself when you make your decisions. You're putting together a plan that's ahead of the curve, quick to respond and always ready to go. Get a car that fits that plan. The all-new Mazda Protegé. At Mazda, we believe driving is expression, exhilaration, liberation. We build cars to capture that spirit and carry you away.



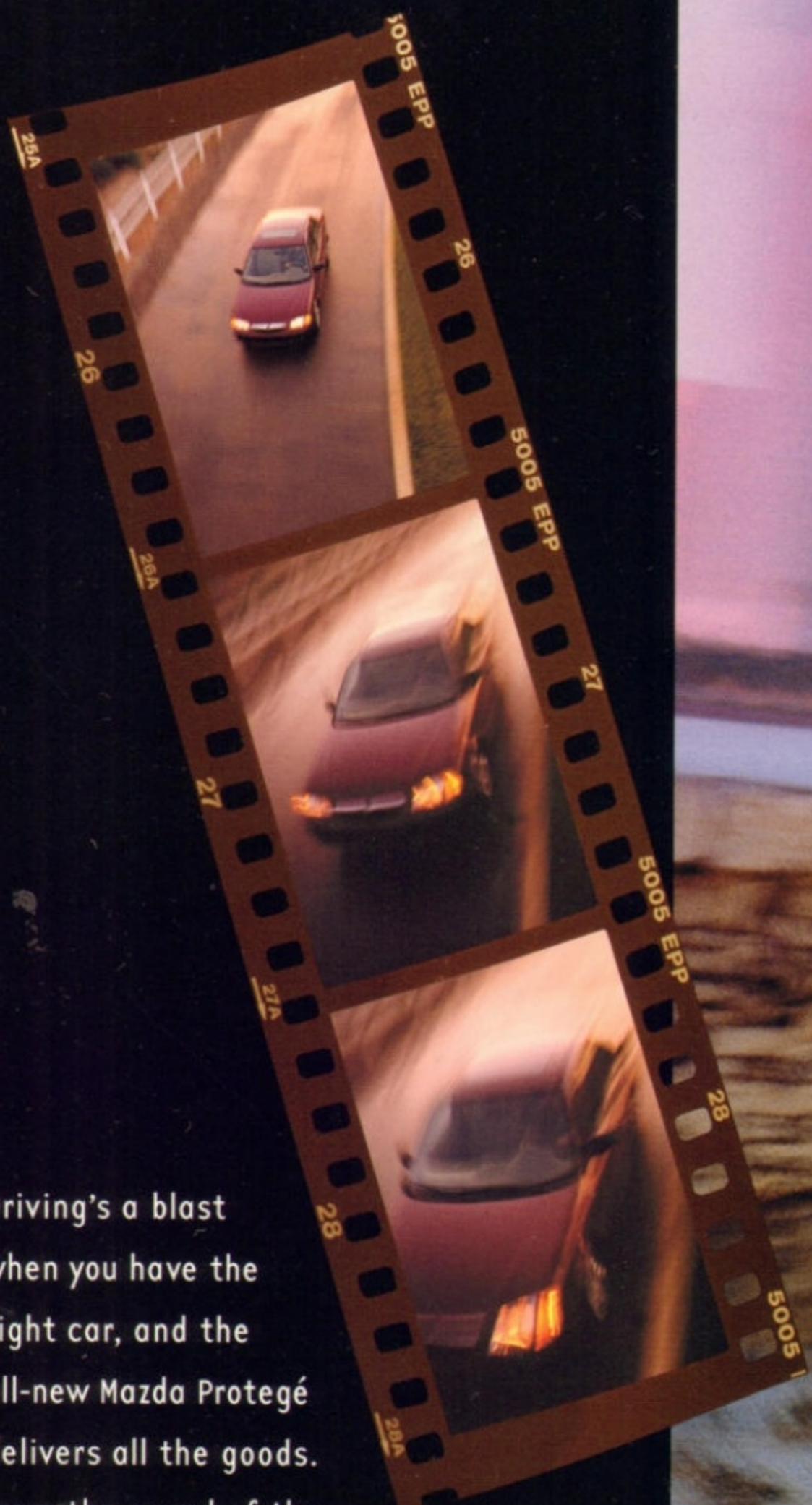
Get in.

Make your move...



Protegé ES in Classic Red with optional moonroof

The road is yours.



Driving's a blast when you have the right car, and the all-new Mazda Protegé delivers all the goods. From the sound of the door closing to the feel of the controls, everything about the Protegé speaks quality. On the road it's nimble and quick, with a smooth, tight feel. You know you're completely in charge, and don't want the road to ever end.

Be moved.



You accomplish a lot. On your own terms.



You're off for a quick weekend and as you're barely out of town you reaffirm, this car is great! Your friends were surprised you got a Mazda Protegé. Most of them hadn't bothered to look past the usual suspects when they bought their cars. But you're a lot more confident when you break away a bit from the crowd and tell them look, Mazda's always made cars that are lots of fun to drive. You brought a couple of those friends along today. And every mile reinforces your decision about the car. Your favorite CDs sound great. Though the road's not the best, the Protegé's poised and cool, smooth and quick. Your friends are impressed. So what else is new?

The Protegé's sharp styling makes it a fine evening companion.



Break away from the crowd.

Protegé ES in Black Mica with optional moonroof

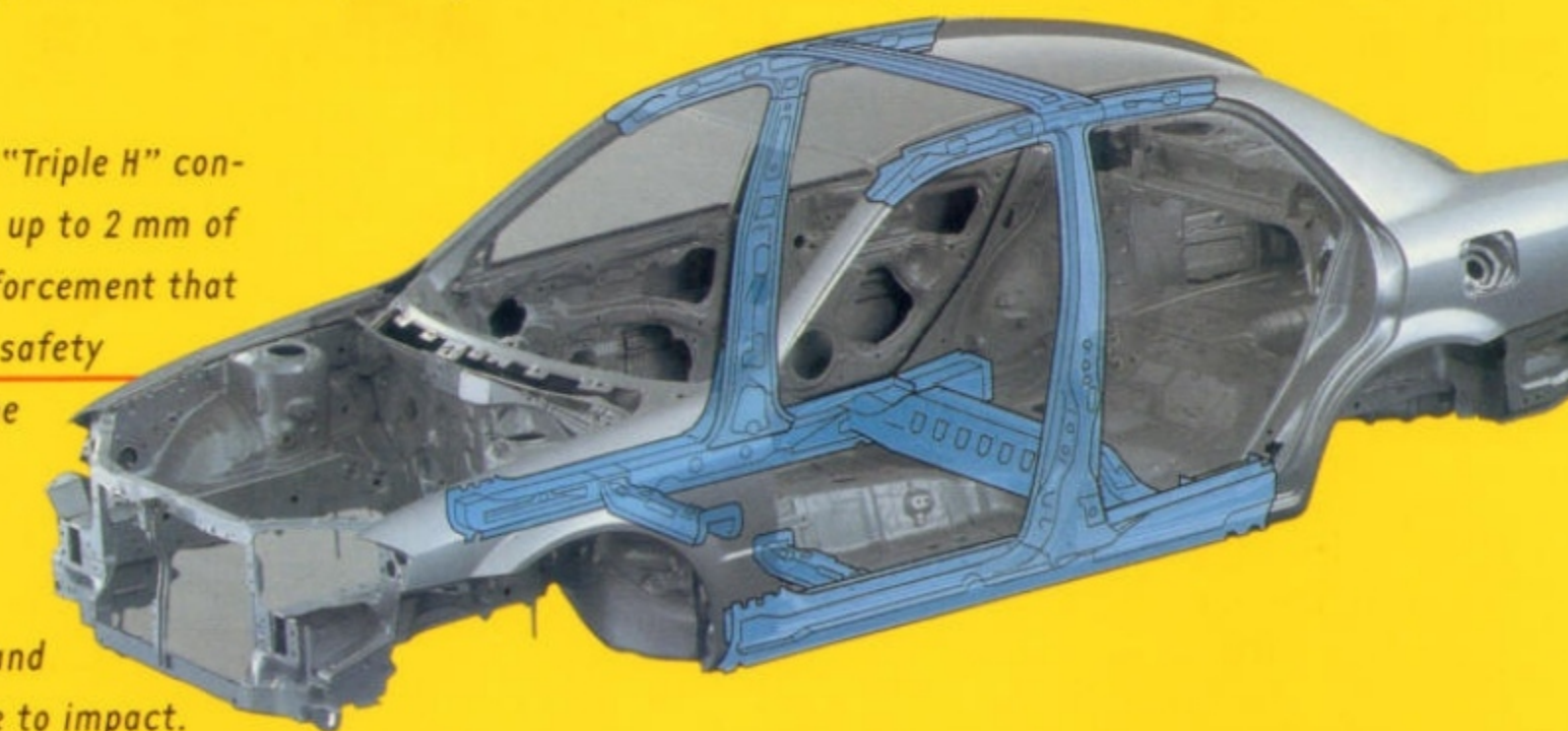


"TRIPLE H" PROTECTIVE CAGE

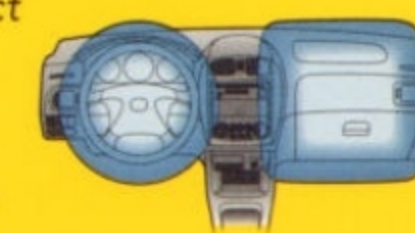


You don't want annoyances like weather to govern your plans. But you still want to feel safe and secure. We've spared no effort to make the all-new Protegé reliable and protective—and to feel that way. For instance, the new body is more efficiently constructed than in the previous Protegé, with added reinforcement and special vibration-absorbing steel at strategic points. And the front safety belts now have a "load limiter" to reduce the belt's force on your chest in an impact. So buckle up, stay alert, and the Protegé will take good care of you.

We call it "Triple H" construction: up to 2 mm of steel reinforcement that creates a safety cage in the Protegé body for added strength and resistance to impact. One of the reasons the Protegé feels—and is—so solid on the road.



Dual air bags help protect the driver and front passenger. See page 16 for air bag information.



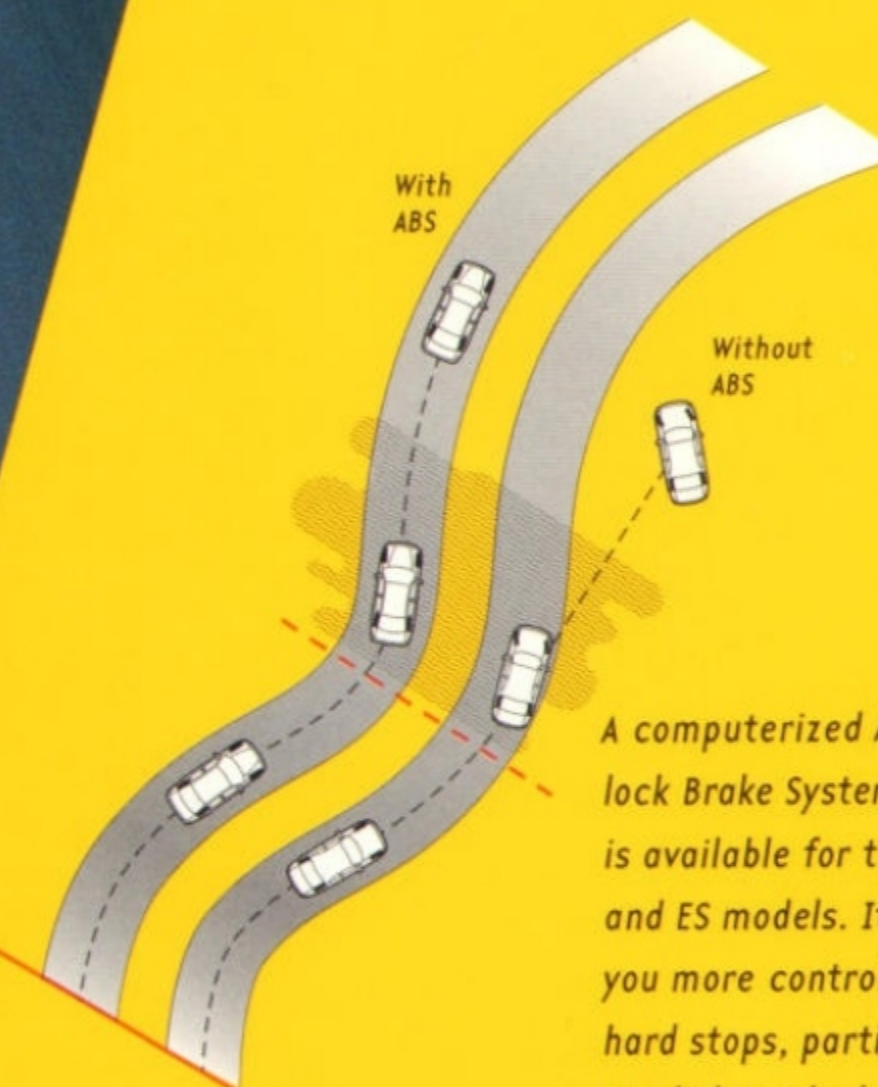
In an impact, a "load limiter" helps to reduce the pressure of the front seat belts on occupants.



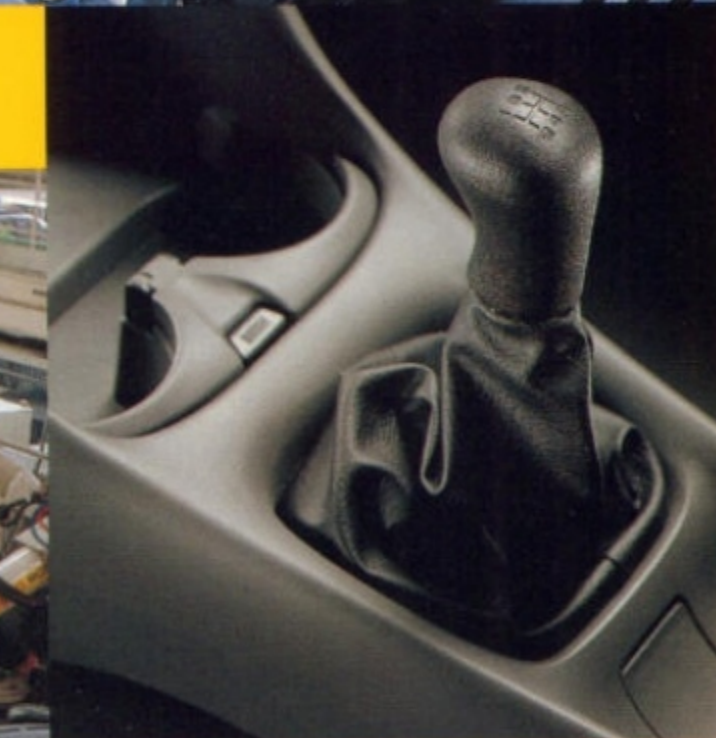
The patented Twin Trapezoidal Link (TTL) rear suspension effectively "steers" the rear wheels to give you better control when accelerating, braking or cornering. Stabilizer bars, front and rear, help make handling more predictable. (Stabilizer bar shown in red.)



ANTI-LOCK BRAKE SYSTEM



A computerized Anti-lock Brake System (ABS) is available for the LX and ES models. It gives you more control in hard stops, particularly on slick roads, by helping to prevent wheel lockup.



**Reduced noise and vibration**

We've applied our latest technology to suppress noise and vibration throughout the car. Specific measures include more-rigid engine brackets; tuned suspension bushings; double-rubber strut mountings; extensive, computer-analyzed use of sound-dampening materials in the body; and aerodynamic design to reduce wind noise.

**ISO 9001 compliance**

ISO 9001 is a strict international quality-assurance standard. Mazda is one of only a few auto manufacturers to achieve ISO 9001 approval and has applied an ISO 9001-compliant quality system throughout the Protegé's development.

**ULEV certified**

Protegés are environmentally friendly. The 1.6-liter engine of Protegés for California and several northeastern states meets California's strict Ultra-Low Emissions Vehicle (ULEV) standards. Approximately 90% of the materials in the car are recyclable, and plastic parts are coded for proper recycling. The available air conditioner is CFC-free.

**Steering**

Improved feel, better steering response through a more rigid mounting of the steering rack.

**Anti-corrosion measures**

Zinc-plated steel is used for 90% of the Protegé sheet metal. Outer and underside panels have nickel plating with an organic resin coating. A thick PVC coating protects the side sills and lower door areas from stone chips.

**Intel® processor**

Powerful microprocessor governs all engine functions and coordinates them with the available automatic transmission.

**Transmissions**

A 5-speed stick is standard, with Teflon® bushings for precise and smooth shifting. Or you can choose the available 4-speed automatic which uses a new Direct Electronic Shift Control (DESC) system for precise shifting and optimal integration with the engine.

**Computer Aided Engineering (CAE)**

The latest CAE technology was used to develop the body structure for optimal strength, rigidity and energy absorption properties.

**Warranty**

The Protegé is covered "bumper-to-bumper" for 36 months or 50,000 miles, a basic limited warranty unsurpassed in its class. See the back cover for complete details.

Your car's important to you, so you're used to hearing about overhead cams and multiple valves. (You'll find all this info on page 17.) You also want to know what the latest technology can do for you. Consider the two engines available for the Protegé. While based on proven designs, they're all-new, incorporating the latest technology advances. Our engineers paid particular attention to both drivability and longevity, because you want a smooth-running car that moves quickly when you tell it to. And you want a car that will always do that, far down the road. In the further interest of quality and longevity, we subject every Protegé to a rigorous quality control system—set up specifically for this all-new car—throughout the manufacturing process. And we employ the latest in precision assembly techniques. You want a car that'll be there for you. Here it is.

If you want more elbowroom, you've come to the right place.



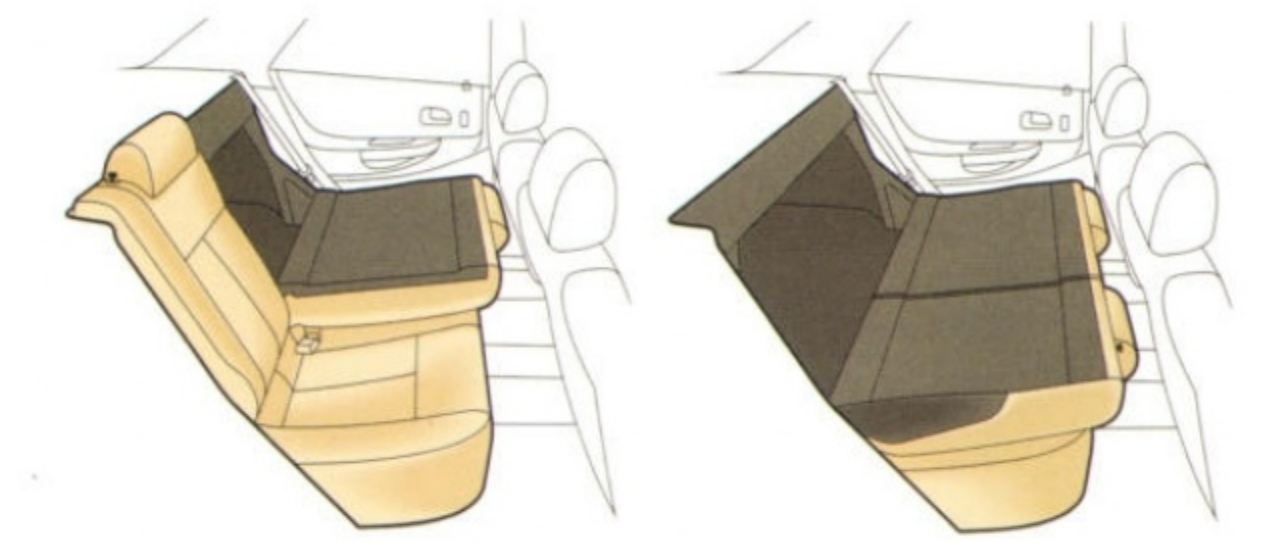
Protegé LX in beige cloth shown with optional automatic transmission and LX Comfort Package



Instrument panel is attractive and functional.



AM/FM/CD stereo



60/40 split rear seatback

Room wasn't the top priority when you went car shopping. But it's the weekend, and you really like being able to fold down a rear seatback, pack in your skis or whatever, and still have room for a couple of friends—and go. Back in the real world, next week it's your turn to take the group to lunch, and you'll once again be happy you chose a Protegé. So will your friends. Because the Protegé is the roomiest car in its class, and that can make quite a difference in everyone's mood. And while your lunch bunch probably won't care, there's also a large trunk that can swallow stacks of luggage. You like the comfort of the standard tilt steering wheel. And the lifter that lets you adjust the driver's seat cushion height (LX, ES). Plus great sound from an AM/FM/CD stereo (LX, ES). Because that's important too.



**SAFETY FEATURES:**

- Driver's and passenger's air bag Supplemental Restraint System (SRS)\*
- Laminated windshield safety glass
- Three-point safety belts for all occupants
- Head restraints for all outboard occupants
- Height-adjustable front shoulder-belt anchors
- Center high-mount stop light
- Energy-absorbing crumple zones
- Breakaway inside rearview mirror
- "Triple H" body construction
- Side-impact door beams
- Rear-door catch pin
- Child-safety rear door locks
- Front safety-belt load limiter
- Energy-absorbing steering column and instrument panel
- Energy-absorbing headliner for head protection
- Shift interlock (automatic transmission)
- Clutch interlock (manual transmission)

\* A child in a rear-facing child restraint can be injured by the passenger air bag if it inflates. Never use a rear-facing child restraint in the front passenger seat. For special instructions on other child restraints, please review the owner's manual.

**COLOR COMBINATIONS (INTERIOR/EXTERIOR)**

**DX/LX**  
 Beige Cloth: all colors except Classic Red  
 Gray Cloth: Emerald Mica, Black Mica, Classic Red

**ES**  
 Gray Cloth: all colors except Sand Mica, Sandalwood Metallic

Specific combinations of colors and interiors may vary by season and geographical area.

Splash guards



Cargo net



Rear spoiler



**ACCESSORIES**

Personalize, protect and enhance your new Protegé with Genuine Mazda Accessories. They're designed specifically for your Mazda and are covered by the new-vehicle warranty when installed by a Mazda Dealer prior to or at the time of initial vehicle retail delivery. Other Genuine Mazda Accessories available include: front mask, cassette player, car cover, moonroof deflector and floor mats.

**STANDARD FEATURES, ALL MODELS**

5-mph front and rear bumpers	60/40 split fold-down rear seat	Dual front cup holders	Low-fuel-level warning light
Intermittent windshield wipers	Passenger-assist grips	Child-safety rear door locks	Tilt steering column
Tinted glass	Trunk light	Remote trunk and fuel-door releases	Heater/defroster with 4-speed blower
Upper windshield sunshade band	Storage box to left of steering wheel	Day/night rearview mirror	Rear-seat heater ducts
Free-surface reflector halogen headlights	Storage box above heater controls	Dual covered vanity mirrors	Front side-window demisters
Reclining front bucket seats	Door map pockets	Resettable LCD trip odometer	Rear window defogger

MECHANICAL FEATURES	DX	LX	ES
5-speed manual transmission	S	S	S
4-speed automatic transmission	0	0	0
Anti-lock Brake System (ABS)	n/a	P	P

EXTERIOR FEATURES	DX	LX	ES
Wheels/wheel trim	14-inch steel/full cover	14-inch steel/full cover	15-inch alloy
All-season steel-belted radial tires	P185/65R14	P185/65R14	P195/55R15
Door handles and body-side protective moldings	black	body-color	body-color
Dual black remote mirrors	S	power	power

INTERIOR FEATURES	DX	LX	ES
Upholstery	DX cloth	LX cloth	ES cloth
Center console	with open storage	with covered storage	with covered storage
Front center armrest	n/a	S	S
Adjustable driver's seat height and cushion tilt	n/a	S	S
Power windows with driver's one-touch-down feature	n/a	S	S
Power door locks with two-stage unlocking feature	n/a	S	S
Remote keyless entry system with illuminated entry	n/a	0/P	S
Tachometer	n/a	S	S
Cruise control with steering-wheel-mounted control stalk	n/a	S	S
CFC-free air conditioning	P	P	S
AM/FM/CD stereo with digital clock, four speakers	P	S	S
Power sliding-glass moonroof with interior sunshade	n/a	0/P	0/P
Carpeted floor mats	0/P	0/P	0/P

OPTION PACKAGES	DX	LX	ES
DX Convenience Package: AM/FM/CD stereo with digital clock; CFC-free air conditioning; carpeted floor mats	0	n/a	n/a
LX Comfort Package: CFC-free air conditioning; carpeted floor mats	n/a	0	n/a
LX Premium Package (requires LX Comfort Pkg.): Anti-lock Brake System (ABS); remote keyless entry; power moonroof	n/a	0	n/a
ES Premium Package: Anti-lock Brake System (ABS); power moonroof; carpeted floor mats	n/a	n/a	0

SPECIFICATIONS	DX / LX	ES
Engine	1.6L DOHC 16-valve 4-cylinder	1.8L DOHC 16-valve 4-cylinder
Bore and stroke/compression ratio	3.07 x 3.29 inches/9:1	3.27 x 3.35 inches/9:1
Horsepower/torque @ rpm	Fed: 105 hp @ 5500/107 lb-ft @ 4000 NLEV:† 103 hp @ 5500/106 lb-ft @ 4000	Fed: 122 hp @ 6000/120 lb-ft @ 4000 NLEV:† 120 hp @ 6000/119 lb-ft @ 4000
EPA fuel economy city/hwy mpg	5-speed: 29/34 Automatic: 26/33	5-speed: 26/30 Automatic: 24/29
Curb weight (lb) with manual transmission	DX: 2434 LX: 2449	2537
Power-assisted brakes with dual diagonal hydraulic circuits	Front: 9.3-inch ventilated discs Rear: 7.9-inch drums	Front: 10.2-inch ventilated discs Rear: 7.9-inch drums
Ignition system/fuel system	Breakerless electronic ignition/multiport electronic fuel injection	
Recommended fuel/fuel capacity	Regular unleaded gasoline/13.2 gallons	
Drive wheels	Front-wheel drive	
Front suspension	Fully independent, with struts, lower A-arms, coil springs and stabilizer bar	
Rear suspension	Fully independent, with struts, patented Twin Trapezoidal Links (TTL), trailing links, coil springs and stabilizer bar	
Shock absorbers	Gas-charged, with special low-speed damping valves	
Steering	Power-assisted rack-and-pinion with engine-speed-sensing variable power assist Steering ratio 15:1; 2.7 turns lock-to-lock; curb-to-curb turning circle 34.1 feet	

DIMENSIONS (INCHES)	DX	LX	ES
Wheelbase	102.8	Front track 57.9	Headroom (front/rear) 39.3/37.4
Overall length	174.0	Rear track 57.9	Headroom (with moonroof) 38.5/37.3
Overall width	67.1	EPA passenger volume 93 cubic feet	Legroom (front/rear) 42.2/35.4
Overall height	55.5	EPA cargo volume 13 cubic feet	Shoulder room (front/rear) 53.9/53.4

S: Standard 0: Optional n/a: Not available P: Package option

† Requires keyless entry

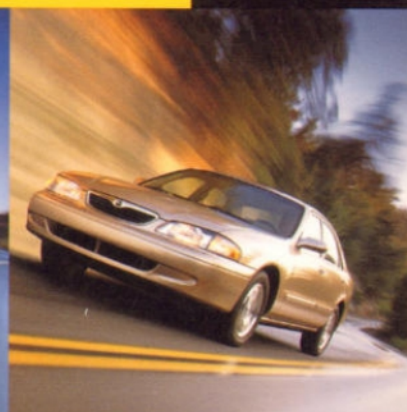
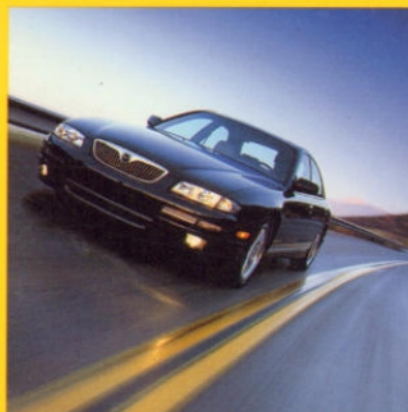
‡ CA/NV/CT/MR/RI

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 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.

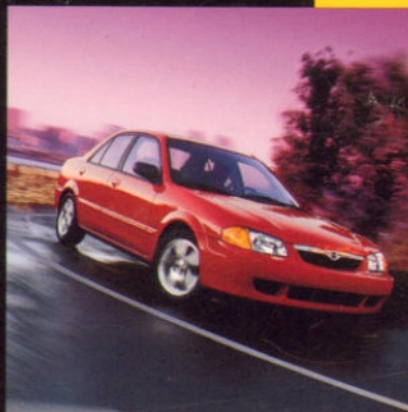

**mazda**

Get in. Be moved.

## MILLENIA



626



PROTEGÉ



MIATA



B-SERIES TRUCKS

**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 1999 Mazda vehicles sold and serviced in the United States. See your Mazda Dealer for details.

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

**SEE US ON THE WEB:** Just point your browser to [www.mazdausa.com](http://www.mazdausa.com) and get interactive with the Protegé. Build your own Protegé, choose your options, get pricing, finance information and even a map to your nearest Mazda Dealer.

