

zoom-zoom





# THE ONLY THING THAT HANDLES LIKE AN RX-8 IS ANOTHER RX-8.

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 givens—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 rear-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.

1 High-performance driving demands quick response, positive control and precise feedback. RX-8's engine-speed-sensing rack-and-pinion steering always provides them, along with exactly the right amount of power assist for driving conditions. 2 Standard on every RX-8 are power-assisted, ventilated, 4-wheel disc brakes with massive 12.7-inch front rotors for better braking. Also standard is an Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution. The result: consistently short, linear and fade-resistant stops. 3 A fully independent, sport-tuned suspension system underpins the RX-8's superb handling. Up front, a race-proven, double-wishbone design incorporates forged aluminum upper and lower control arms which provide high strength with light weight. The advanced multilink rear suspension setup utilizes compliance toe and camber controls that optimize wheel placement.







50/50 WEIGHT DISTRIBUTION



A near-ideal, approximately 50:50 weight distribution, front-to-rear, helps the RX-8 achieve extraordinary levels of handling and dynamic stability. The placement of its compact RENESIS rotary engine allows the RX-8 to maintain its balance and poise.

\* 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.

## NO CYLINDERS. NO PISTONS. NO VALVES. AND NO EQUAL.

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 potent 232-hp powerplant is renowned for its turbinelike 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.



## ENJOY THE QUIET RUSH THAT COMES FROM LEAVING EVERYONE SPEECHLESS.

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, racinginspired front seats. In short, the RX-8 is a sports car like no other. With a cockpit to match.



Plug any compatible MP3 player into the standard auxiliaryaudio input jack and enjoy your personal playlist.

1 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. 2 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. 3 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. 4 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.





# 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 side sill extensions and rear wing spoiler. Outstanding control and a tenacious grip testify to R3's torque-sensing limited-slip differential and larger 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.

† Bluetooth is a registered trademark of Bluetooth SIG, Inc.

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.











■ The Mazda RX-8 is also a standout in SCCA Solo II Autocross Competition thanks, in large part, to the exceptional handling and performance advantages imbued by its RENESIS rotary engine and sophisticated suspension. ② As a club racer, RX-8's high-revving rotary powerplant, superb handling and proven reliability make it a favorite with drivers from coast to coast. Especially those competing in events sanctioned by both the NASA (National Auto Sport Association) and the SCCA (Sports Car Club of America). ③ Every pro formula, open-wheel race car competing in the Star Mazda Championship Series gets its power from a RENESIS rotary engine that's virtually identical to the RX-8's. Having identical engines in these 160-mph spec racers allows up-and-coming drivers to focus on developing their abilities.



Mazda is the official vehicle of Skip Barber Driving Schools, Racing Schools and Race Series.
\* Based on Sports Car Club of America racing data.

# GREAT STREET CARS MAKE GREAT RACE CARS.

BOSCH OF MOTOR RESERVE

THE PERSON IN COLUMN 28 NOW

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.

#### RX-8 MODELS

RX-8 Grand Touring Includes the following features in addition to or in place of RX-8 standard features:

- Dynamic Stability Control (DSC)\* with Traction Control System
- Torque-sensing conical limited-slip differential (Sport AT)
- 300-watt Bose® 9-speaker Centerpoint® Surround Sound System and AudioPilot® 2 noise compensation technology
- SIRIUS Satellite Radio® receiver kit with 6-month subscription
- In-dash 6-disc CD changer
- Bluetooth<sup>®†</sup> hands-free phone capability
- Automatic climate control
- Leather-trimmed seats; leather-wrapped parking-brake handle
- 8-way power driver's seat with power lumbar support and 3-position seat memory
- Heated front seats
- Power driver's seat 1-touch walk-in feature
- Auto-dimming rearview mirror with HomeLink®
- Power sliding-glass moonroof
- Mazda Advanced Keyless Entry & Start System
- Rain-sensing variable-intermittent front windshield wipers
- Auto on/off Xenon self-leveling low-beam headlights
- Fog lights
- Dual body-color heated power remote outside mirrors

#### RX-8 R3 Includes the following features in addition to or in place of RX-8 standard features:

- Dynamic Stability Control (DSC)\* with Traction Control System
- Sport-tuned suspension with Bilstein<sup>®</sup> shock absorbers
- 300-watt Bose 9-speaker Centerpoint Surround Sound System and AudioPilot 2 noise compensation technology
- Recaro® front sport seats with leather side bolsters
- Auto-dimming rearview mirror with HomeLink
- In-dash 6-disc CD changer
- Bluetooth<sup>†</sup> hands-free phone capability
- Leather-wrapped parking-brake handle Mazda Advanced Keyless Entry & Start System
- 19-inch forged aluminum alloy wheels with
- P225/40R19 high-performance tires Rear wing spoiler
- Unique sport front bumper
- Side sill extensions
- Xenon self-leveling low-beam headlights
- Fog lights
- Urethane-foam-injected front-suspension cross member

\*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. † Bluetooth is a registered trademark of Bluetooth SIG, Inc.

<b>RX-8 SPECIFICATIONS &amp; CAPACIT</b>	IES	
SPECIFICATIONS	6-speed manual	6-speed Sport AT
Engine size and type	1.3-liter RENESIS 2-rotor rotary	
Compression ratio	10.0:1	
Engine intake configuration	6-port	
Horsepower, SAE net	232 @ 8500 rpm	212 @ 7500 rpm
Torque, SAE net (lb-ft)	159 @ 5500 rpm	
Transmission	6-speed manual	6-speed Sport AT automatic
Layout/drivetrain	Front midship e drive with Pow	engine/rear-wheel er Plant Frame
Steering ratio	16.4:1 (3.0 turns, lock-to-lock)	
Turning circle, curb-to-curb (ft)	34.8	
Front brakes	12.7-inch ventilated discs	
Rear brakes	11.9-inch ventilated discs	
Required fuel	Premium unleaded gasoline	
EPA estimated fuel economy, mpg	16 city/22 highway	16 city/23 highway
Curb weight with popular options (lb)	3065	3111
EXTERIOR DIMENSIONS		
Wheelbase/overall length (in)	106.3	/175.6
Overall width/height (in)	69.7/52.8	
Track, front/rear (in)	59.1/59.3, 59.3/59.4 (R3)	
INTERIOR DIMENSIONS		
Front headroom/legroom/shoulder room (in)	38.2/42	.7/54.8
Front headroom with moonroof (in)	36	5.7
Rear headroom/legroom/shoulder room (in)	36.8/32.2/54.9	
Rear headroom with moonroof (in)	36	.5
CAPACITIES		
Trunk volume (cu ft)	7.	6
Fuel capacity (U.S. gallons)	16	.9

#### **RX-8 ENGINE & MECHANICAL**

ENGINE & TRANSMISSION	6-speed manual	6-speed Sport AT
1.3-liter RENESIS 2-rotor rotary	S	S
Dual engine-oil coolers	S	S
Lightweight carbon-fiber driveshaft	S	-
Torque-sensing conical limited-slip differential	S	(Grand Touring)
Rack-and-pinion steering with electric variable assist	S	S
SUSPENSION & BRAKES		
Power-assisted 4-wheel disc brakes	S	S
Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD)	S	S
Double-wishbone front suspension with light-alloy upper and lower arms, shock-tower brace, coil springs and stabilizer bar	S	S
Multilink rear suspension with low-mounted coil springs and stabilizer bar	S	S

#### DY-8 FYTERIOR

RX-8 EXTERIOR		
BODY	6-speed manual	6-speed Sport AT
Dual bright-tipped exhaust outlets	S	S
Freestyle door system	S	S
Aluminum hood and rear doors	S	S
Rear lip spoiler	S	-
Flip-open rear quarter windows	S	S
In-glass radio antenna; rear window defogger	S	S
Dual body-color power remote outside mirrors	S	S
2-speed variable-intermittent windshield wipers	S	S
Clear-lens halogen headlights with projector-type low bea	ıms S	S
LED taillights	S	S
TIRES & WHEELS		
18-inch alloy wheels with 225/45R18 high-performance tire	es S	S
RX-8 INTERIOR		
COMFORT & CONVENIENCE	6-speed manual	6-speed Sport AT
Center console with covered storage, dual cup holders and 12-volt power point	S	S
Rear console with covered storage and dual cup holders	S	S
Overhead console with sunglasses holder and front map lie	ghts S	S
Power front windows with 1-touch up/down and remote down feature	S	S
Power door locks with 2-stage unlocking (driver's door; all doors)	S	S
Remote keyless entry system with two transmitters	S	S
Cruise control	S	S
Tri-mode gauge lighting: blue (entry); white-on-black (daytime); red-on-black (nighttime)	S	S
Digital speedometer with dual trip odometers	S	S
Center instrument display panel with clock, audio system, climate control and outside ambient temperature	S	S
Leather-wrapped 3-spoke tilt steering wheel with audio and cruise-control switches	S	S
Steering-wheel-mounted paddle shifters for Sport AT automatic transmission	-	S
Leather-wrapped gearshift knob	S	S
Heater/defroster with CFC-free air conditioning with dust/pollen filter	S	S
SEATING & TRIM		
Reclining front bucket seats with passenger seat 1-touch walk-in feature	S	S
4-passenger seating with rear bucket seats and trunk pass-through	S	S
Cloth-trimmed upholstery; carpet floor mats	S	S
AUDIO		

100-watt AM/FM/CD/MP3 stereo with 6 speakers,

including 2 tweeters

Auxiliary-audio input jack

#### S: Standard O: Optional A: Dealer-available accessory -: Not available

‡ Always wear your seat belt and secure children in the rear seats in appropriate child restraints. § SIRIUS Satellite Radio reception requires a subscription and Mazda satellite radio receiver accessory kit. Available only in the U.S., except Alaska and Hawaii.

#### **RX-8 SAFETY & SECURITY**

SAFETY & SECURITY	6-speed manual	6-speed Sport AT
Dual front air bags*	S	S
Front seat-mounted side-impact air bags*	S	S
Side-impact air curtains* with coverage for front and rear seats	S	S
3-point seat belts for all seating positions	S	S
Rear-seat LATCH child-safety-seat anchors	S	S
Antitheft alarm system with engine immobilizer	S	S
Tire-Pressure Monitoring System (TPMS)	S	S

#### **RX-8 OPTIONS & OPTION PACKAGES**

OPTIONS/OPTION PACKAGES	RX-8
Navigation System: DVD-based with 7-inch LCD touch screen	0 (Grand Touring)
SIRIUS Satellite Radio®§ receiver kit	0/A
Rear wing spoiler (automatic transmission only)	0/A
Front and rear splash guards (N/A on R3)	0/A
In-dash 6-disc CD changer (Sport only, standard on Grand Touring and R3)	0/A
Spare-tire mounting kit (trunk-mounted; includes wheel and mounting hardware)	0/A
All-weather floor mats	0/A
Cargo tray	0/A
Cargo organizer	0/A
Cargo net	0/A
Door-edge guards	0/A
Moonroof wind deflector	O/A (Grand Touring)

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





Black Cloth



Black Leather

#### **RX-8 R3 WHEEL & UPHOLSTERY**





Gray/Black Cloth/Leather

PRODUCT CHANGES AND OPTIONS AVAILABILITY: 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. Mazda reserves the right to change product specifications at any time without incurring obligations. Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

#### **RX-8 PAINT COLORS**



#### Liquid Silver Metallic

TRIM LEVEL	INTERIOR FABRICS
RX-8 Sport	Black Cloth
RX-8 Grand Touring	Black Leather



#### Velocity Red Mica

TRIM LEVEL	INTERIOR FABRICS
RX-8 Sport	Black Cloth
RX-8 Grand Touring	Black Leather
RX-8 R3	Gray/Black Cloth/Leather



#### Sparkling Black Mica

TRIM LEVEL	INTERIOR FABRICS
RX-8 Sport	Black Cloth
RX-8 Grand Touring	Black Leather

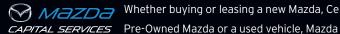
#### PEACE OF MIND ALSO COMES STANDARD.

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
- \* Whichever comes first.

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

#### FINANCING YOUR NEW MAZDA IS EASY.



Whether buying or leasing a new Mazda, Certified

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.

#### 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.



Cargo Tray

Cargo Net

A Protect and dress up your RX-8's interior with some custom-designed, rotary-emblem Aluminum Doorsill Trim Plates. B Mazda Apple® iPod® Integration pumps out your iPod playlist through the RX-8's audio system, charging the iPod battery all the while. It works with most 30-pin, dock connector-equipped iPods. Sorry, iPod not included. iPod touch® shown. Ask your Mazda Dealer which, if any, additional components might be required for installation. CAdding a racing-inspired Rear Wing Spoiler to your RX-8 lends it an aerodynamic finishing touch. D Bugs, nicks and scratches are out there, waiting. Keep them from your RX-8 with a custom-tailored Front Mask.

Front and Rear Splash Guards Windshield Sunscreen Moonroof Wind Deflector Door-Edge Guards Rear-Door-Trim Protectors B-Pillar Appliqué License-Plate Frame Car Cover<sup>1</sup> Car-Cover Cable Lock Touch-Up Paint Wheel Centers<sup>2</sup> Wheel Locks SIRIUS Satellite Radio®3 Receiver Kit **Portable Navigation Devices** Portable Bluetooth®4 Car Kit In-Dash 6-Disc CD Changer 3.5mm Audio Cable Leather Shift Knob with Rotary Emblem<sup>5</sup> Aldehvde Filter

All-Weather Floor Mats

Cargo Organizer Spare-Tire Mounting Kit<sup>6</sup> First Aid Kit Roadside Assistance Kit

### GENIUS RUNS IN THE FAMILY.

Sporty styling, racing-inspired performance and engineering innovation. You'll find them all in every Mazda vehicle, from the luxurious, 7-passenger CX-9 to the rotary-powered, one-and-only RX-8-and of course, the legendary MX-5 Miata. Get acquainted with the entire 2011 Mazda lineup of vehicles. Ten distinctive vehicles designed and engineered to deliver Zoom-Zoom. You'll come away with a new appreciation of the exhilarating difference those two little words can make.





















