In the spring of 1978, Mazda unveiled a car enthusiast's dream come true: A sleek two-seater that offered bonafide sports-car pleasures and performance at an affordable price. The revolutionary RX-7 had arrived. Today the world's only rotary-powered sports car is recognized as the benchmark for the breed. And America's best-selling two-seat sports car. And a legend in racing circles as champion four consecutive times in the IMSA GTU Class. *Motor Trend* magazine has observed, "there's simply nothing else out there with the RX-7's combination of price, performance, quality and styling." And for 1984, Mazda intends to keep RX-7's legend growing.
Here proudly stand three RX-7s—each powered by a modified Mazda rotary engine, each from a different racing world.

**NUMBER 66** is one of several RX-7s competing in the International Motor Sports Association’s (IMSA) 1983 GTU races—Grand Touring Under 2.8 litres.

Since 1979—when RX-7s won their maiden race, taking 1-2 at the 24 Hours of Daytona, and placing 2nd for the season, RX-7 has totally dominated the class. Against...

**A DIFFERENT BREED OF RX-7 IN A DIFFERENT RACE WORLD.**

Far from the closed courses of the IMSA races runs the all-weather, open-road competition of the Sports Car Club of America’s PRO Rally circuit. An RX-7 from Rod Millen’s Newport Rallying shop had been 1981 champion, but was edged out in 1982 by a four-wheel-drive competitor.

Millen’s response: a four-wheel-drive RX-7 (below) to meet the competition head-on in 1983!

Once again, Mazda’s rotary engine has demonstrated its extraordinary performance capabilities and durability under the most challenging demands. Through four races in the first half of its shake-down season, Millen’s boldly experimental RX-7 finished first once, and a close second three times—
such formidable competition as Porsche 911, BMW 320i and Datsun 280ZX among others, RX-7 has emerged GTU Champion in 1980, 1981 and 1982, and had clinched a fourth straight championship in convincing fashion by mid-season, 1983.

NUMBER 7 is RX-7's 1983 entry in the IMSA GTO class—Grand Touring Over 2.8 litres. And for the second straight year, a Mazda RX-7 GTO making its first run in the 24 Hours of Daytona before certain mid-season modifications were made to better utilize its versatile rotary power. Significantly, the rotary engine has more than met the new demands of another kind of competition—campaigning successfully against racers of higher horsepower and displacement—the trademark of rotary engine efficiency.
Carreras, 924 Carreras and 934s, and Chevrolet Corvettes, among others. So it is in the tough world of racing—where extreme conditions are the only condition—that the performance and reliability of the rotary engine have become legend in a scant five years.

roared to victory over more powerful BMW M-1s, Porsche

1984 RX-7

SPORTS CAR ENJOYMENT IS NO LONGER RESERVED FOR THE PRIVILEGED FEW.

RX-7 arrived six years ago to accolades from automotive editors and driving enthusiasts alike. Here was a sophisticated, serious-performance sports car, powered by a high-output rotary engine—yet it was priced below dozens of commonplace automobiles. “An enthusiast’s dream come true,” enthused Road & Track at the time.

Rotary magic mastered.

The heart of RX-7’s heralded performance is, of course, its unique rotary engine. Mazda alone has solved its formidable mysteries and developed the esoteric technology to produce compact, efficient engines of astonishing performance-to-weight capability.

The rotary made the RX-7 possible, and affordable. And now, for 1984, an exciting new RX-7 GSL-SE introduces a larger, refined rotary engine which makes possible significant improvements in RX-7 performance.
RX-7

IT HAS BECOME AMERICA'S STANDARD OF VALUE IN BONAFIDE SPORTS CARS.

It stands proudly as Road & Track's "Best Car for the Eighties" in its class—by unanimous vote of its editors. It is also perhaps the most performance per dollar you can buy today, for this is our lowest-priced RX-7.

Shaped by the wind.

On its mountain aerie, it looks almost poised for flight—and, indeed, its sleek lines were honed in a wind tunnel to a fine 0.34 coefficient of drag.

It also has near-perfect balance of weight between front and rear wheels—and it shines through on mountain curves, or in the real world of daily driving.

Balancing revs and mpg.

RX-7's rotary, as Motor Trend recently noted, "...loves to rev... With the smooth 5-speed box, this is among the most fun-to-use powertrains you can buy today." Yet this performance is balanced by surprising fuel economy:

29 est. Hwy
19 est. MPs

See page 21 for details.

If you're sports-car bent...

Car and Driver's 1983 Buyer's Guide comments, "...RX-7 is the car you buy when you have all the right instincts and are a person of good taste and character." Perhaps your day has come.
RX-7 GS


Having achieved the most sports car value and performance possible for the lowest price possible, Mazda ingenuity was faced with another challenge: How much more sports car value, convenience and, yes, panache, can be added to the basic RX-7 to make it even more attractive for the least extra cost? The result is GS, our most popular RX-7—vastly enriched, yet still priced well below most other bonafide sports cars.

New 4-speed automatic.

Brand new for 1984 is an optional 4-speed overdrive automatic transmission now available only for GS and GSL. The 0.720 ratio fourth speed is combined...
with an automatic lock-up between the torque converter and planetary gear set, for maximum fuel efficiency at cruising speeds. Still another Mazda refinement: A manual lock-out button that can cancel out both the overdrive and lock-up mechanism where desired for optimum response in your more serious maneuvering.

A bolder footing, standard.

GS sports 185/70HR13 steel-belted radials to increase its road grip; the high-tech look aluminum alloy wheels are a GS option that is hard to resist.

Another popular option for GS is shown above—a raisable, removable steel sunroof. Dial it up to let in air, or lift it out to let in the rays.

Now for the GS extras...

The headlamps under the eyelids are the halogen type. The tinted windshield gains an upper sun screen. The dual sideview mirrors are electronically remote controlled. Even the driver’s door handle gets more sophisticated—lift it at night when the door is locked, and a glow of light suddenly locates the keyhole for you.

There are many more, so turn the page and read on.
S & GS INTERIORS

SIGNIFICANT REFINEMENTS IN DRIVING ERGONOMICS AND COCKPIT DESIGN.

Any RX-7 enthusiast will recognize the dramatic news inside the RX-7 for 1984—and much of it applies to the S as well as the GS.

A higher level of luxury and quality is reflected in the new patterned velour upholstery and door trim treatment. The roof is lined with fabric instead of vinyl for a richer look. New, thicker cut-pile carpeting is in place—and wraps smoothly around the redesigned console.

No detail is too small.

The sunvisors, for example, are slightly increased in width. The seats now have finer adjustment to allow more precise angling of the seatbacks.

The passenger's seatback release is now located on the side nearest the driver, allowing easier access to the stowaway locker behind that seat. And both lockers now can be locked with the ignition key—and each has its own lockeer light, which illuminates when the cover is lifted.

And all this, mind you, is newly standard on both.

The driver's command post.

A new, high-tech atmosphere surrounds you. New control clusters flank the new three-spoke softgrip steering wheel which facilitates the 10 o'clock/2 o'clock hand positioning. New low-level fuel
and washer fluid warning lights augment the electronic check panel.

Even the new softgrip shifter knob feels different—smoother, easier to quick-shift with various hand positions than the former pistol-grip configuration; a change confirmed by extensive testing with a panel of drivers.

A totally redesigned console.

Heater and air controls have been redesigned from lever to dial type. Fan control has been increased to four speeds. Even the ashtray has been redesigned to open at a touch, not a tug. And all console components wear a gleaming new brushed metal effect.

All this, too, is standard on both S and GS. And more features are on page 20.

Where the GS differs.

A new component-type sound system, (1) standard, including AM/FM stereo full-control radio, Dolby-system cassette deck, dual cone 4-inch front speakers, dual 6-inch coaxial rear speakers, dual power amplifiers with 100-watt output, fader control and a power antenna.

The new redesigned RX-7 GS command center. Shown with new optional automatic 4-speed overdrive transmission.

The list goes on and on: Electronic remote adjustment for both sideview mirrors (2). A remote release for the rear hatch joins the one for the fuel door (3). A left footrest for the driver. A swivel-head map light usable by driver or passenger (4). Cargo light. Glove compartment light. Even illuminated ignition and driver’s door keyholes.

A refined environment.

Road & Track previously found it “...comfortable to the mind as well as the body...” seat, steering wheel and shifter are so well placed that the uninitiated can practically drive by instinct...”

And that was before these new refinements for 1984 created still greater harmony between the RX-7 driver and an exceptionally willing road machine. It is this harmony which makes the feel of driving an RX-7 as natural as breathing.
RX-7
GSL

HIGH PERFORMANCE MEETS HIGH LUXURY—ULTIMATE DRIVING REWARDS EMERGE.

Inevitably, there are those who lust for higher forms of performance and luxury within the rarified realm of rotary-powered sports car driving. For them, the GSL affords the ultimate driving rewards they seek with a cornucopia of exotic touches.

Performance pluses emerge.
For the enthusiast purists, GSL presents 4-wheel disc brakes and a limited-slip differential, giving it still more capability in the most demanding driving modes. Those alloy wheels become standard, and the brawny 185/70HR13 tires come with raised white letters on the sides. Cruise control becomes a standard convenience for your highway cruising; so does the raisable/removable steel sunroof, and a rear window wiper/washer system.

GSL’s special options:
The GSL is the only other RX-7 to offer the optional 4-speed automatic transmission described on the GS pages. GSL also introduces another important new option: A sophisticated variable-assistance power steering. Its “as needed” help varies from parking to high-speed maneuvers, yet provides the road feel and response needed in a sports car.

As for the luxuries…
There are too many to be mentioned here, but they are on pages 16, 17 and 20. Suffice it to say that you will still find our premier GSL at its price a remarkable value.
RX-7
GSL-SE

ENTER THE NEW AGE OF RX-7 PERFORMANCE WITH A NEW FORM OF ROTARY ROCKETRY.

“When you’ve really got it, you don’t have to flaunt it” is the philosophy behind the understated look of our most exciting, fastest RX-7 ever. So it looks like any other—until triggered into action.

True, the discerning eye will note the extra-large 14-inch alloy wheels and the low-profile Pirelli P6 rubber—and the discreet nameplate on its rear. But there are no other indications that this new RX-7 is endowed with 34% greater horsepower, 24% more torque, and more scintillating performance throughout its rpm.

Refined rotary technology.

To achieve all this with a mere 14% increased displacement, Mazda engineers have created a myriad of refinements in rotary design: Sophisticated 6-port variable intake fuel induction system. New dynamic-
effect induction passage design. And an electronic, computer-controlled gasoline injection system. These and other innovations synergize into a positive dynamic effect upon “volumetric efficiency” —the engineer’s benchmark for turning fuel into maximum power, response and acceleration with maximum fuel efficiency. And the resultant effect upon GSL-SE road performance is nothing short of electrifying.

**Companion componentry:**

To complement its new performance potential, the “SE” provides a special 5-speed overdrive, heavy-duty clutch, a beefed-up suspension—and ventilated 4-wheel disc brakes as standard equipment.

**The new “SE” experience:**

<table>
<thead>
<tr>
<th>Acceleration</th>
<th>GSL-SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-30 mph</td>
<td>2.6 sec.</td>
</tr>
<tr>
<td>0-60 mph</td>
<td>5.6 sec.</td>
</tr>
<tr>
<td>0-80 mph</td>
<td>8.0 sec.</td>
</tr>
<tr>
<td>Standing</td>
<td>14.1 sec.</td>
</tr>
<tr>
<td>¼ mile</td>
<td>16.1 sec.</td>
</tr>
<tr>
<td></td>
<td>85 mph</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Braking</th>
<th>GSL-SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-0 mph</td>
<td>41 feet</td>
</tr>
<tr>
<td>60-0 mph</td>
<td>141 feet</td>
</tr>
</tbody>
</table>

*EPA/hwy mpg: 29/18 (see details, page 21)*
GSL & GSL-SE INTERIORS
THE HIGHEST LEVEL RX-7s OFFER AN EXTRAORDINARY AMBIANCE FOR DRIVING.

You’ve seen the mechanical credentials of GSL and GSL-SE on the previous pages—both are propitious means to enjoy the dynamic pleasures of high-performance driving, without the heavy debits usually necessary to enter the exotic world of today’s sports car.

Now consider the more personal aspects of these Mazda sports cars, and weigh the aesthetic rewards of choosing either of these higher forms of RX-7. For both have been appointed far beyond the norm for true sports cars, and into the realm of personal luxury cars.

Two new degrees of comfort. The front of the driver’s seat cushion is now adjustable to allow a more precise degree of thigh support and leg reach to the pedals. Combine this with the new finer-angle seatback adjustment, and what results is an uncanny degree of accommodation to the precise driving position you find most comfortable.

More nuances of luxury. Once settled, the driver gazes and explores, noting...
with approval the equipment at hand. Automatic cruise control, standard. Power windows, standard. Rear window wiper and washer system, standard. Raisable, removable steel sunroof, ditto. Handy center console storage compartment, lined. Glove compartment, lined. And what’s this? The heater and air are touch controlled, with buttons for various operating modes and dials for fan speed and temperature settings—nothing to tug or shift. And air conditioning is standard for the GSL-SE.


Concert hall sound system.

Center stage in the console stands the new, brushed-metal faced, component-type sound system now standard for both GSL and GSL-SE. Above the other units is a new electronic tuning AM/FM stereo radio, with 10-station pushbuttons, seek-and-scan tuning, and a memory. Below it, a new Dolby system cassette deck with metal tape selector, auto reverse and other hi-fi features. Below that, a nine-band graphic equalizer to custom-adjust the sound to your specific preference. On the lower console is a “joy-stick” control to balance sound from the four-speaker system. And unseen, but definitely enriching the end product, are dual power amplifiers with 100-watt output, dual cone 4-inch front speakers, and dual coaxial 6-inch rear speakers. All this, plus power antenna, is standard.

Seats—optional, standard.

If you are one of many traditionalists who associate classic cars with classic leather seats, these RX-7s will not disappoint you. In their optional leather trim, not only are the seat facings soft, plump leather, but so are the door panel facings—and the steering wheel is wrapped in matching leather, as well.

The standard upholstery offers an understated elegance of its own. The fabric is a luxurious striped pattern velour in both models. In GSL-SE standard seat trim: striped velour, contrasting solid velour bolsters. GSL has striped velour bolsters, as well.

GSL models, the patterned velour is carried out over the bolsters and on the door panels. In GSL-SE, the bolsters and door trim are contrasted with the solid velour.

RX-7’s supreme machines.

There are more special items, including a polite chime to remind you when the headlamps have been left on. Page 20 has all the details.

What you have here is a meticulously appointed environment, specifically designed to heighten your enjoyment of the aesthetics and ergonomics of sports car driving—an ambiance for extraordinary driving.

But the ultimate allure of these RX-7s lies in their ability to satisfy the enthusiast’s quest for the unique Mazda Experience. The smooth hum and acceleration exhilaration of the world’s only rotary-powered sports cars. And a sweet-handling command of the road, all in this refined ambiance of total luxury.
ENGINEERING GUIDE TO THE INNER INTRICACIES OF RX-7 PERFORMANCE.

To RX-7 aficionados, this is a straightforward sports machine whose engineering holds few secrets, save one—its unique rotary engine.

The elements of its chassis, suspension and steering are—however impeccably executed— nonetheless quite familiar to the engineering fraternity of the sports car world.

But, when teamed with the singular properties of the rotary, they are synergized into performance capabilities of a higher calling.

The rotary concept resolved:

Its principle was brilliant: a simplistic power source with relatively few moving parts, delivering a continuous flow of power with none of the inherent vibration and inefficiency of the conventional reciprocating engine.

Yet it was judged “heretic” by engineering professors, “impossible” by other car makers—but wonderfully promising to the far-sighted planners of Mazda.

It took 16 patient years of innovative research and development, but Mazda ultimately unlocked the rotary’s secrets, one by one. Today, rotary technology stands poised upon a new threshold of efficiency and performance in its new GSL-SE version. And who knows now how many more breakthroughs lie in the future?

Meanwhile, the generic RX-7 stacks up like this:

1. The cargo area under the large glass hatch offers a surprising 18.3 cubic feet of capacity. Newly redesigned H-shaped cargo tie-down straps are standard for all models, providing greater security. The wide, flat floor is cut-pile carpeted, and wide open to hold large luggage. The compact spare tire and jack are stored beneath its removable floor.

2. The rear suspension is one of the keys to RX-7’s highly praised balance and smooth, unruffled behavior in helter-skelter driving. With a live axle positioned by Watt links, the four-link set-up starts RX-7 with a solid rear platform of stability. GSL-SE lower control arms are lowered 20mm to improve...
road holding and grip. Coil springs mounted over the axle permit moderate spring rates yet a firmly controlled ride. Shock absorbers vertically mounted behind the rear axle provide maximum control of the rear end on rough roads. Rear stabilizer bar further aids stability and reduces lean.


4. Stowaway lockers behind the seats are newly lockable and illuminated. Lined floors help protect valuables like cameras, binoculars, etc.

5. Roomy passenger compartment affords maximum headroom of 37.2 inches and 41.5 inches of legroom for the driver, plus 7.1 inches of seat travel adjustment.

6. Variable-ratio recirculating-ball steering system gives RX-7 the advantage of superior steering sensitivity and precision coupled with smooth, easy action. RX-7 snakes its way through tight turns and curves with agility, and provides predictable behavior in high-speed action.

7. Twin-rotor engine produces 101 hp @ 6000 rpm from just 70 cubic inches of displacement; the GSL-SE's new 13B rotary provides 135 hp @ 6000 rpm from 80 cubic inches displacement — incredible power-to-displacement.

8. Ventilated 8.94-in. diameter front disc brakes standard; 9.84-in. diameter standard for GSL-SE. Large 8-inch vacuum servo provides power assistance; bypass pressure proportioning valves balance front and rear braking action.

9. Independent front suspension with tapered coil springs allows struts to be positioned in a narrower steering offset; tension rod positions struts and stabilizer bar for effective control. RX-7's roll angle at 0.5g lateral acceleration is a mere 1.8° (2.2° for GSL-SE).

Now, if all that technical detail didn’t move you, the easiest alternative is to drive an RX-7 and get the translation first-hand on your favorite roads. RX-7 in action speaks a language any enthusiast can understand.
<table>
<thead>
<tr>
<th><strong>THE MORE YOU LOOK, THE MORE YOU LIKE WHAT YOU GET IN AN RX-7.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Engine</strong></td>
</tr>
<tr>
<td><strong>Displacement, cu. in.</strong></td>
</tr>
<tr>
<td><strong>Intake Ports</strong></td>
</tr>
<tr>
<td><strong>Torque, SAE, lb.-ft.</strong></td>
</tr>
<tr>
<td><strong>Carburetor, 2-stage 4-bbl downdraft</strong></td>
</tr>
<tr>
<td><strong>Fuel requirement</strong></td>
</tr>
<tr>
<td><strong>Fuel capacity</strong></td>
</tr>
<tr>
<td><strong>Engine oil cooler</strong></td>
</tr>
<tr>
<td><strong>Emission system</strong></td>
</tr>
<tr>
<td><strong>Electrical system</strong></td>
</tr>
<tr>
<td><strong>Drivetrain</strong></td>
</tr>
<tr>
<td><strong>Transmission ratios</strong></td>
</tr>
<tr>
<td>1st</td>
</tr>
<tr>
<td>3rd</td>
</tr>
<tr>
<td>5th</td>
</tr>
<tr>
<td><strong>Drive system</strong></td>
</tr>
<tr>
<td><strong>Body/Chassis</strong></td>
</tr>
<tr>
<td><strong>Rear suspension</strong></td>
</tr>
<tr>
<td><strong>Steering</strong></td>
</tr>
<tr>
<td><strong>Brakes, type</strong></td>
</tr>
<tr>
<td><strong>Rear</strong></td>
</tr>
<tr>
<td><strong>Dimensions, in.</strong></td>
</tr>
<tr>
<td><strong>Width</strong></td>
</tr>
<tr>
<td><strong>Wheelbase</strong></td>
</tr>
<tr>
<td><strong>Track, rear</strong></td>
</tr>
<tr>
<td><strong>Legroom</strong></td>
</tr>
<tr>
<td><strong>Headroom w/ sunroof</strong></td>
</tr>
<tr>
<td><strong>Hip room</strong></td>
</tr>
<tr>
<td><strong>With 5-speed</strong></td>
</tr>
<tr>
<td><strong>With auto, Cal.</strong></td>
</tr>
<tr>
<td><strong>GSL/SE</strong></td>
</tr>
</tbody>
</table>
Limited Engine Warranty: Mazda warrants that the basic engine block and its internal parts will be free of defects with normal use and prescribed maintenance for 3 years or 50,000 miles, whichever comes first, or Mazda will fix it free. This transferable, limited warranty is free on all new rotary-engine Mazda RX-7s sold and serviced in the United States and Canada.

Mazda's Rotary engine is licensed by NSU-Wankel.

Comparisons and magazine evaluations of RX-7 and other vehicles are based on earlier models. For 1984, competitive specifications, features and tests may be different, and subject to change from time to time.

Availability of specific options varies by geographic location, and may be available only in combination with other options. Also, specific combinations of colors, interiors, equipment, features or options may vary from time to time and by geographic area. Mazda reserves the right to make changes without notice at any time in prices, models, specifications, equipment, features, colors or options. Some equipment in this brochure is optional at extra cost.

29 city 19 hwy 19 est. mpg

EPA estimates for comparisons. Your mileage may vary with trip length, speed and weather. Actual highway mileage will probably be less. GSI-SSE: 18 est. mpg.

Exterior Colors
Dover White • Persimmon Red Metallic • Sunrise Red • Sunbeam Silver Metallic • Tornado Silver (Charcoal) Metallic • Sparkling Black Metallic • Tender Blue Metallic • Havana Brown Metallic • Light Beige

RX-7's “IMSA” appearance package includes front air dam, rear spoiler, brushed-finish roof band. Available separately.

This new component-type full-control AM/FM stereo radio, standard in GS, is optional for S models. High-tech, brushed-metal finish, 5-station buttons.

New ultra-quality Electronic Tuning Radio with seek-and-scan, 10-station push-button control is also optional for S and GS models. High-tech look brushed-metal finish.

New component-type Dolby system stereo cassette deck adds an important dimension to your sound system. Metal tape, other features. Optional for S, standard on other RX-7s.

Premium-quality nine-band equalizer offers ultimate sound control for your system. Optional for S and GS models.

CUSTOM TOUCHES YOU MIGHT LIKE TO ADD TO YOUR 1984 RX-7:

Distinctive, practical rear-window louvers shield interior, add a sporty flair.

Luxurious new floor mats protect carpeting, coordinate with new RX-7 interiors.

More to consider: Air conditioning • Cruise control • Rocker panel mouldings.
THE MORE YOU LOOK, THE MORE YOU LIKE.