

MAZDASPEED

2003 MAZDASPEED PROTÉGÉ

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10% TOTAL RECOVERED FIBER ALL POST-CONSUMER FIBER  BETTER DRIVERS BUCKLE UP

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WE DID THE TUNING. NOW YOU DO THE DRIVING.



Enthusiast drivers are easy to spot. They've got gasoline in their veins. An insatiable craving for performance. Taking mass transit affects them like Kryptonite. We understand. For the past 25 years, we've been advancing the cause of forward velocity under the *MAZDASPEED* name, by building a winning motorsports program at the track and developing high-performance parts and accessories for the street.

Now we're bringing *MAZDASPEED* magic to a series of factory-tuned and warranted vehicles that will be available through a

network of specially-trained Mazda dealers. First up is the 2003 *MAZDASPEED* Protegé, the first North American

MAZDASPEED production vehicle. From front wind split to rear spoiler, it was built to race pulses and

induce grins. A fact that's easily confirmed by just a few exhilarating minutes at the controls.



“...this car is our new benchmark
for production car front-drive performance.”

— *Sport Compact Car* (10/02)

Extreme Stream: The MAZDASPEED Protegé's 170 horses exhale through a motor-sports-inspired stainless-steel exhaust system and polished high-flow muffler.



Kick It Down: The 5-speed manual transmission delivers smooth, precise shifting right up to the redline. Power is delivered through a heavy-duty factory clutch assembly, Tochigi-Fuji Sangyo KK Super torque-sensing limited-slip differential, and 24mm driveshafts.

Input Devices: Sparco aluminum foot pedals offer a race-inspired touch. The brake pedal engages Euro-spec 4-wheel disc brakes with a 4-sensor, 3-channel Anti-lock Brake System (ABS) and Electronic Brakeforce Distribution (EBD).



We couldn't agree more. That said, we'd like to acknowledge the all-star team of specialty tuners and suppliers who helped us make the MAZDASPEED Protegé so special. For starters, there's the legendary engineering group at **Callaway Cars**, which assisted us in developing a fully engineered, turbocharged powertrain. At its heart is a **Garrett T25** turbocharger incorporating state-of-the-art ball-bearing technology and a factory-based air-to-air intercooled boosting system. Then there's **Racing Beat**, our partner in multiple GTU and GTO IMSA championships. They systems-engineered the **Tokico** dampers, higher-rate coil springs and larger diameter stabilizer bars, then fine-tuned everything to deliver the ultimate in suspension performance. Inside, you'll find grippy **Sparco** drilled-aluminum foot pedals, and a **Sparco** aluminum gearshift knob designed for short, quick and positive shifts. Also on board is a seven-speaker (including subwoofer), 450-watt **Kenwood-Excelon** CD/MP3 audio system that'll raise goosebumps on you, your passengers, and maybe even a few unsuspecting bystanders. And down at ground level, the MAZDASPEED Protegé wears **Bridgestone** RE040 215/45R17 Z-rated unidirectional tires on exclusively-designed **Racing Hart™** 17-inch aluminum alloy wheels.

Feel The Rush: A Mazda-spec Garrett T25 turbocharger helps deliver a potent, 170-horsepower punch. The advanced boosting system utilizes factory air-to-air intercooling and state-of-the-art ball-bearing technology.



WHERE HIGH PERFORMANCE MEETS HIGHER-TECH.

Tapping the performance potential of a car like this takes the proper operating environment. Designed by and for serious drivers, the *MAZDASPEED* Protegé cabin is on task, right down to the details. For instance, the leather-wrapped, 3-spoke steering wheel provides a sure and comfortable grip for confidence in the curves. The same goes for the charcoal-colored, suede-like seat bolsters, which provide enhanced support during spirited cornering. Even the black-on-silver analog gauges are designed to offer instant readability.

Crank It Up: Exciting your sense of sound is a 450-watt, Kenwood-Excelon audio system driving a grand total of six speakers plus a giant subwoofer. More seriously great features include an MP3/ID3 capability, wireless remote and 3-D liquid gel display.



An Exciting Past. An Exhilarating Future.

Innovative. Stylish. Fun-to-drive. For more than 40 years, Mazda has dedicated itself to engineering vehicles for drivers who truly savor the “emotion of motion.” That fun-to-drive, connected-to-the-road feeling that can turn a simple drive into an exhilarating experience. Which is why you’ll find the “soul of a sports car” in every vehicle we make. From the MX-5 Miata and Protegé5 to Tribute and MPV, Mazdas don’t look like—or drive like—anything else on the road. There’s a Zoom-Zoom factor in their DNA—part engineering, part spirit. We invite you to share the Mazda driving experience with us soon. You’ll definitely find yourself in good company.



There's no telling how far Zoom-Zoom can take you. For an experience that's about a million miles away from the ordinary, park your Web browser at www.MazdaUSA.com and preview two of Mazda's hottest new creations, the exciting **MAZDA6** and the adrenaline-pumping **Mazda RX-8**. Then, for even more exhilaration, click on www.MazdaUSA.com/mazdaspeed_protege. You'll land in an entire **MAZDASPEED** area filled with cool info just for enthusiasts. Learn more about the **MAZDASPEED** Protegé and **MAZDASPEED** Motorsports. Check out the special links to road tests, reviews, racing events and tuners. And catch up on all the Zoom-Zoom you've been missing.

A More Liberating Approach To Owner Peace Of Mind.

To ensure your new Mazda continues to be a source of pride and exhilarating performance for years to come, we created the **Mazda Driver's Assurance Plan**. It starts the minute you pick up the keys to your new Mazda. And it protects your new vehicle with a **36-month/50,000-mile "Bumper-to-Bumper" Limited Warranty**. While under warranty, you're also automatically enrolled in our **24-hour Emergency Roadside Assistance** program to help minimize any inconvenience if an unexpected problem should occur on the road. Equally important, should your Mazda ever require a warranty repair, the **Mazda Service Transportation Solution** can typically make sure you have another vehicle to drive. With the Mazda Driver's Assurance Plan, your time and satisfaction come first. And the welcomed results are an exceptional level of customer care and greater peace of mind. For complete details, see your Mazda dealer.



Mazda RX-8
Coming Spring/Summer 2003

2003 MAZDASPEED PROTEGE Specifications and Features

Powertrain

Engine: 2.0L DOHC 16-valve 4-cylinder with iron block and aluminum alloy cylinder head
Turbocharger: Garrett T25 ball-bearing type with air-to-air intercooler
Horsepower: 170 SAE Net @ 6000 rpm
Torque: 160 SAE Net lb-ft @ 3500 rpm
Transaxle: 5-speed with Tochigi-Fuji Sangyo KK Super limited-slip differential; heavy-duty 24mm driveshafts
Clutch: Heavy-duty friction disc and pressure plate
Exhaust system: Sport-tuned stainless steel with high-flow polished muffler
Fuel requirement: Premium unleaded gasoline only

Suspension/Chassis

Steering: Rack-and-pinion with variable power assist
Suspension: Racing Beat-developed high-performance suspension system including front suspension-tower brace; higher-rate coil springs; Tokico dampers; 25mm front stabilizer bar (polyurethane bushings); 20mm rear stabilizer bar (heavy-duty subframe mount bushings)
Brakes: Euro-spec 4-wheel disc w/11-inch rotors, high-friction pads, ABS and EBD
Wheels: 17x7 custom-designed Racing Hart 5-spoke alloys with Super Silver finish
Tires: 215/45R17 Bridgestone Potenza RE040 Z-rated, unidirectional tread design
Curb weight: 2843 lb

Exterior Features

Colors: Spicy Orange Mica or Black Mica
Aggressive front fascia with wind split and large fog lights
Rear wing spoiler and aggressive rear fascia; side sill extensions
Satin-finish badging

Interior Features

Charcoal sport cloth interior with silver accents and orange stitching
Black mesh seat inserts with Alcantara® bolsters
MAZDASPEED logos on scuff plates, floor mats and tach
Perimeter shock sensor alarm
Two-tone leather-wrapped tilt steering wheel w/orange stitching
Short shift lever with Sparco knob; Sparco drilled-aluminum foot pedals
Trunk cargo net

Audio

450 watts total system power
Kenwood-Excelon AM/FM/CD head unit with MP3/ID3 capability
Self-hiding and removable head-unit face plate
Wireless remote control
Four coaxial door speakers; two front-door-mounted tweeters
250-watt 8-inch subwoofer mounted to rear package shelf
Built-in rear glass antenna