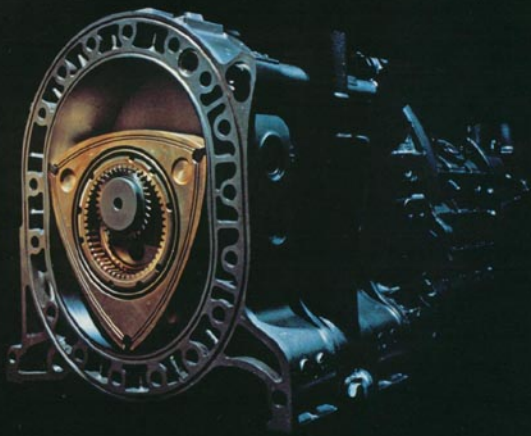


The Amazing Mazda RX-3

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Practically every major auto maker in the world, including GM, Ford and Mercedes, is trying to develop cars like the Mazda. Ward's Automotive, the industry's leading weekly, predicts that, by 1980, rotary engines will power 85% of all cars produced in the U.S. That's 1980. Today, there are already more than 300,000 Mazda rotary engine cars on the road throughout the world.



You take a trip, and learn to really appreciate your RX-3. It's a kindly, forgiving car. Nothing vibrates. Nothing buzzes. The steering wheel doesn't tingle in your hand. Small things. But they make a lot of difference.



The Mazda is Quiet Because Mazda rotary engine parts don't pull against each other. The few that move all move in the same direction. Any noise or vibration in conventional cars starts with the shaking of the engine as the pistons pull against each other on the crankshaft.

Warranty

The Rotary Engine Mazda Warranty runs for 12 months or 12,000 miles, whichever occurs first. There is also an extended warranty on the basic engine block and internal parts for an additional 12 months or 12,000 miles. In other words, the engine block and internal parts actually have a 24 month/24,000 mile warranty.



Low Emission Levels are assured by Mazda's emission control system, which includes unique thermal reactors. They help make the Mazda rotary engine just about the cleanest car on the road today.



Virtually every major auto maker in the world is trying to catch up with these cars. No imported car in history has taken off as rapidly as the Mazda. When you drive one, you understand why. The Mazda rotary feeling is a series of pleasant surprises.



Fully Reclining High Back Bucket Seats are standard equipment on all RX-3's.



RX-3 Sedan



RX-3 Rear Seats give passengers plenty of room to relax, stretch their legs, and enjoy the comfort of the Mazda ride.



The Tailgate on the RX-3 Station Wagon opens effortlessly, and stays open. It's counterbalanced, so you can raise it with one hand. The back seat folds down to give you 46 cubic feet of extra cargo space.



RX-3 Coupe



RX-3 Station Wagon

Your tach is redlined at 7,000 rpm. You watch it spin quickly to 4,000. Here's where most cars begin to strain. Not your Mazda. Instead, you feel the four-barrel carburetor take hold. The engine catches a second wind. You sense that, but you don't hear it. The higher the tachometer climbs, the better the engine feels and sounds. That's another surprise.



The Rotors Apply Power Directly to The Shaft for 270° of each complete 360° shaft revolution. A piston engine produces power through only 180° of each shaft revolution. That's why the Mazda rotary feeling is so smooth.



Horsepower produced by the Mazda rotary engine equals the horsepower of piston engines with twice its displacement.





1.



2.



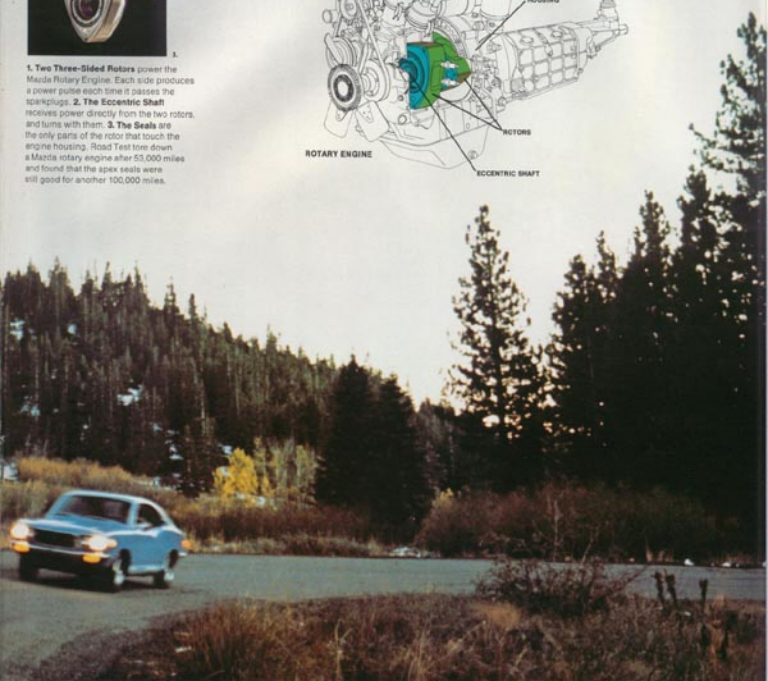
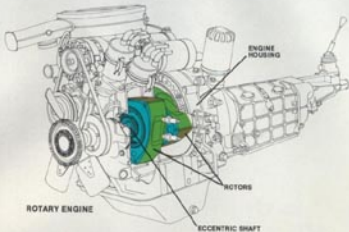
3.

1. Two Three-Sided Rotors power the Mazda Rotary Engine. Each side produces a power pulse each time it passes the sparkplugs. **2. The Eccentric Shaft** receives power directly from the two rotors, and turns with them. **3. The Seals** are the only parts of the rotor that touch the engine housing. Road Test tore down a Mazda rotary engine after 53,000 miles and found that the apex seals were still good for another 100,000 miles.

Fuel and Air Enter ... Mixture is compressed ... It explodes, producing power ... Exhaust is expelled



The Mazda Rotary Feeling is Surprisingly Smooth because the engine produces power through a continuous circular motion. That motion is applied directly to the eccentric shaft. Piston engines produce power by converting up-and-down motion to circular motion.



You can feel that the car is worthy of its engine. Built for comfort. The instruments grouped in your natural field of vision. The controls falling easily to hand.



RX-3 Instruments, grouped next to the speedometer and tach, just a flick of the eye away, include the temperature, ammeter and fuel gauges, and an electric clock. Tachometer and clock are standard.



Fingertip Controls for turn signals, passing lights, lane change signal, dimmers, wipers and washers are grouped just below the steering wheel on an unusual easy-to-use stalk device.



Complete Tool Kit gives you everything you need for minor repairs, right down to wheel chocks and touch-up paint.



Flow-Through Ventilation includes two exhaust vents, one on each side of the car just forward of the rear window.

Experts call that "human engineering". Motor Trend says that Mazda has about the best in the business. We say it's all part of the Mazda rotary feeling.



The Fuse Box is easily accessible. It even contains two spares. For safety's sake, each set of headlights operates on a separate fuse.



Mazda Automatic Transmission has six positions, including three forward speeds and a parking brake. Passing gear kicks in at any speed up to 65 mph. Just step down hard on the accelerator.

The Mazda Four-speed Gearshift is as precise as a straightedge. The throw is short. The gears are easy to find. Shifting is surprisingly fast. All forward speeds are synchromesh.

Fully Recining High Back Bucket Seats are standard equipment on all FX-3's.



Tinted Glass and Rear Window Defoggers with electrical heating elements are standard on all rotary engine Mazdas and the 806 Coupe.

