DON’T JUST PUSH THE ENVELOPE.
TEAR IT TO SHREDS.

With a sports car like no other. One created by a company dedicated to delivering a genuine connected-to-road feeling that instantly turns ordinary, everyday errands into inspiring drives. A true sports car. Created to reward your discerning eye with an ingenious fusion of insightful engineering, stylish design and spirited performance, it dares to lead rather than follow. The incomparable RX-8. The world’s first and only rotary-powered, four-door sports car. Its aggressive, predatory stance instantly telegraphs its adrenaline-fueled intentions. Its free-revving engine redlines at a lofty 9000 rpm.*

And its superb, athletic moves make even its legendary predecessors proud. Driven by imagination—and fueled by innovation—it’s a boldly original means to a truly exhilarating end. Zoom-Zoom.

*7500 rpm redline with automatic transmission
Mazda RX-8's remarkably responsive performance is due to engineering that has no equal in the sports car world. Starting with its unique RENESIS rotary engine, because the engine is more compact and lighter than many conventional engines, Mazda engineers are able to position it below and well behind the RX-8's front axle. This creates a relatively low center of gravity plus an approximately 50/50 front-to-rear weight distribution. More importantly, this significantly enhances RX-8's tenacious handling, impressive agility and exceptional stability. Ultraquick steering response and flat cornering are given—courtesy of the sports car's highly refined, sport-tuned suspension system. Better still, the Grand Touring and R3 feature Dynamic Stability Control* with a Traction Control System. Both help maximize over-the-wheel traction—and minimize the chance of a spinout. You can even choose to deactivate it to suit your driving style. As for RX-8 models with a manual gearbox, a lightweight carbon-fiber composite prop shaft and a torque-sensing limited-slip differential team up to deliver a maximum power kick to the drive wheel. And an adrenaline kick to the driver.

* Dynamic Stability Control (DSC) is an electronic system designed to help the driver maintain control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether DSC will be effective in preventing loss of control. Please see your owner's manual for further details.
Make no mistake. The Mazda RX-8 is a sports car like no other. With an engine to match. Fact is, Mazda’s commitment to rotary-engine technology enabled it to become the first and only Japanese carmaker to win the grueling 24 Hours of Le Mans. And today, its meticulously hand-assembled, award-winning RENESIS rotary engine, which incorporates just three major moving parts, powers every open-wheel racer that competes in the Star Mazda Racing Series. The RX-8’s penchant 232-hp powerplant is renowned for its light-on-its-feet smoothness, broad powerband and sky-high 9000-rpm redline. And it’s expertly managed by a short-throw, close-ratio 6-speed manual with carbon triple-cone synchronizers for quick, precise gear changes. Also available on all RX-8 models, except the R3, is a smooth-shifting 6-speed Sport AT automatic transmission. Its Adaptive Shift Logic actually learns and adjusts to your personal driving style. It even features a manual-shift mode that invites you to upshift or downshift via its standard shifter or Formula One-inspired steering-wheel-mounted paddle shifters. The RX-8’s advanced, rotary design reflects the countless insights Mazda has gleaned from putting nearly 2 million rotary-powered vehicles on the road. Reflecting four decades of exhaustive research, development and refinement. And of course, racing.
The RX-8’s LED taillights light up quicker than incandescent bulbs to provide added visibility and safety. And since their light-emitting diodes contain no filament to break or burn out, they’re more reliable and longer-lasting than conventional bulbs.

The RX-8 Grand Touring’s rain-sensing front windshield wipers activate automatically at the first hint of precipitation, keeping the driver’s eyes on the road and hands on the wheel.

Side-impact safety engineering includes horizontal reinforcement beams in both RX-8 front doors. They’re designed to help deflect side-impact energy during a collision. Inside the rear doors are vertical reinforcement beams, plus specific top and bottom latch mechanisms, designed to provide extra side-impact protection without intrusive center pillars.

The RX-8 Grand Touring features front bucket seats with one-touch “walk-in” function. Touch the button located on either front seatback, and automatically it tilts forward, the seat itself slides forward, and, just like that, rear-seat passengers enjoy easier entry and exit. Another touch returns the seat to its normal position.

Finally, a sports car that makes everyone feel good inside.

As the world’s first and only rotary-powered four-door sports car, Mazda RX-8 stands squarely apart from the rest of the category. First-rate accommodations for four adults begin with RX-8’s unique, pillarless Freestyle door system, which allows rear-seat passengers to enter and exit with remarkable ease. The RX-8’s cabin design is equally ingenious—thanks, in part, to the compact size and placement of its rotary engine—and boasts a true rear seat with sufficient room for two additional adult passengers. Its surprisingly spacious 7.6-cu-ft trunk provides enough unobstructed cargo room for two golf bags, two duffel bags or weekend luggage. There’s even a concealed rear-seat pass-through for longer items like skis. All of which make the RX-8 the ideal choice if you want a practical everyday car...that just happens to be one of the purest sports cars on the road.
Standard on RX-8 models equipped with a 6-speed manual transmission.

At Mazda, we believe a true sports car should stir your soul even when it’s parked. Simply by virtue of its insightful design, quality and craftsmanship. Which is why the driver-centric cockpit of the Mazda RX-8 Grand Touring features a high-bolstered, 8-way power-adjustable driver’s seat with built-in memory that allows you to store up to three custom driving positions. High-contrast electroluminescent gauges with tri-mode illumination to enhance visibility and minimize eyestrain. A large, center-mounted tachometer designed to facilitate at-a-glance readouts. Controls for both the audio system and cruise control mounted right on the steering wheel—and right at your fingertips. Even genuine, bona fide aluminum pedals* precisely positioned to encourage heel-and-toe downshifts. In fact, wherever your eyes, hands and feet come to rest, they’re rewarded by an uncompromised level of precise fit, finish and attention to detail. From the warm, sure grip of the RX-8’s leather-wrapped steering wheel and shifter to the precise stitching of its well-bolstered, racing-inspired front seats. In short, the RX-8 is a sports car like no other. With a cockpit to match.

Bluetooth® hands-free phone capability is standard in Grand Touring and R3 models. Simply connect your Bluetooth-compatible cell phone, and you’re ready to make and receive calls, access voice mail messages and more, all by voice command.

RX-8 Grand Touring and R3 models come with a Mazda Advanced Keyless Entry & Start System. Enjoy the convenience of keylessly starting the engine, locking or unlocking both front doors and the trunk, or even remotely operating the power windows.

RX-8 Grand Touring and R3 models feature a 9-speaker Bose® Centerpoint Surround Sound System. Designed and tuned specifically for the RX-8, the system virtually brings ordinary CDs to life in stunning, synthesized surround sound. Its patented AudioPilot® 2 active technology optimizes sound by constantly compensating for distracting road, wind and ambient cabin noise.

The Available navigation system on the RX-8 Grand Touring will guide you turn by turn. The advanced, in-dash navigation system features a 7-inch full-color display with touch-screen controls for navigation functions and for the standard Bose® 9-speaker audio system. Plug any compatible MP3 player into the standard auxiliary-audio input jack and enjoy your personal playlist. ENJOY THE QUIET RUSH THAT COMES FROM LEAVING EVERYONE SPEECHLESS.
A VARIATION ON AN ALREADY JAW-DROPPING THEME.

The Mazda RX-8 R3 is the most distinctive and dynamic performer in the RX-8 family. Factory upgrades include an aggressively sculpted front end, sleek new side extensions and rear wing spoiler. Outwardly contoured are new 19-inch forged alloy wheels fitted with sticky 225/40R19 W-Speed-Rated rubber. Superior handling, tracking and damping are served up by the R3’s high-performance suspension tuned around four formidable Bilstein® shock absorbers. Inside, it’s equally impressive. High-bolstered Recaro® front bucket seats, exclusive to the R3, support driver and front passenger. A Bose® 9-speaker Centerpoint® Surround Sound System pumps out music that is sharp in detail and rich in emotion. And, for the perfect balance of performance and technology, we made Bluetooth® hands-free phone connectivity and Mazda’s Advanced Keyless Entry & Start System part of the mix.

Ergonomically designed, racing-inspired Recaro front bucket seats are exclusive to the R3. Their high-bolster design helps maintain an ideal driving position while providing added support by holding torso, shoulder and hip areas more securely in place.
"...A car that's both fun to drive and very livable..." – Edmunds.com
And a perfect example is the Mazda RX-8. Its track-proven design, rotary engine and performance engineering reflect a true passion for motorsports. As well as Mazda’s involvement in no less than 18 distinct club- and pro-level motorsports series. And a brilliant racing heritage that spans four decades. Production-based race-car owner and veteran Grand-Am GT series driver, Sylvain Tremblay, is even more definitive: “The advantages of the rotary engine are easy to describe. Its legendary reliability. Its absolute smooth power delivery throughout the rpm range. And its ability to accelerate out of a corner faster than most. In short, the more you push it, the more it delivers.” And “push it” Sylvain did. Piloting his 3-rotor 400-hp SpeedSource Mazda RX-8 past more than a dozen Porsches, BMWs, Camaros and Ferraris to capture a Grand-Am GT class victory in last year’s hotly contested 2010 Rolex 24 at Daytona. This gave Mazda its 23rd Daytona-class win. And provides yet another compelling reason why, on any given weekend, more Mazdas and Mazda-powered cars are road-raced than any other car.* Zoom-Zoom.

Great Street Cars Make Great Race Cars.

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or in place of RX-8 standard features:  
† Bluetooth® hands-free phone capability

In-dash 6-disc CD changer

8-way power driver’s seat with power lumbar support

Dynamic Stability Control (DSC) *

Recaro® front sport seats with leather noise compensation technology

Rear headroom/legroom/shoulder room (in)   36.8/32.2/54.9

Lightweight carbon-fiber driveshaft  S  –

Dual engine-oil coolers  S  S

Track, front/rear (in)  59.1/59.3,  59.3/59.4 (R3)

Overall width/height (in)  69.7/52.8

Comparative data does not imply or constitute a claim that the fuel economy of this vehicle is greater than the fuel economy of any other vehicle. The fuel economy and estimated fuel costs figures are computer-generated based on EPA estimates for the vehicle trim that is the subject of this publication. The actual fuel economy of this vehicle may vary depending on vehicle operation, owner habits and driving conditions. Actual fuel costs will depend on your vehicle operation, owner habits and driving conditions.

**Horsepower, SAE net 232 @ 8500 rpm  212 @ 7500 rpm**

**Engine size and type  1.3-liter RENESIS 2-rotor rotary**

**Compression ratio  10.0:1**

**Engine intake configuration  6-port**

**Torque, SAE net (lb-ft)  159 @ 5500 rpm**

**Engine size, liters  1.3**

**Rear seat-mounted side-impact air bags * S S**

**3-point seat belts for all seating positions  S S**

**Rear headroom/legroom/shoulder room (in)   42.2/37.7/54.4**

**Front headroom/legroom/shoulder room (in)   43.7/39.1/55.3**

**Curb weight with popular options (lb) 3111**

**Curb weight with popular options (kg) 1408**

**Fog lights**

**Side sill extensions**

**Rear wing spoiler**

**Power-assisted 4-wheel disc brakes S  S**

**Dual front air bags* S S**

**Door-edge guards  O/A**

**Spare-tire mounting kit (trunk-mounted; includes wheel and mounting hardware)   O/A**

**Tire-Pressure Monitoring System (TPMS)  S S**

**Antitheft alarm system with engine immobilizer  S S**

**300-watt Bose® 9-speaker Centerpoint ® Surround Sound System and AudioPilot ® 2 noise compensation technology**

**Eng InE  & T RA nSm ISSIO n**

**APPENDIX**

**SAFETY  & S ECURITY**

**RX-8 SAFETY & SECURITY**

**RX-8 INTERIOR COMFORT & CONVENIENCE**

**COMFORT & CONVENIENCE**

**REAR CONSOLE WITH COVERED STORAGE AND DUAL CUP HOLDERS  S S**

**OVERHEAD CONSOLE WITH SUNGLASSES HOLDER AND FRONT MAP LIGHTS  S S**

**RACK-AND-PINION STEERING WITH ELECTRIC VARIABLE ASSIST**

**18-Inch Alloy Black Cloth Black Leather**

**Rear window defogger  S S**

**Rear lip spoiler S –**

**Center console with covered storage, dual cup holders  S S**

**6-speed manual  6-speed Sport AT**

**Overhead console with sunglasses holder and front map lights  S S**

**Built-in digital clock**

**Tri-mode gauge lighting: blue (entry); white-on-black (daytime); red-on-black (nighttime)**

**Steering-wheel-mounted paddle shifters for Sport AT – S**

**Trunk volume (cu ft)  7.6**

**Dual engine-oil coolers S  S**

**Spare-tire mounting kit (trunk-mounted; includes wheel and mounting hardware)   O/A**

**Rear-seat LATCH child-safety-seat anchors  S S**

**Auxiliary-audio input jack S S**

**Steering-wheel-mounted audio and cruise-control switches**

**Rear cargo access through rear doors and trunk pass-through**

**Bucket seats with reclining or 1-touch walk-in feature**

**Rear headroom/legroom/shoulder room (in)   36.5**

**Rear headroom/legroom/shoulder room (in)   38.2/42.7/54.8**

**Front headroom/legroom/shoulder room (in)   36.8/32.2/54.9**

**Rear headroom (in) 39.0**

**Front headroom (in) 40.0**

**APPLICATIONS**

**RX-8 INTERIOR CHANNELS**

**RX-8 SAFETY & SECURITY**

**PREMIUM PAINT**

**RX-8 GRAND TOURING**

**RX-8 SPORT**

**RX-8 GRAND TOURING BLACK LEATHER**

**RX-8 SPORT BLACK CLOTH**

**RX-8 RX-8 WHEEL & UPHOLSTERY**

**RX-8 WHEEL & UPHOLSTERY**

**COMFORT & CONVENIENCE**

**COMFORT & CONVENIENCE**

**RX-8 EXTERIOR EXTERIOR DIMENSIONS**

**EXTERIOR DIMENSIONS**

**INTERIOR DIMENSIONS**

**S: Standard     O: Optional     A: Dealer-available accessory     – : Not available**

**Rear cargo access through rear doors and trunk pass-through**

**1-touch walk-in feature**

**LED taillights**

**Tire-Pressure Monitoring System (TPMS)  S S**

**Antitheft alarm system with engine immobilizer  S S**

**3-point seat belts for all seating positions  S S**

**Rear headroom/legroom/shoulder room (in)   36.8/32.2/54.9**

**Rack-and-pinion steering with electric variable assist S  S**

**Lightweight carbon-fiber driveshaft  S  –

**Dual front air bags* S S**

**Door-edge guards  O/A**

**Spare-tire mounting kit (trunk-mounted; includes wheel and mounting hardware)   O/A****PRODUCT CHANGES AND OPTIONS AVAILABILIT y: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. your Mazda Dealer is your best source for up-to-date information.
PEACE OF MIND ALSO COMES STANDARD.

Every new 2011 Mazda RX-8 is protected by:

- A 3-year/36,000-mile* “bumper-to-bumper” limited warranty
- A 3-year/36,000-mile* 24/7 Emergency Roadside Assistance Program
- A 5-year/60,000-mile* limited powertrain warranty
- A 5-year/unlimited-mileage warranty against body rust-through

* Whenever comes first.

For details, please see your Mazda Dealer, visit MazdaUSA.com, or call toll-free 1-800-639-1000.

ONCE YOU HAVE IT, OUTFIT IT ACCORDINGLY.

Enhancing your RX-8's looks and performance with Genuine Mazda Accessories is almost as much fun as driving it. Genuine Mazda Accessories even carry the same new-vehicle limited warranty as your new Mazda RX-8 when installed by your Mazda Dealer before or at initial delivery. Ask your dealer for details.

FINANCING YOUR NEW MAZDA IS EASY.

Whether buying or leasing a new Mazda, Certified Pre-Owned Mazda or a used vehicle, Mazda Capital Services can help make the financing process more convenient and satisfying. One of the largest auto lenders in America, Mazda Capital Services is known for first-class customer service, a wide range of financing options and highly competitive rates. To find out which purchase or lease plan is right for you, talk with your Mazda Dealer, or visit www.MazdaUSA.com.

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