

TEN YEARS OF MAZDA RX-7

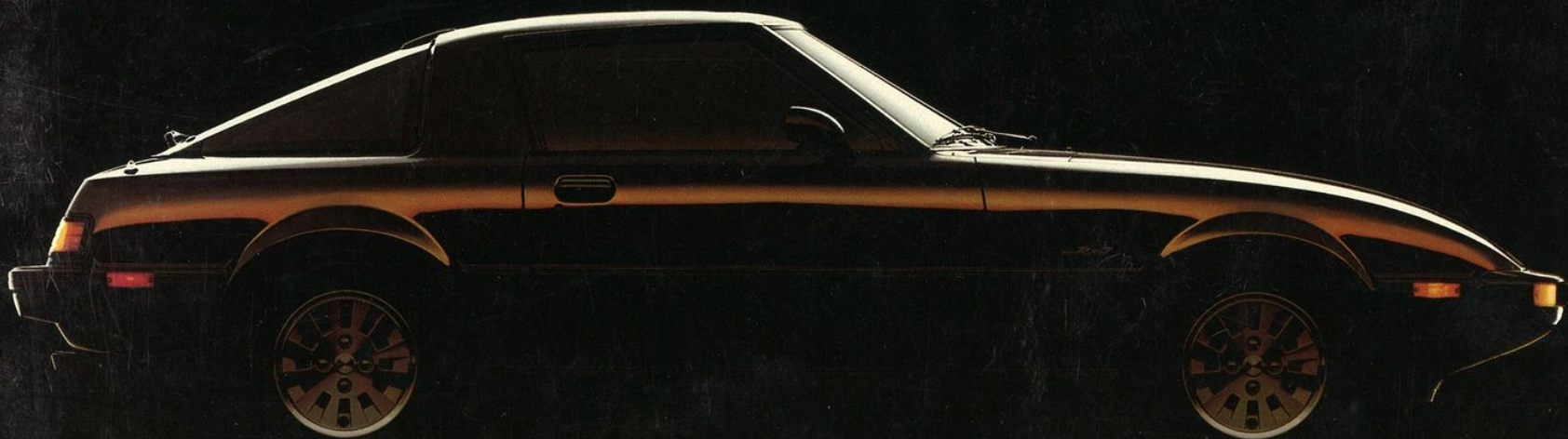
1978-1988



Think back a mere decade ago. The word was out: Mazda was bringing out a new "sports car." Hopes were high; hundreds of enthusiasts had placed hard-money deposits, sight unseen, in a blind faith that the new Mazda RX-7 would indeed live up to their expectations.

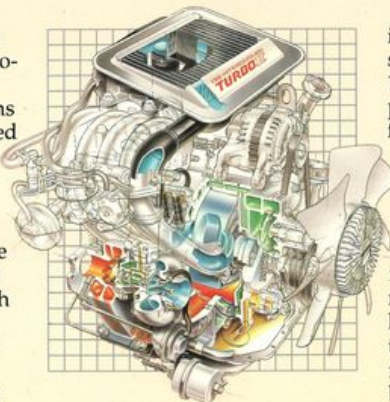
Meanwhile in Japan, a dedicated corps of RX-7 project engineers were no less anxious. They had placed their faith in the revolutionary rotary engine and had built a radically new sports car concept around it. RX-7 was not only a new car—it was an intense dedication to higher levels of driving satisfaction.

And today's RX-7 remains a sports car phenomenon unique in The Mazda Way.



Here is a milestone automobile. Not because of its exclusive monochromatic crystal-white finish, black leather interior, medallions and ignition key. Mazda's limited edition 10th Anniversary RX-7 is a significant moment in sports-car history. And fifteen hundred enthusiasts will indulge themselves in the quintessential road machine which has made a major impact upon automotive standards in America.

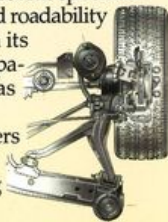
Mazda's original RX-7 was driving excitement in 1978. The 10th Anniversary RX-7 stands the same a decade later. Its turbo-charged 13B rotary engine



generates unique supercharging effects which boost its output to 182 hp at 6500 rpm and 183 lbs.-ft. of torque at 3500 rpm. Zero-to-60

is a scalding 6.7 seconds; its standing quarter-mile is a brisk 15.2 seconds. Yet the numbers pale into insignificance when you feel the rush of RX-7 Turbo rotary power propelling you into an exalted sensation of pure sports-car euphoria.

Still, our second-generation RX-7 is not about power alone—it is a genuine sports car, which means it must provide spectacular handling and roadability to interact with its momentum capabilities. So it was that ingenious Mazda engineers invented a Dynamic Tracking



Suspension System—the first rear suspension to actually help steer you through curves and corners, automatically providing toe-in or toe-out to best aid your command of the road in any maneuver.

Its litany of exotic mechanics continues with racing type 4-wheel disc brakes, special 5-speed overdrive transmission, low-profile high-performance rubber on 16-inch alloy wheels, limited-slip differential, power steering and specially tuned suspension. Also included are a rear spoiler and front air dam. Special commemorative touches are the



monochromatic look extending to the wheels, bronze medallions and bronze tinted window glass.

Inside, more special touches: rich black leather upholstery and steering wheel and genuine MOMO shifter and boot. In addition, of course, to power controls for sunroof, windows, door locks and side mirrors. Plus a premium

sound system, sophisticated security system and air conditioning, rear hatch and fuel door remote controls, and rear window defroster and wiper. All this, in an ergonomically designed environment to elevate sports-car

driving to a new level of interaction of man and machine.

The 10th Anniversary Limited Edition Mazda RX-7—it's not for everybody, because there aren't enough to go around. It is, however, the definitive statement in The Mazda Way about what a sports car can be and should do.



THE LIMITED EDITION 10TH ANNIVERSARY RX-7: COMMEMORATING A DECADE OF LEGENDARY RX-7s.



MAZDA'S ROTARY ENGINES AND RX-7s: A DECADE OF ENTHUSIASTS' DREAMS COME TRUE.

Mazda's unique rotary engine was the key to a unique sports-car concept. Its compact size allowed a position behind the front wheels for near-perfect 50-50 weight distribution. Its high power-to-weight ratio and amazing acceleration promised true sports-car performance.

1978: April—Mazda dealers introduce the 1979 Mazda RX-7, most of them without an RX-7 to display. Enthusiast magazines hail it as an instant classic, sports-car aficionados placed hundreds of deposits sight unseen.

- One of *Road & Track's* "Ten Best Cars for a Changed World" . . . "far and away the best in its class . . . an enthusiast's dream come true."
- RX-7 Club of America organized in late 1978, forerunner of the largest corps of sports-car loyalists in the world.
- RX-7 specially prepared by Racing Beat sets new Class E Grand Touring land-speed record of 183.904 mph at Bonneville Salt Flats in Utah.

1979: Two factory sponsored RX-7s enter the IMSA GTU class of the Twenty-Four Hours of Daytona and flabbergast the racing world by finishing 1-2 in class, 5th and 6th overall in an endurance run in which 46 of 68 starters failed to finish. The RX-7 legend is born.

- *Car and Driver's* "Most Significant Import Car of the Year" by a wide margin; *Road Test* magazine's Outstanding Sports Car of 1979.

1980: RX-7 and its rotary engine prove their mettle with 1st IMSA GTU season championship.

- *Popular Mechanics* poll of original RX-7 owners after two years reflects high approval and loyalty—over 87% would buy RX-7 again.
- Over 100,000 RX-7 owners registered by model year end; RX-7 now best-selling two seat sports car in America.

1981: RX-7 one of *Road & Track's* "Ten Best Cars for the Eighties."

- New top-of-the-line RX-7 GSL introduced.
- RX-7 scores new racing successes: 2nd IMSA GTU season championship . . . SCCA PRO Rally road racing title won by Rod Millen . . . season championships in class in Britain and Belgium . . . overall winner in world-famous Spa-Francorchamps 24-hour endurance race.

1982: IMSA GTU season championship Number 3.

- SCCA class champion.
- New 13B rotary powered RX-7 finishes first in GTO class in the Twenty-Four Hours of Daytona against far higher-powered competition.

1983: Dual GTU and GTO IMSA class wins in the Twenty-Four Hours of Daytona . . . IMSA GTU season championship Number 4.

- SCCA class champion.
- 250,000 RX-7s in America by end of '83 model year.

1984: IMSA GTU season championship Number 5.

- 13B rotary powered RX-7 enters first season competition in IMSA GTO class.

- Mazda Lola T616 takes Group C2 win in Le Mans 24-hour endurance race.
- New GSL-SE RX-7 brings the 13B rotary engine to American enthusiasts.

1985: IMSA GTU season championship Number 6.

- RX-7 scores 67th GTU win to surpass Porsche Carrera RSR and become the winningest single model in IMSA history.
- First-generation RX-7 production ends—377,878 units produced.

1986: Second-generation RX-7 introduced; new technical advances include 13B rotary for all models, revolutionary Dynamic Tracking Suspension System . . . RX-7 Turbo is *Motor Trend's* Import Car of the Year.

- RX-7 wins IMSA GTU season championship Number 7.
- Racing Beat-prepared RX-7 Turbo sets C/Grand Touring land-speed record of 238.442 mph at the Bonneville Salt Flats in Utah.

1987: IMSA GTU season championship Number 8.

- New three-rotor engine RX-7 enters IMSA GTO class.
- Three-rotor Mazda 757 is 7th overall in Le Mans 24-hour race, best ever by any Japanese entry.

1988: Long-awaited RX-7 Convertible sports car introduced.

- 10th Anniversary RX-7 Turbo arrives—the legend lives on.



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