

# MAZDA

## 1984 SPORTS CAR BUYER'S BULLETIN

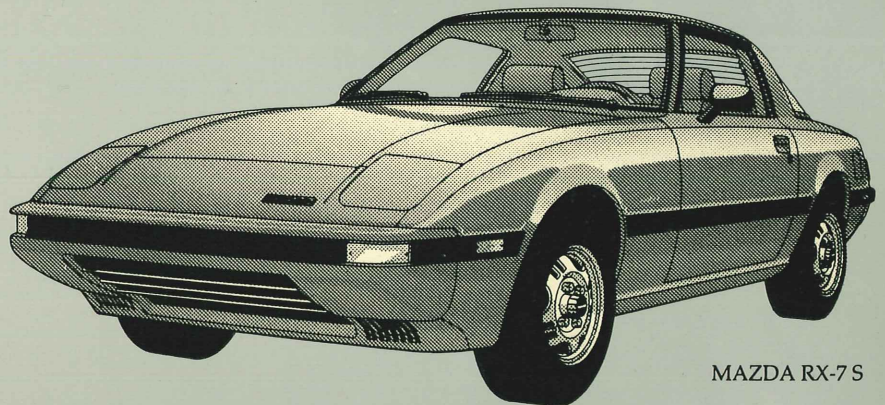
AMERICA'S BEST-SELLING\* TWO-SEAT SPORTS CAR OFFERS A HIGH LEVEL OF PERFORMANCE AND VALUE.

Mazda RX-7 S: Priced far lower than Nissan 300ZX, Porsche 944, and Chrysler Laser XE Turbo. RX-7 comes standard with outstanding sports car features:

- Quick and precise 5-speed overdrive
- Steel-belted radials
- Front and rear stabilizer bars
- Multi-function electronic check panel
- Reclining bucket seats

And only Mazda RX-7 gives you the rotary rocket performance that's become a racing legend:

- IMSA GTU Champion 1980-81-82-83
- Daytona GTU and GTO Champion 1982-83
- 1, 2, 3 Sweep of Sebring 1983
- SCCA PRO Rally Champion 1981



MAZDA RX-7 S



\*Based on 1983 calendar year sales

THE COMPETITION CAN'T MATCH THE HIGH PERFORMANCE VALUE OF MAZDA RX-7—COMPARE FOR YOURSELF ON THE OTHER SIDE!

# CHECK RX-7's CREDENTIALS—YOU'LL FIND HIGH PERFORMANCE AND LUXURY THAT RIVAL SPORTS CARS PRICED MUCH HIGHER.

In a mere five years, RX-7 has become the standard of sports car performance and value by which other sports cars are measured:

"... there's simply nothing else out there with the RX-7's combination of price, performance, quality, and styling."

Motor Trend, 1982

"RX-7 is the car you buy when you have all the right instincts and are a person of good taste and character."

Car and Driver, 1983

"The RX-7 remains a true sports car—agile, elemental, willing to please."

Motor Trend, 1984

## RX-7 OUTPERFORMS THE COMPETITION IN RETAINED VALUE, TOO.

Mazda RX-7's high level of performance and luxury features at an affordable price not only creates sports car value at the time of purchase, it also gives you the advantage of extraordinary retained value at the time of resale.

According to the final Kelley Blue Book of 1983 (Nov.-Dec.), a 1981 Mazda RX-7 S outperformed some of the most popular sports cars in its class with a 90.8% retained value.

It's one more reason among many reasons why the legendary RX-7 is America's best-selling two seat sports car—and today's best high-performance sports car value.

MAKE	RETAINED VALUE 1981 Model Year
Mazda RX-7 S	90.8%
Porsche 928	85.3%
Datsun 280 ZX	84.1%
Porsche 924	70.5%

MAZDA  
RX-7 S  
MAZDA  
RX-7 GS1  
NISSAN 300ZX  
2-SEATER  
PORSCHE 914  
HATCHBACK  
CHRYSLER  
LASER XE  
TURBO H/B  
PONTIAC FIERO  
SE COUPE

5-Speed Overdrive Manual Trans.	STD	STD	STD	STD	STD	N/A
Stabilizer Bars, Front & Rear	STD	STD	STD	OPT pkg.	STD	front only
Driver Seat Lumbar Adjuster	STD	STD	STD	N/A	STD	N/A
Tinted Glass	STD	STD	STD	STD	OPT	STD
Electric Rear Window Defroster	STD	STD	STD	STD	OPT	OPT
Intermittent Windshield Wipers	STD	STD	STD	STD	STD	OPT
Hidden Headlights	STD	STD	N/A	STD	N/A	STD
Wide Bodyside Mouldings	STD	STD	STD	narrow	STD	narrow
Digital Quartz Clock	STD	STD	STD	analogue	STD	OPT pkg.
Dual Lockable Rear Storage Boxes	STD	STD	N/A	N/A	N/A	N/A
Remote Fuel Door Release	STD	STD	STD	N/A	STD	STD
Glove Box w/ Lock	STD	STD	STD	STD	STD	no glove box
Door Map Pockets	STD	STD	STD	STD	N/A	STD
Gauge Cluster Switches	STD	STD	STD	N/A	N/A	STD
Limited Slip Differential	N/A	STD	N/A	OPT	N/A	N/A
4-Wheel Power Disc Brakes	N/A	STD	STD	STD	N/A	STD
Tilt-Up/Removable Sunroof	N/A	STD	OPT T-Bar	OPT	OPT	OPT
Power Windows	N/A	STD	STD	STD	OPT	OPT
Cruise Control	OPT	STD	STD	OPT	OPT	OPT
Electronic AM/FM Stereo	OPT pkg.	STD	STD	OPT pkg.	STD	OPT
Cassette Tape Deck	OPT pkg.	STD	STD	OPT pkg.	OPT pkg.	OPT pkg.
Graphic Equalizer	OPT°	STD	N/A	N/A	N/A	OPT pkg.
Power Amplifier	OPT°	STD	STD	N/A	OPT pkg.	N/A
Dual Electric Door Mirrors	N/A	STD	STD	STD	STD	OPT
Rear Window Wiper/Washer	N/A	STD	STD	OPT	OPT°	N/A
Fed. MPG* (Est./Hwy.)	19/29	19/29	22/33	22/35	22/35	26/40
Cal. MPG* (Est./Hwy.)	19/29	19/29	22/33	21/34	22/35	26/40
Mfrs.' Suggested Retail Price**	\$10,195	\$13,095	\$15,799	\$21,440	\$11,408	\$9587

° Optional only if other options are ordered.

Note: The Dodge Daytona Turbo Z is similar to the Chrysler Laser XE Turbo.

\* EPA estimates for comparisons. Your mileage may vary with trip length, speed and weather.

Actual highway mileage will probably be less.

\*\* Taxes, license, freight, options extra. Actual prices set by dealers. Prices, specifications and availability of vehicles with specific features may change without notice.

Mazda's rotary engine is licensed by NSU-WANKEL.

Comparisons based on available competitive information.

# MAZDA

THE MORE YOU LOOK,  
THE MORE YOU LIKE.



EXPERIENCED  
DRIVERS  
BUCKLE UP

Part No. 9999-91-0140-X4