

Mazda presents
the new RX-4 Rotary
Sedan/Hardtop

*The
Success
Car*



The Success Car

Born of success, the new RX-4 offers polished rotary performance, bold new styling and luxury appointments to those who have themselves realized success.

In 1961, Mazda began development of a practical rotary-engine car. Step by step, engineers overcame the problems of design and construction that still frustrate the rotary efforts of some of the world's most famous auto makers. In 1967, the first Mazda rotary-engine car was put on the market. As of February, 1973, 400,000 Mazda rotaries had been produced. Every year, these dependable cars travel thousands of trouble-free miles on the world's highways and byways, rewarding their owners with the excitement and satisfaction of smooth, silent, dynamic performance... the trademark of Mazda Rotary Power.

Now, a new Mazda—one that represents the crowning achievement of 12 years hard work in the design, development and production of rotary cars. We consider the RX-4 in every respect to be the finest Mazda yet. We offer it with pride and satisfaction to men and women who have themselves worked hard for success and won it. That is why we call it, "The Success Car."

Secret of Success The Amazing Mazda Rotary Engine

Luxury starts here with power so smooth, silent and flexible it re-writes all the accepted standards of engine performance.

Compared to an ordinary Six, our rotary is smaller, much lighter, has fewer parts and delivers almost twice the horsepower per cubic inch. Two smoothly spinning rotors do the work of six busily bobbing pistons. No pistons, con rods, camshafts, valves and all their attendant clutter of springs, tappets, push rods.

The luxury of Mazda Rotary Performance is a very sound investment. Revolutionary as this engine may be, its reliability has been proved beyond a doubt. And it pays handsome, daily dividends in exciting driving and pride of ownership.

The look of success in a dynamic hardtop coupe.



Success also depends on details of Performance

The combination of wide radial tires on wide (5½ x 13) wheel rims assures steady going, confident handling in a wide variety of driving conditions. Wide track design achieves the optimum ratio of car height-to-track for greater stability on curves and in crosswinds. (Tires by Bridgestone)



A 65 liter (14.3 Imp. Gal.) gas tank gives you extended cruising range in keeping with the RX-4's tireless, high-speed cruising potential. Sealed radiator. No chassis grease-up for 2 years, or 50,000km (32,000 miles). The RX-4 is a carefree car down to the last detail.

Today power-assisted disc brakes on the front wheels are a necessary part of any performance car's overall design. Standard, of course.

Full instrumentation, in a wrap-around aircraft cockpit configuration (Hardtop only) which includes a tachometer, ammeter and quick-set trip-mileage-meter, puts the good driver in full control for more intelligent, more enjoyable motoring. Special 4-spoke steering wheel is designed for extra control and safety. Hardtop wheel is smartly styled with the look and feel of leather.



Photo shows Mazda RX-4 Hardtop

Photo shows Mazda RX-4 Sedan

Photo shows Mazda RX-4 Sedan

New luxury in great style

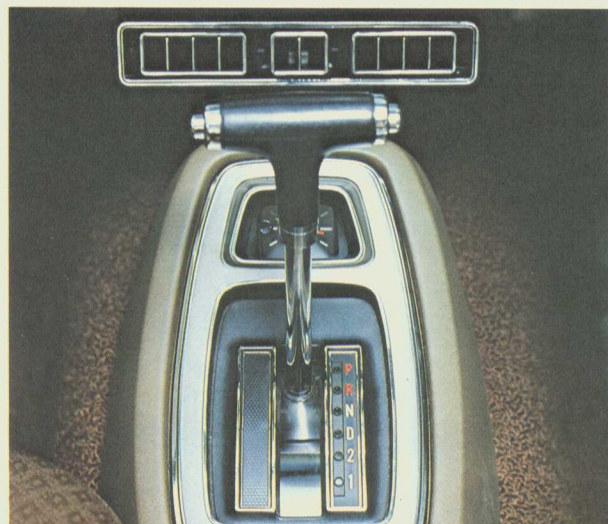
Deluxe, dual-use armrests. Handsome—and extremely comfortable high-back front seats have built-in head-



rests (Hardtop only) and are adjustable for full recline. 180mm (7 in) seat travel assures comfortable space for the longest legs. Highback rear seats are standard on both Hardtop and Sedan models. Luxury carpeting color coordinated in elegant fashion to exterior paint and interior upholstery. Flo-Thru Ventilation system for all-weather, driver/passenger comfort.

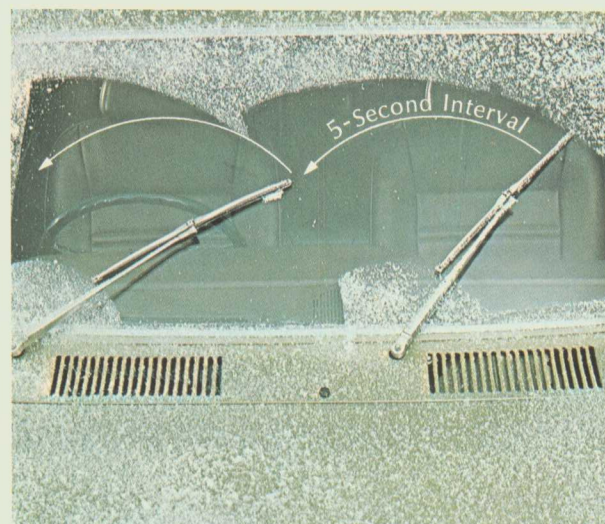
...and details of Convenience

New Mazda Automatic Transmission provides smooth, silent automatic shifting plus positive power transmission to the rear wheels. 6 positions, 3 speeds. Optional in Sedan only.



Not available in some areas

Interval Wiper* has a special slow-time beat with a 5-second rest between sweeps for those lightly misting days when ordinary wiper speeds are too squeaking much! Ordinary fast and slow speeds, too.



Not available in some areas

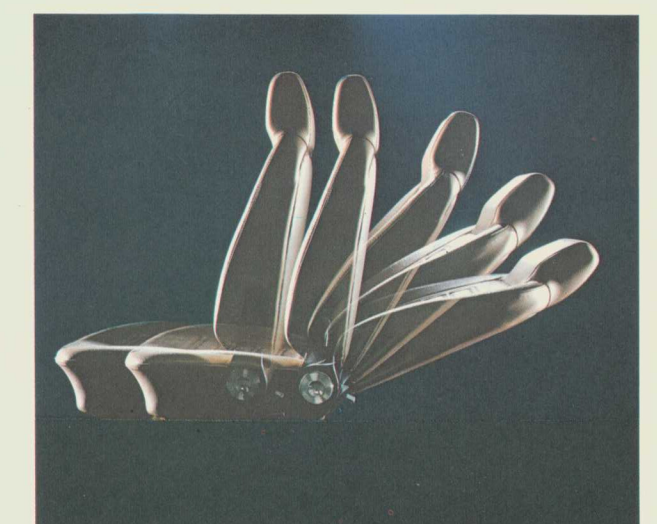
The radio antenna of the RX-4 is sandwiched right into the windshield glass. Never worry about bent or broken radio antennas again.



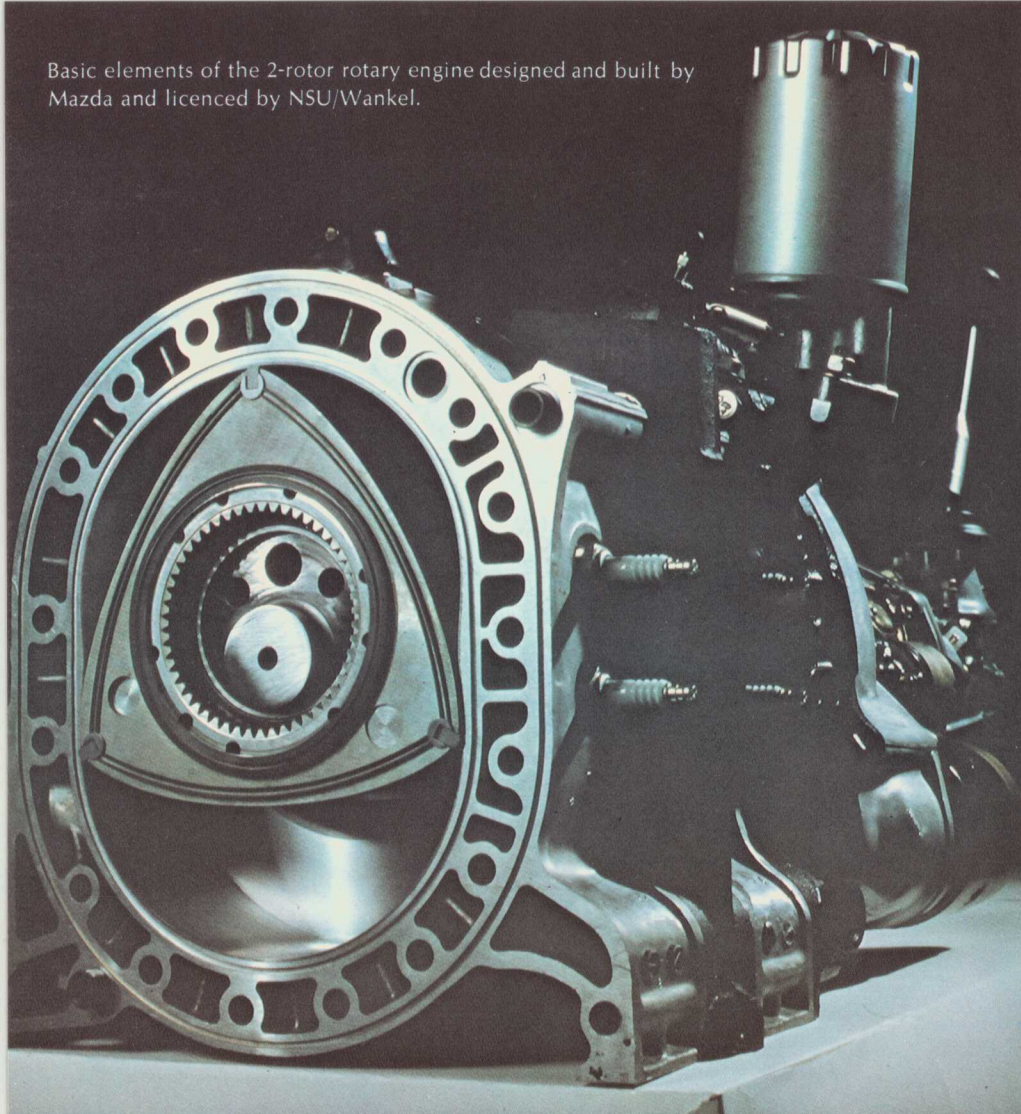
5-function switch handles an amazing number of varied jobs; turn signals, passing lights, dimmer, washer, 2-speed wipers.



Fully-reclining front seats are standard equipment on both Hardtop and Sedan. A luxury plus for seats comfort-contoured to start with.



Basic elements of the 2-rotor rotary engine designed and built by Mazda and licenced by NSU/Wankel.

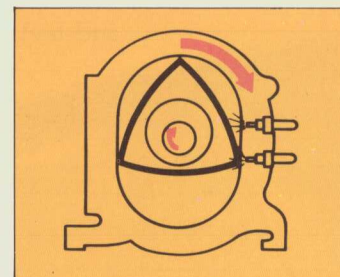
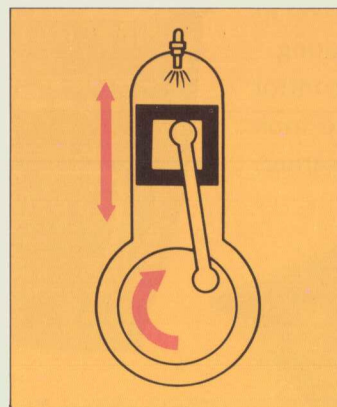


Here's the basic difference between an ordinary engine

... and a Mazda Rotary

An ordinary engine generates power with up-down-up-down piston motion which must then be changed into round-and-round drive-shaft motion to turn the wheels.

The Mazda Rotary eliminates all that up-down-change-to-round business. Its moving mass spins in the same direction as the drive-shaft right from the start... smooth as a turbine!



Benefit. Thanks to the rotary's revolutionary design, power losses to friction and inertia are minimal... engine vibration and mechanical noise are absent to a startling degree. Satisfying performance for you, combined with the rugged dependability that comes from simplicity.

The look of success in a distinguished town sedan.





Safety—the ultimate
consideration,
the over-riding concern of
every responsible auto maker.

- Shock absorbing body structure. Front and rear sections have specially designed shock absorbing members for a controlled collapse in event of collision.
- Collapsible steering column
- Special 4-spoke steering wheel gives extra control and safety . . . with style.
- Shock-absorbing dash padding
- Day and night rear view mirror with breakaway mount
- Independent head lamp fuses
- Front-hinged bonnet
- Dual, power-assisted braking system
- Stop light checker
- Hazard warning flasher
- Windshield washer
- Laminated windshield
- Bonded front and rear window mountings
- Flush door handles
- Electrically heated rear window keeps view clear in any weather*
- Streamlined overhead console includes Interior light, Directional spot light for map reading, warning lights for Low Fuel, Fasten Seat Belt, Half-closed Door . . . you can safety check the entire car at a glance. Hardtop only.

*Standard equipment in some countries, optional in others.

SPECIFICATIONS

MAZDA RX-4 (Model LA22S)

Hardtop

Sedan

DIMENSIONS

Overall Length	4,320mm (170 in.)	4,240mm (167 in.)
Overall Width	1,665mm (66 in.)	1,660mm (65 in.)
Overall Height	1,380mm (54 in.)	1,410mm (56 in.)
Wheelbase	2,510mm (99 in.)	2,510mm (99 in.)
Track (Front)	1,380mm (54 in.)	1,380mm (54 in.)
(Rear)	1,370mm (54 in.)	1,370mm (54 in.)
CURB WEIGHT	1,050kg (2,315 lb.)	1,045kg (2,305 lb.)
		Automatic 1,055kg (2,325 lb.)

ENGINE

Type	Rotary Engine, 2-rotor in line
Displacement	573cc (35.0 cu.in.) x 2
Compression Ratio	9.4 : 1

PERFORMANCE

Climbing Ability (tan θ)	0.52 (Manual), 0.45 (Automatic)
Minimum Turning Radius	5m (16 ft. 5 in.)

FUEL SYSTEM

Fuel	Regular or low lead gasoline
Carburettor	Downdraft, 2-stage, 4-barrel type
Fuel Pump	Electric pump
Fuel Tank Capacity	65 lit. (14.3 Imp. Gal.)
Air Cleaner	Paper filter type

LUBRICATION SYSTEM

Type	Forced lubrication with oil cooler
Oil Pump	Trochoid gear type
Oil Strainer	Paper filter type

DRIVE TRAIN SYSTEM

Clutch	Dry, single plate diaphragm
Transmission	(Manual) (Automatic)
	Forward 4-speed, 6-position,
	Reverse 3-speed
	Synchromesh on all forward gears

Gear Ratios 1st	3.683	2.458
2nd	2.263	1.458
3rd	1.397	1.000
4th	1.000	—
Rev.	3.692	2,182

Final Reduction Gear	Hypoid type
Gear Ratio	3.900
Shift Lever	Floor shift

SUSPENSION

Suspension (Front)	Strut type with coil springs
(Rear)	Semi-elliptic leaf springs
Shock Absorber (Front)	Hydraulic, double acting type
(Rear)	Gas filled, hydraulic double acting type

	Hardtop	Sedan
Spring Ratio (Front)	1.9kg/mm (110 lb/in)	1.7kg/mm (95 lb/in)
(Rear)	2.3kg/mm (130 lb/in)	2.0kg/mm (120 lb/in)

BRAKES

Foot Brake (Front)	Hydraulic disc brakes with power-assist
(Rear)	Hydraulic drum brakes with power-assist
Hand Brake	Mechanical, interior expanding type on rear wheels

WHEELS & TIRES

Tires (Front & Rear)	195/70 HR-13 radial (Great Britain)
	175 HR-13 radial (Australia)
	175 SR-13 radial (Others)

Rim Size 5½ J x 13

BODY Semi-monocoque with sub frame
Automatic transmission is optional only for Sedan.

The above specifications are subject to change without notice. Lamp and other equipment specifications vary according to locale.

 **MAZDA**
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