



2009 MAZDA RX-8 Product Information Bulletin

January 17, 2008

Mazda North American Operations is excited to announce the significantly revised and updated 2009 MY RX-8. The 2009 MY RX-8 arrives with new technology features, enhanced exterior and interior styling and engineering updates to make this the best RX-8 of all time.

Details of the 2009 MY timing and product improvements are listed below:

Timing:

- Job #1 is scheduled for March 2008

Dealer availability:

- Vehicles should arrive by late May to most dealerships

Design

Exterior

The redesign focused on improving its sporty styling as well as enhancing vehicle aerodynamics.

- New front and rear bumper
- New front headlights and rear LED taillights
- New design 18" alloy wheels
- Larger exhaust tips

Interior

- MX-5 type sporty steering wheel
- New seat design
 - Seat bolsters are modified for improved lateral support
 - Front headrest was redesigned for better visibility for rear seat passengers
 - Power driver seat on Grand Touring model adds a 3 position memory switch
 - Available premium Recaro seat with leather side bolsters (only on RX-8 R3 model)
 - New dune beige and red leather colors available on Grand Touring models
- Hand brake lever now leather wrapped on Grand Touring models
- Pop up type NAVI replaced with in dash 7" LCD touch screen NAVI (available on Grand Touring)

Audio System – Bose audio enhancement

- Centerpoint surround sound (Bose proprietary technology) is added to the RX-8 Bose audio system
- AudioPilot noise compensation system is updated with a new algorithm that adds vehicle speed information in addition to the microphone sensing data.

Functional:

- Manual transmission final gear ratio change from 4.444 to 4.777 for improved performance
- Improved access to oil level dipstick
- Gasoline tank enlarged by almost 1 gallon to nearly 17 gallons
- Improved body rigidity with structural body reinforcement including the addition of a trapezoidal front tower brace.
- Rear suspension geometry revised for improved handling performance.

Interior and exterior colors – (Please see order form for detailed availability by color)

New Interior Color:

Add new red leather and dune beige leather interior availability.

New Exterior Colors:

Aurora Blue Mica - Exclusively available on the new RX-8 R3 model

Diamond Gray Metallic

Sparkling Black

Model Lineup:

The core model lineup is unchanged with carryover Sport, Touring and Grand Touring models. Additionally there will be a suspension enhanced model RX-8 R3 above the Grand Touring model.

Please see the lineup attachment comparing the current 2008 MY vehicle and the 2009 MY vehicle. (*refer to order form*)

All models add an auxiliary audio jack and front power window one-touch open and close with the ability to open the windows with the remote control.

Sport models

Sport AT models add 18" wheels standard (ilo 16") and include the larger front disc brake and sport suspension tuning of the MT model.

All manual transmission models add a low exhaust pressure muffler.

Touring model is based on last year's Sport model with performance package

A revised Touring model is introduced to attract additional buyers and reduce the price gap with the Sport trim. The new Touring contains all the equipment of the previous Sport and performance package model and adds the auto dimming mirrors with homelink and 6-disc in-dash CD changer at nearly the same price as the '08MY performance package equipped sport model.

Bose audio and moonroof are now included in a premium package option that adds factory Sirius satellite audio.

Grand Touring

Adds many new features including:

- Automatic air conditioning
- Auto on/off headlamps
- Bluetooth hands free phone system (similar to CX-9)
- Leather hand brake
- Rain sensing wipers
- Seat memory (3 memory settings)

The moonroof is now optional and packaged with Sirius satellite radio as part of the premium package 2.

Right Hand Drive Design model: For reference only

Please note that the Aurora Blue (exclusive to RX-8 R3) is not available on the base model for the US.



New model RX-8 R3

In order to showcase the capabilities of the 2009 MY RX-8, we will introduce the following performance and styling equipment for improved vehicle response.

- Bilstein shock absorbers
- Urethane foam filled front suspension cross member
- Addition of 225/40R19 forged alloy wheels
- Sporty front bumper
- Stylish side sill
- Rear spoiler
- Recaro sport seats with leather side bolsters

In addition the RX-8 R3 model includes:

- DSC w/traction control
- Xenon headlamps
- Fog lamps
- Leather hand brake
- Bose audio w/9 speakers & in-dash 6-disc CD changer
- Auto dimming mirrors with homelink
- Bluetooth hands free phone capability
- Mazda advanced keyless entry system

RX-8 R3 - Official model shown at Detroit Auto Show



RX-8 R3 Interior

