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MAZDA SHOWS THE POWER OF *MAZDASPEED* ON THE RX-8 AT SEMA

- Mazda's Rotary-Powered Sports Car in MAZDASPEED Form -

LAS VEGAS – A rotary-powered RX-8 sneaks into the Specialty Equipment Market Association (SEMA) Show in new skin—*MAZDASPEED* skin. The silver, Japan-specification car crossed the ocean just in time for the aftermarket auto show this week in Las Vegas.

“RX-8 is the ultimate performance car, and with the launch of a new line of *MAZDASPEED*-branded components, customers can build their own ultimate RX-8,” said Robert Davis, senior vice president of marketing and product development of Mazda North American Operations. “We created this *MAZDASPEED* RX-8 by exploring what is possible using a host of *MAZDASPEED* dealer-available parts and accessories.”

At first glimpse, there is no doubt this is an RX-8 sports car, but a host of exterior modifications create an even more aggressive—somewhat feline—appearance. In front, an extended air intake and a low-projecting lip spoiler yield improved cooling and optimum lift balance, respectively. Low-slung silhouette side skirts, aerodynamic side view mirrors and carbon-finished B-pillar garnishes cut air resistance and carry the sleek look rearward. An adjustable rear wing and rear under-spoiler create downforce in the tail.

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Gun Metallic, 18-inch aluminum wheels cover *MAZDASPEED*-badged brake calipers fitted with brake pads engineered for high fade resistance. Enhanced shock absorbers ensure ride comfort, and sporty springs drop the ride height 20mm for a lower center of gravity and increased spring rate, together generating cat-like reflexes and handling. Larger-diameter front and rear stabilizer bars reduce body roll, while front and rear strut tower braces increase body rigidity.

Inside the cockpit, a Sport Meterlink System houses oil pressure, oil temperature and water temperature gauges. Carbon-finished inner door handles, door switch panels and rearview mirror cover keep continuity with the aggressive exterior. Highly ergonomic *MAZDASPEED* sport seats, available in black, red or blue, act in conjunction with special kneepads affixed to the door panels, keeping driver and passenger firmly in place during performance driving.

Mazda North American Operations is responsible for the sales and marketing, customer parts and service support of Mazda vehicles in the United States. Headquartered in Irvine, Calif., MNAO has more than 700 dealerships nationwide.

Visit www.mazdaspeedusa.com for more information about *MAZDASPEED*.

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