



2008 CX-7



2008 CX-9



2008 TRIBUTE



2008 MX-5 MIATA



2008.5 MAZDA3



2008.5 MAZDA3 SPORT



2008 MAZDA6



2008 MAZDA6 SPORT HATCHBACK



2009 RX-8



2008 MAZDA5



2008 B-SERIES



2008 MAZDASPEED3



# 09 MAZDA RX-8



ALWAYS THE SOUL OF A SPORTS CAR.



Get more detailed information on your Mazda RX-8. Check out our website at [www.mazda.ca](http://www.mazda.ca) for specifications and features, option packages, pricing, financing, to book a test-drive and find a dealer near you.

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INCLUDING THE HIGH PERFORMANCE R3 MODEL



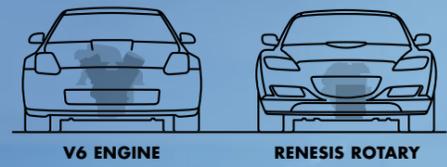
REDISCOVER THE EMOTION OF MOTION.



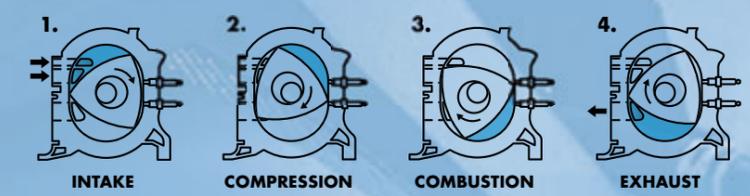
All children instinctively know it. A few adults still remember it. One unique car company refuses to outgrow it. In grown-up language, it means the exhilaration and liberation that come from experiencing sheer motion. But as usual, children put it much better. And simply call it "zoom-zoom". We practice it every day. It's why we build the kind of cars we do. And why you'll find the soul of a sports car engineered into everything we make . . . especially Mazda RX-8.

RX-8's sculpted form and sleek, sporty lines merely hint at the great performance to come. Only when you've treated yourself to the Mazda Test-Drive Experience will you know the responsive acceleration and steering, superb braking and surefooted handling that define RX-8 as an eloquent expression of "zoom-zoom".



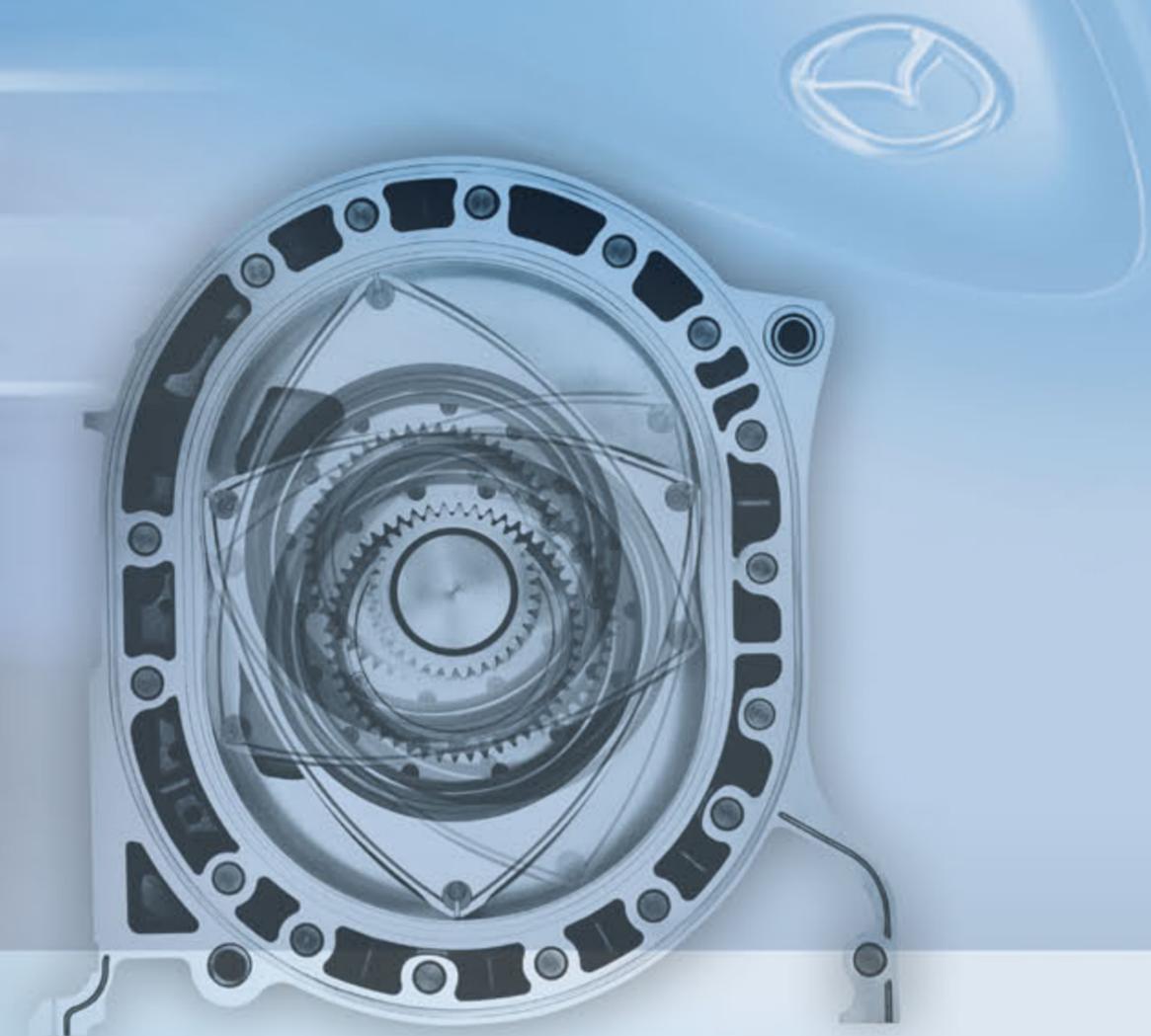


**THE ROTARY ENGINE** contributes to RX-8's superb performance and crisp, agile handling in several crucial ways. Lighter and more compact than piston engines of comparable power, the rotary delivers a superior power-to-weight ratio for spirited acceleration. And its compact design allows it to be placed lower and well behind the front axle line. That helps lower the centre of gravity and ensures RX-8 maintains an approximate 50:50 weight balance. The end result is a remarkably agile, well-balanced design. And without the typical vibration and noise intrinsic to pistons and valves, RX-8's RENESIS rotary engine generates its power with turbine-like smoothness.



**HOW A ROTARY WORKS:** Instead of pistons inside cylinders, two triangular rotors, spinning within their own oval housings and around a common output shaft, smoothly generate all power.

**1. Intake Stroke:** As an apex of the rotor passes the intake port, a fuel/air mixture is drawn in. **2. Compression Stroke:** The intake port is blocked and the fuel/air mixture is compressed. **3. Combustion Stroke:** The compressed fuel mixture is ignited by two spark plugs. The force created by this combustion spins both rotor and shaft. **4. Exhaust Stroke:** The rotor's continuing orbit forces exhaust gases out the exhaust port. The cycle is then repeated.



**WE'VE BEEN BUILDING UP TO THIS KIND OF PURE, SPORTS-CAR PERFORMANCE FOR 40 YEARS.**

Imagine a sports car so advanced that it has no cylinders. No pistons. No valves. And no equal. A quick check under Mazda RX-8's sleek aluminum hood instantly validates its innovative credentials. Its race-proven, state-of-the-art RENESIS rotary engine boasts just three major moving parts. As well as an outrageously broad powerband. Plus the rare ability to responsively spool out power with turbine-like smoothness all the way up to its stratospheric 9,000-rpm redline.\* Fact is, RX-8's free-revving performance is the culmination of four decades of exhaustive research, development and racing. Reflecting refinements gleaned from designing over 80 different rotary engine configurations for both the street and the track. And benefiting from all Mazda has learned from building nearly two million rotary-powered passenger vehicles – including a hydrogen-powered RX-8. Three generations of the legendary Mazda RX-7. And, of course, the first and only Japanese car to win the gruelling *24 Hours of Le Mans* – the rotary-powered Mazda 787B.

\*Automatic transmission redlines at 7,500 rpm.



**ADAPTIVE 6-SPEED SPORT AUTOMATIC TRANSMISSION:** Available on the GT model, RX-8's advanced 6-speed *Sport* mode automatic transmission features an Adaptive Shift Logic that learns and adapts to your personal driving style. It also lets you choose between fully automatic or a manual-shift mode that permits through-the-gears manual shifting via the shifter or its Formula-One-inspired, steering-wheel-mounted paddle shifters.



**SHORT-THROW, CLOSE-RATIO 6-SPEED MANUAL TRANSMISSION:** All RX-8 models come standard with a slick-shifting, close-ratio 6-speed manual gear-box. Its short-throw design and carbon triple-cone synchronizers promote quick, precise gear changes – allowing you to make the most of the rotary engine's incredibly wide powerband.



**REFINED SPORT-TUNED SUSPENSION:** For 2009, RX-8's flat cornering and tenacious handling get even better – thanks to an advanced, multi-link rear suspension with compliance toe and camber controls featuring improved geometry. Up front, RX-8's race-proven double-wishbone, independent front suspension system utilizes forged aluminum upper and lower control arms for their ideal combination of high strength and light weight.



**FOUR-WHEEL VENTILATED DISC BRAKES:** For consistently linear, fade-resistant stops, every RX-8 is fitted with power-assisted, four-wheel ventilated disc brakes – including massive 12.7-inch front rotors. To further assure superb stopping power, an Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD) is also standard.



**DYNAMIC STABILITY CONTROL WITH TRACTION CONTROL SYSTEM:** Standard on all 2009 Mazda RX-8 models except the GS, Dynamic Stability Control (DSC) and Traction Control System (TCS) help optimize acceleration and rear-wheel traction while minimizing the chance of a spinout during extreme cornering. It can also be deactivated to suit your personal driving style.



R3 MODEL SHOWN

## SOMETHING TO KEEP YOU GLUED TO THE ROAD. AS WELL AS YOUR SEAT.

This year, RX-8's iconic good looks and razor-sharp driving dynamics receive impressive new refinements in the form of the first-ever Mazda RX-8 R3. Enhancing its seductive silhouette are a unique front fascia, sleek side sill extensions and a rear wing spoiler. Stronger, lighter 19-inch forged alloy wheels – surrounded by aggressive 225/40R19 rubber – enhance appearance and grip. A sport-tuned suspension and genuine Bilstein® shock absorbers add exclamation points to RX-8's already legendary handling. A pair of RECARO® bucket seats, designed exclusively for RX-8 and featuring leather side bolsters, hold both driver and front passenger firmly in place. While an intelligent key system with keyless entry and start, built-in Bluetooth® hands-free phone capability plus a Bose® 300-watt, nine-speaker audio system with Centerpoint® Surround Sound System dial up the functionality and fun. So slide behind the wheel of an RX-8 R3. Drop it into gear. And savour the challenge of a serpentine stretch of road that would quickly humble a lesser machine.



**RACING-INSPIRED RECARO® BUCKET SEATS:** RX-8 R3 treats both driver and passenger to the numerous advantages of genuine RECARO® high-back bucket seats. Designed exclusively for the R3, both front seats feature leather side bolsters and are engineered to provide outstanding support and comfort by minimizing body rotation and holding shoulder, torso and hip areas firmly in place.





**VOICE-ACTIVATED IN-DASH NAVIGATION SYSTEM:** Find your way simply and quickly thanks to a host of easy-to-use features, including a large in-dash, voice-activated, multi-language, multi-command, memory, seven-inch LCD display (that's conveniently touch-screen as well), and more. (Available on the GT model.)



**BLUETOOTH® HANDS-FREE PHONE CAPABILITY:** Safely make and receive calls, access voice mail messages and more – all hands free – using voice commands and your Bluetooth-compatible cell phone. (Standard on both the R3 and GT models.)



**EIGHT-WAY POWER-ADJUSTABLE DRIVER'S SEAT WITH MEMORY:** The driver's seat in the GT model lets you store and access up to three custom driving positions. At the touch of a button, it automatically adjusts all eight settings, including lumbar support, to the desired position.



**BOSE® CENTERPOINT® SYNTHESIZED SURROUND SOUND SYSTEM:** Custom-engineered for RX-8's interior, this 300-watt, nine-speaker system transforms regular CDs into stunning multi-channel, synthesized surround sound performances. AudioPilot® noise compensation technology automatically compensates for road, wind and cabin noises. And the auxiliary audio input jack allows you to plug in your compatible MP3 player so you can bring along your entire music collection.

## 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 Mazda RX-8's driver-centric cockpit pays meticulous attention to the details, including high-contrast electroluminescent gauges with tri-mode illumination to enhance visibility and minimize eye strain. A large, centre-mounted tachometer designed to facilitate at-a-glance readouts. Controls for both the audio system and cruise control mounted right on the steering wheel – at your fingertips. And even motorsports-inspired aluminum pedals\* precisely positioned to encourage heel-and-toe downshifts. In fact, wherever your eyes, hands and feet come to rest, they're rewarded with an uncompromised level of precise fit and finish. From the warm, sure grip of RX-8's leather-wrapped steering wheel and shifter to the detailed stitching of its well-bolstered, racing-inspired front seats. In short, RX-8 is a sports car like no other. With an interior to match.

\*Standard on RX-8 models equipped with 6-speed manual transmission.





**POWER DRIVER'S SEAT, ONE-TOUCH WALK-IN FEATURE:** On the GT, easy rear-seat access is provided with the touch of a button on the motorized driver's seat. When activated, the seat automatically folds forward and moves forward to provide "walk-in" rear-seat access. Another touch of the button returns the seat to its normal position.



**SIDE-IMPACT SAFETY ENGINEERING:** To help deflect side-impact energy in the event of a collision, Mazda engineers placed horizontal reinforcement beams in both front doors. RX-8's unique rear doors incorporate vertical reinforcement beams plus special top-and-bottom latch mechanisms to eliminate the need for conventional centre pillars and provide extra side-impact protection.



**"INSTANT-ON" LED REAR TAILLIGHTS:** The rear taillights on all RX-8 models feature "instant-on" light-emitting diodes (LEDs). Unlike conventional incandescent bulbs, LEDs have no filaments to heat up, burn out and break. So they light up "instantly" – while providing enhanced visibility, safety, reliability and a far longer service life.



**HANDS-FREE RAIN-SENSING WIPERS:** At the first sign of precipitation, RX-8's variable intermittent windshield wipers are activated automatically – enabling you to enjoy a clearer, safer view while keeping your hands on the wheel and your eyes on the road.

## FINALLY. A SPORTS CAR THAT MAKES EVERYONE FEEL GOOD INSIDE.

Perhaps Mazda RX-8's most impressive innovation is how effortlessly it fuses sports-car performance, unexpected versatility and a comprehensive matrix of safety features. But then, as the world's first and only rotary-powered, four-door sports car, RX-8 turns traditional sports-car limitations inside out. The cabin provides first-class accommodations for four adults and the unique, pillar-less door system lets rear-seat passengers enter and exit with ease. On the safety front, massive power-assisted four-wheel disc brakes with an Anti-lock Brake System (ABS) give cutting-edge braking power. And a full complement of air bags and air curtains comes standard, making sure all four passengers travel safely. After all, exhilaration this special should offer peace of mind for all.





ACCESSORIES



Pictured above from left to right: Gear shift knob, moonroof wind deflector, wheel centre cap.

- Air valve caps with rotary ornament
- Alarm shock sensor upgrade
- Aluminum pedals
- Aluminum power window switches
- Aluminum scuff plates with rotary accent
- Cargo net
- Cargo organizer
- Cargo tray
- Front mud guards
- iPod® adapter2
- Rear mud guards
- Rear spoiler
- SIRIUS Satellite Radio
- Spare tire kit
- Wheel locks – Chrome (set of four)

For further information, please refer to the Mazda RX-8 Accessories Brochure. Mazda notes that all Genuine Mazda Accessories, if installed by your Mazda Dealer prior to or at an initial vehicle retail delivery, carry the same new-vehicle basic warranty as the Mazda RX-8.

EXTERIOR COLOURS



CRYSTAL WHITE PEARL



VELOCITY RED MICA



BRILLIANT BLACK



SPARKLING BLACK MICA



GALAXY GREY MICA



SUNLIGHT SILVER METALLIC



DIAMOND GREY MICA



ELECTRIC BLUE MICA

COLOUR COMBINATIONS

	INTERIOR		
	GS (CLOTH)	R3 (CLOTH/LEATHER)	GT (LEATHER)
Brilliant Black	Black	RECARO® Black	Black
Crystal White Pearl	Black	RECARO® Black	Black
Galaxy Grey Mica	Black	RECARO® Black	Black
Sunlight Silver Metallic	Black	RECARO® Black	Black
Velocity Red Mica	Black	RECARO® Black	Red
Electric Blue Mica	Black	RECARO® Black	Black
Diamond Grey Mica	Black	N/A	Black
Sparkling Black Mica	Black	RECARO® Black	Beige

**MAZDA WARRANTY** The basic warranty on the Mazda RX-8 covers all parts found to be factory defective for 3 years or 80,000 km, whichever comes first. Additional warranties cover powertrain components for a period of 5 years or 100,000 km, whichever comes first, Rotary Engine Core (Short Engine) for 8 years or 160,000 km whichever comes first, body sheet metal perforation for 5 years and unlimited mileage and specific emission control components for up to 8 years or 128,000 km. Exclusions from coverage are limited to maintenance items or adjustments (repairs not requiring parts replacement) on vehicles over 12 months old and repairs due to normal wear and tear. Ask your Mazda Dealer for additional information.

**ROADSIDE ASSISTANCE PROGRAM** As part of our commitment to your total satisfaction, 2009 Mazda RX-8 owners are automatically enrolled in our Roadside Assistance Program. Roadside Assistance protects your Mazda RX-8 for the duration of the 3-year basic limited warranty. Should you require assistance during this period, our service will help to get your vehicle back on the road and minimize any inconvenience. For complete details on this program, see your Mazda Dealer.

**MAZDA MOBILITY ASSISTANCE PROGRAM** Mazda Canada believes that vehicle access is vital for everyone. Under this program, physically challenged customers who purchase or lease a new, unused Mazda vehicle may be eligible to receive assistance from Mazda Canada Inc. to aid with the cost of acquiring and installing adaptive driving aids on their vehicle. For complete details on this program, see your Mazda Dealer.

**MAZDA TEST-DRIVE EXPERIENCE** Exhilaration begins with the Mazda Test-Drive Experience – a uniquely designed road trip engineered to take you miles beyond the ordinary test-drive. Down local streets, on-ramps, highways and off-ramps. Through straightaways, S-curves and corners. It's all about putting a Mazda to the test under real-world conditions. It's about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers. And rediscovering that fun, connected-to-the-road feeling we call "zoom-zoom".

**READY TO ROLL** Our pre-delivery commitment means every new Mazda is checked out, gassed up and fitted with floor mats.

MAZDA RX-8 WHEELS



18" aluminum alloy wheels  
RX-8 GS and GT



19" lightweight forged alloy wheels  
RX-8 R3



Ask your dealer about Mazda's competitive program for recent university and college graduates.

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 and accessories 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. E. & O. E.



ENGINE	6MT	6AT Sport
Type	1.3 L Rotary engine	1.3 L Rotary engine
Displacement	654 cc x 2	654 cc x 2
Compression ratio	10.0:1	10.0:1
Horsepower SAE net	232 @ 8,500 rpm	212 @ 7,500 rpm
Torque SAE net lb. ft.	159 @ 5,500 rpm	159 @ 5,500 rpm
Redline	9,000 rpm	7,500 rpm
Fuel system	Electro magnetic	Electro magnetic
Recommended fuel	Premium	Premium

DRIVETRAIN	
Type	Front Rotary engine/rear-wheel drive
Transmission	6-speed manual with short-throw shifter Optional: 6-speed Sport mode automatic with paddle shifters

CHASSIS	
Frame	Unit body (Monocoque), Power Plant Frame (PPF)
Front suspension	Independent sport-tuned double-wishbone, strut tower bar and stabilizer bar (GS and GT) Independent sport-tuned double-wishbone, strut tower bar and stabilizer bar with Bilstein® Shocks and urethane-filled cross members (R3)

CHASSIS (cont'd)	
Rear suspension	Independent multi-link, gas-filled shock absorbers and stabilizer bar (GS and GT) Independent multi-link with stabilizer bar and Bilstein® Shocks (R3)
Steering	Direct drive electronically assisted steering
Minimum turning circle	10.6 m (curb-to-curb)
Brakes	Power-assisted ventilated 4-wheel disc brakes Front: 323 mm Rear: 302 mm Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)
Curb weight (kg)	6MT: 1,410; 6AT: 1,431

CAPACITIES	
Seating	4 persons
Washer fluid tank (L)	5.5
Fuel tank (L)	64

EXTERNAL DIMENSIONS (mm)			
Wheelbase	2,700	Overall width	1,770
Track (fr/rr) (GS/GT)	1,500/1,505	Overall height	1,340
Track (fr/rr) (R3)	1,505/1,510	Ground clearance	120
Overall length	4,470		

INTERNAL DIMENSIONS	
Headroom (fr/rr) (mm)	932/927 (with moonroof) 970/935 (without moonroof)
Legroom (fr/rr) (mm)	1,084/817
Shoulder room (fr/rr) (mm)	1,393/1,395
Hiproom (fr/rr) (mm)	1,355/1,222
Cargo volume (L)	290
Passenger volume (L)	2,512
Total volume (L)	2,802

FUEL ECONOMY RATINGS* (L/100 km)		
	6MT	6AT Sport
City	12.8	13.3
Highway	9.2	8.9

\*Estimated fuel economy. Your actual fuel consumption may vary.

ESTIMATED PERFORMANCE DATA			
	6MT	R3	6AT
Acceleration (0–60 mph:sec)	6.2	6.1	8.4
Coefficient of drag (Cd)	0.29	0.3	0.3
Weight distribution % (fr/rr)	48/52	48/52	48/52

2009 MAZDA RX-8 FEATURES

ENGINEERING FEATURES	GS	R3	GT
1.3 L Rotary engine	S	S	S
Variable dynamic intake system	S	S	S
6-speed manual transmission with short-throw shifter	S	S	S
6-speed Sport mode automatic transmission with paddle shifters	–	–	0
Power-assisted ventilated 4-wheel disc brakes	S	S	S
Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBFD)	S	S	S
Dynamic Stability Control (DSC)	–	S	S
Traction Control System (TCS)	–	S	S
Limited-slip rear differential	S	S	S
Front and rear stabilizer bars	S	S	S

WHEELS AND TIRES			
18" aluminum alloy wheels	S	–	S
19" lightweight forged alloy wheels	–	S	–
225/45R18 performance radial tires	S	–	S
225/40R19 performance radial tires	–	S	–
Tire puncture repair kit	S	S	S

EXTERIOR FEATURES			
Body-coloured bumpers and door handles	S	S	S
Body-coloured power-operated door mirrors	S	S	S
Heated door mirrors	S	S	S
Sporty front bumper and side sill extensions	–	S	–
Rear lip spoiler and rear mud guards	S	–	6MT
Raised rear spoiler	–	S	–
Headlights – Halogen	S	–	–
Headlights – Xenon (HID)	–	S	S
Automatic headlight levelling	–	S	S
Headlight cleaners	S	S	S
Automatic headlight control	S	S	S
Fog lights	S	S	S
Rain-sensing windshield wipers	S	S	S
Dual exhaust outlets with chrome garnish	S	S	S

AUDIO			
9-speaker premium Bose® audio system with AM/FM 6-disc in-dash CD changer and MP3 functionality	S	S	S
AudioPilot® noise compensation technology and Centerpoint® Surround Sound System	S	S	S

AUDIO (cont'd)	GS	R3	GT
Auxiliary audio input	S	S	S
Steering-wheel-mounted audio controls	S	S	S
SIRIUS Satellite Radio	–	–	S
Bluetooth® hands-free phone integration	–	S	S

COMFORT AND CONVENIENCE			
Air conditioning with micron air filter	S	S	S
Automatic climate controls	S	S	S
Rear seat heater ducts	S	S	S
Steering-wheel-mounted cruise controls	S	S	S
Tilt-adjustable steering wheel	S	S	S
Power door locks	S	S	S
Intelligent key system (keyless entry and start)	S	S	S
Remote fuel door and trunk releases	S	S	S
Power windows with one-touch up and down feature and power delay	S	S	S
Power glass moonroof with one-touch open	–	–	S
Illuminated entry	S	S	S
Map lamps	S	S	S
Delayed fade out on interior lamps	S	S	S
Cargo area lamp	S	S	S
Driver's and passenger's sunvisors with covered vanity mirrors	S	S	S
Auto-dimming rearview mirror with HomeLink®	S	S	S
Dual front and rear cup holders	S	S	S
Navigation system	–	–	0

SEAT AND TRIM			
Reclining front bucket seats	S	S	S
Lightweight RECARO® seats	–	S	–
Driver's manual seat lifter	S	–	–
Passenger's seat one-touch walk-in feature	S	S	S
8-way power-adjustable driver's seat with memory	–	–	S
Power driver's seat one-touch walk-in feature	–	–	S
Driver's seat power lumbar support	–	–	S
Heated front seats	–	–	S
High-grade cloth upholstery	S	–	–
High-grade cloth upholstery with leather side bolsters	–	S	–
Leather-trimmed upholstery	–	–	S
Leather-wrapped 3-spoke steering wheel	S	–	S
Leather-wrapped shift knob	S	–	S

SEAT AND TRIM (cont'd)	GS	R3	GT
Leather-wrapped parking brake	–	–	S
Leather-wrapped parking-brake handle, steering wheel and shift knob with red stitching	–	S	–
Front door handles with bright finish	S	S	S
Scuff plates with aluminum inserts	S	S	S
Aluminum foot pedals and left foot rest	S	S	6MT
Floor mats	S	S	S

INSTRUMENT PANEL AND STORAGE			
Blue LED concealed meter lighting with red night-time gauge illumination	S	S	S
Black gauges with chrome bezels and white lettering	S	S	S
Tachometer with variable redline	S	S	S
Exterior temperature gauge	S	S	S
Overhead console with sunglass storage	S	S	S
Illuminated lockable glove compartment	S	S	S
Front door storage pockets	S	S	S
Driver's side seatback pocket	S	S	S
Coin holder	S	S	S
Centre console with lockable storage and power outlet (1)	S	S	S
Rear console	S	S	S
12-volt power outlet with cigarette lighter	S	S	S
Warning lights for low fuel level, low windshield washer fluid, door ajar, check engine, oil pressure, volts, parking brake, high beam, air bags and safety belts	S	S	S

SAFETY AND SECURITY			
Dual front air bags	S	S	S
Dual front side air bags	S	S	S
Dual side air curtains (with protection for all occupants)	S	S	S
Engine immobilizer theft-deterrent system	S	S	S
Anti-theft alarm system	S	S	S
Front safety-belt pretensioners with force limiters	S	S	S
3-point safety belts for all occupants (2 front, 2 rear)	S	S	S
ISOFIX child safety-seat anchors	S	S	S
Front side-door impact-protection beams	S	S	S

S = Standard 0 = Optional – = Not available  
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