

2003 MAZDA PROTEGÉ 5

zoom-zoom

Protegé 5





Play by your own rules.



All systems are "go." The Protegé5's cockpit is a driver's dream. A leather-wrapped, 3-spoke wheel welcomes your grip. A 5-speed shifter is perfectly positioned to execute your commands. And racing-inspired gauges instantly telegraph your status. Once you turn the key, everything else becomes a blur.

It never met an S-curve it didn't like.

Suddenly, driving is fun again. Because when you pilot a Mazda Protegé5, every trip's a blast. Could be that confident, sure-footed stance it takes through corners. Or that quick burst of energy that doesn't let up. Either way, you're looking at a take-no-prisoners approach to fun and exhilaration. But one so ingeniously well-engineered that the whole gang can come along for the ride.



A brace across the front strut towers adds structural rigidity. From a performance standpoint, this added feature not only stiffens the Protegé5's chassis, but also improves steering response and turn-in.



To help you keep those horses under tight control, the standard power-assisted 4-wheel disc brakes are very effective and have a great linear feel. For even more control in hard stops, an Anti-lock Brake System (ABS) is available (package option, together with side-impact air bags*).

Rev its motor and it'll quickly return the favor.

Driving a Mazda Protegé5 will get you up to speed so smoothly it could easily replace your morning cup of coffee. Its 2.0-liter, 130-hp DOHC engine loves to rev. Of course, you also need to effectively apply all that power to the road. So there's a fully independent suspension to endow the car with a nimble agility that makes even city traffic fun. Plus a brace across the front strut towers for extra structural rigidity. And the rack-and-pinion steering gives you great two-way communication with the road.

As for replacing that morning coffee, it's your call. But if the Mazda Protegé5's performance doesn't get your motor running, probably nothing will.





**Looks aren't everything.
But it's a great place to start.**

Nothing like attracting a little attention. But isn't that the idea? Which is why the Mazda Protege5 boasts a game face that simply can't be ignored: Oversized fog lights. Aggressive front air dam. Racy rear spoiler. Plus stunning 16-inch alloys all around. Turns out, the Mazda Protege5's sports-car heritage is a great reflection on you.



You do the driving. It'll do the thinking.

The gauges look as if they can't wait to spring into action, the leather-covered steering wheel practically reaches out to you. You're totally in command, completely involved, focused on the road. And you don't have to think about control placement and operation—we've taken care of that.



A slick-shifting 5-speed is standard equipment. But if you prefer to give the car a greater voice in driving decisions, you can choose the available Sport AT 4-speed automatic. Its manual mode lets you sequentially shift up or down, similar to some modern race cars.

One uplifting feature after another.

Dreaming of a car capable of filling several voids in your life? Then wake up to the sporty versatility of a Mazda Protegé5. Inside, extra space and standard features abound. Like a driver's seat with adjustable height and cushion angle. A tilt steering wheel for added driving comfort. A rockin' 100-watt, 6-speaker AM/FM/CD stereo system. Environmentally responsible air conditioning. The convenience of cruise control. Even a nifty, one-touch-down power window feature to make life easier at drive-thrus and toll roads. Plus, this year, the affordable luxury of optional leather seating*. So park the Mazda Protegé5 at the top of your test-drive list. And slip into something more comfortable.



All dressed up and ready to go. Fly first-class with the Mazda Protegé5's handsome new leather seating option*. And don't forget, with both seatbacks up, you've also got 20 cubic feet of cargo space—a figure that nearly doubles to 38 cubic feet whenever you fold down both seatbacks to transport gear or one of those huge bargains you found at the mall.



The liftgate raises good and high, so it's out of the way when you're loading up. There's also a rear wiper and a built-in defogger so wherever you go, you'll always see where you've been.

*Seating surfaces upholstered in leather, except for leather-look vinyl on seat side panels, rear sides of seatbacks and other minor areas.

An Exciting Past. An Exhilarating Future.

Innovative. Stylish. Fun-to-drive. For more than 40 years, Mazda has dedicated itself to engineering vehicles for drivers who truly savor the "emotion of motion." That fun-to-drive, connected-to-the-road feeling that can turn a simple drive into an exhilarating experience. Which is why you'll find the "soul of a sports car" in every vehicle we make. From the MX-5 Miata and Protegé5 to Tribute and MPV, Mazdas don't look like—or drive like—anything else on the road. There's a Zoom-Zoom factor in their DNA—part engineering, part spirit. We invite you to share the Mazda spirit with us. You'll definitely find yourself in good company.



Mazda RX-8 Coming
Spring/Summer 2003

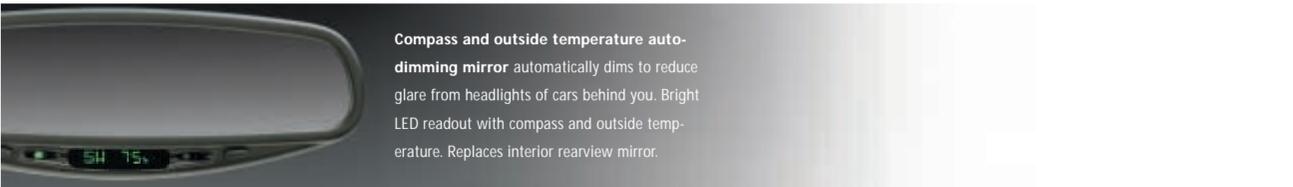


There's no telling how far Zoom-Zoom can take you. For an experience that's about a million miles away from the ordinary, park your Web browser at www.MazdaUSA.com. You'll not only get to preview two of Mazda's hottest new creations, the exciting MAZDA6 and the adrenaline-pumping Mazda RX-8, you'll also get to "build" the Mazda of your dreams. Select any model, color, options and accessories you like—all interactively. We'll even show you what it looks like, help you request a quote, provide a map to your nearest Mazda dealer, and clue you in on special offers. So pay us a visit. And catch up on all the Zoom-Zoom you've been missing.

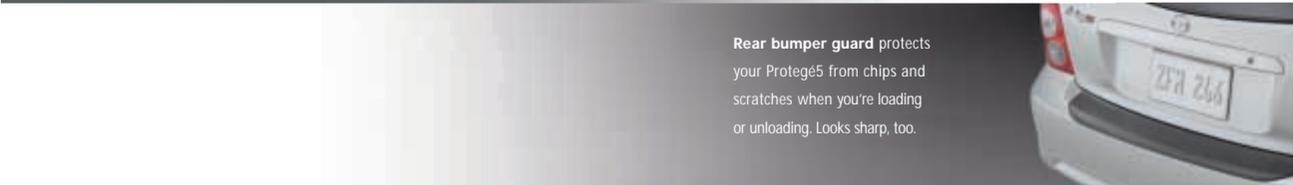
A More Liberating Approach To Owner Peace Of Mind.

To ensure your new Mazda continues to be a source of pride and exhilarating performance for years to come, we created the **Mazda Driver's Assurance Plan**. It starts the minute you pick up the keys to your new Mazda. And it protects your new vehicle with a **36-month/50,000-mile "Bumper-to-Bumper" Limited Warranty**. While under warranty, you're also automatically enrolled in our **24-hour Emergency Roadside Assistance** program to help minimize any inconvenience if an unexpected problem should occur on the road. Equally important, should your Mazda ever require a warranty repair, the **Mazda Service Transportation Solution** can typically make sure you have another vehicle to drive. With the Mazda Driver's Assurance Plan, your time and satisfaction come first. And the welcomed results are an exceptional level of customer care and greater peace of mind. For complete details, see your Mazda dealer.

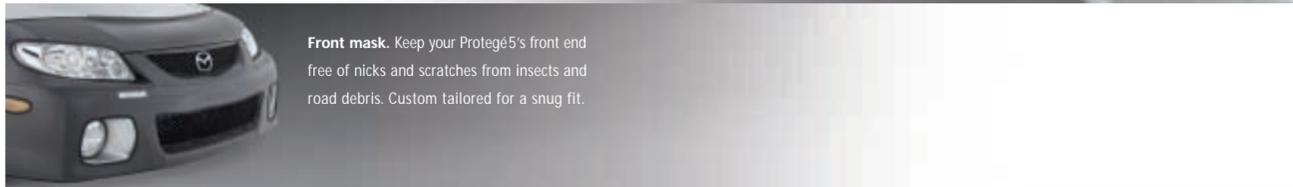
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Compass and outside temperature auto-dimming mirror automatically dims to reduce glare from headlights of cars behind you. Bright LED readout with compass and outside temperature. Replaces interior rearview mirror.



Rear bumper guard protects your Protegé5 from chips and scratches when you're loading or unloading. Looks sharp, too.



Front mask. Keep your Protegé5's front end free of nicks and scratches from insects and road debris. Custom tailored for a snug fit.



In-dash 6-disc CD changer, cassette player, MiniDisc player. It's easy to upgrade the factory audio system with an in-dash 6-disc CD changer, cassette player or MiniDisc player.

Moonroof wind deflector
Perimeter shock sensor alarm
Bike attachment (roof rack-mount, bracket required)
Bike attachment bracket
Ski attachment (roof rack-mount, bracket required)
Ski attachment bracket
Roof cargo box
Cargo tray
Cargo mat
Cargo net
Kenwood front speakers
Car cover; car cover cable lock
Wheel locks
Engine block heater
Touch-up paint



All Genuine Mazda Accessories. If installed by a Mazda dealer prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as the Mazda Protegé5. Ask your dealer for details.

MECHANICAL FEATURES

- 2.0L DOHC 16-valve 4-cylinder engine
- 5-speed manual overdrive transmission
- Rack-and-pinion steering with engine-speed-sensing variable assist
- Power-assisted 4-wheel disc brakes
- Fully independent strut-type suspension with front and rear stabilizer bars
- Front strut-tower brace

EXTERIOR FEATURES

- 16-inch alloy wheels with 195/50R16 V-rated all-season radial tires
- 5-mph body-color bumpers
- Front and rear air dams; side sill extensions
- Rear liftgate spoiler with integral center brake light; rear roof-mounted radio antenna
- Luggage rack with adjustable rear crossbar
- Body-color door handles and protective side moldings
- Dual body-color power remote mirrors
- 2-speed intermittent windshield wipers; rear wiper/washer with intermittent setting
- Clear-lens halogen headlights and front fog lights
- Front fender-mounted turn-signal repeater lights

INTERIOR FEATURES

- 2nd-generation dual front air bags*
- Front safety-belt pretensioners with force limiters
- 3-point safety belts for all 5 seating positions
- Rear child-safety door locks and LATCH child-seat anchors
- Reclining front bucket seats with adjustable head restraints
- Adjustable driver's seat height and cushion angle
- 60/40 split rear seatback with fold-flat capability
- Adjustable rear head restraints for outboard seating positions
- Full cloth upholstery
- Carpet floor mats: driver-side footrest
- Rigid, removable rear cargo cover
- Full center console: covered storage with armrest lid; map pockets on all 4 doors
- Lockable glove compartment
- Dual front cup holders
- Power windows with driver's 1-touch-down feature
- Power door locks with 2-stage unlocking; remote keyless illuminated entry system
- Remote hood and fuel-door releases
- Dual front map lights; cargo-area light; ignition-keyhole light
- Driver's and passenger's covered visor vanity mirrors; day/night rearview mirror
- Silver gauges with red nighttime illumination
- Carbon-fiber-look trim on center dash panel
- 3-spoke leather-wrapped sport steering wheel; tilt steering column
- Leather-wrapped gearshift knob
- Cruise control with steering-wheel-mounted controls
- Heater/defroster with 4-speed blower and rear-seat heater ducts
- Rear window defogger; front side-window demisters
- CFC-free air conditioning
- AM/FM/CD stereo with 6 speakers, including 2 tweeters
- Passenger-assist grips (3)

OPTIONS AND OPTION PACKAGES

- ABS and Side Air Bag Package:** Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD); front side-impact air bags* 0
- Moonroof and 6-CD Package:** Power sliding-glass moonroof with sliding interior sunshade; in-dash 6-disc CD changer 0
- Sport AT 4-speed automatic overdrive transmission 0
- Polished alloy wheels (requires Moonroof and 6-CD Package) 0
- Black leather-trimmed upholstery† 0
- Moonroof wind deflector (requires Moonroof and 6-CD Package) O/A
- Wheel locks O/A
- Perimeter shock sensor alarm O/A
- Rear bumper guard O/A
- In-dash 6-disc CD changer O/P/A
- Cassette player O/A
- Compass and outside temperature auto-dimming mirror O/A
- Cargo net O/A
- Cargo tray O/A

SPECIFICATIONS

Engine size and type	Type FSD 2.0L DOHC 16-valve 4-cylinder	
Horsepower, SAE Net	130 @ 6000 rpm	
Torque, SAE Net lb-ft	135 @ 4000 rpm	
Bore and stroke	3.26 x 3.62 inches	
EPA estimated fuel economy, mpg	25 city/31 hwy (manual)	25 city/30 hwy (automatic)
Recommended fuel	Regular unleaded gasoline	
Fuel capacity	14.5 gallons	
Curb weight	manual 2716 lb	automatic 2749 lb
Turning circle, curb-to-curb	34.1 feet	
Brakes	front 10.2-inch ventilated discs	rear 10.3-inch solid discs
Passenger/cargo	93/20	
Cargo volume, rear seat folded	38	
Wheelbase/overall length	102.8/170.5	
Overall width/height	67.1/57.8	
Track, front/rear	57.7/57.9	
	front	rear
Headroom	39.3 (38.5 with moonroof)	37.4 (37.3 with moonroof)
Legroom	42.2	35.4
Shoulder room	53.9	53.4



PURE WHITE

- Mazda Protegé5 Standard
- Mazda Protegé5 Optional

Charcoal Cloth
Black Leather



CLASSIC RED

- Mazda Protegé5 Standard
- Mazda Protegé5 Optional

Charcoal Cloth
Black Leather



SUNLIGHT SILVER METALLIC

- Mazda Protegé5 Standard
- Mazda Protegé5 Optional

Charcoal Cloth
Black Leather



VIVID YELLOW

- Mazda Protegé5 Standard
- Mazda Protegé5 Optional

Charcoal Cloth
Black Leather



LASER BLUE MICA

- Mazda Protegé5 Standard
- Mazda Protegé5 Optional

Charcoal Cloth
Black Leather



MIDNIGHT BLUE MICA

- Mazda Protegé5 Standard
- Mazda Protegé5 Optional

Charcoal Cloth
Black Leather



BLACK MICA

- Mazda Protegé5 Standard
- Mazda Protegé5 Optional

Charcoal Cloth
Black Leather

O : Optional P : Package A : Dealer-installed accessory
 * Always wear your safety belt and secure children in the rear seat.
 † For leather-trimmed interior, seating surfaces are upholstered in leather except for leather-look vinyl on seat side panels, rear sides of seatbacks and other minor areas.

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 Wherever you see this symbol, you can get the whole story on our interactive Web site.

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.



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ALL POST-CONSUMER FIBER

 BETTER DRIVERS
BUCKLE UP

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